

SBDC Action Plan 2017

The Springfield Business Development Corporation (SBDC) is the economic development arm of the Springfield Area Chamber of Commerce. We work to create jobs and investment, grow our workforce, and promote economic growth in the 10-county Springfield region. With the support of SBDC Investors and under the guidance of the SBDC Board of Directors, economic development staff has developed this action plan to highlight new initiatives we will be focused on in 2017.

Existing programs and tasks essential to our economic development work are not detailed here, but will of course continue to move forward.

Engaging Investors

The goals set forth in this action plan can only be accomplished with the support of SBDC Investors that go above and beyond their Chamber membership dues to support our economic and workforce development efforts. The action plan has been developed based on investor feedback, and communicating our measurable progress to them throughout the year is crucial.

- Expand SBDC funding by securing new investors, leveraging additional support from governmental partners, growing the Regional Menu of Services participation, and further monetizing our workforce development efforts, especially the GO CAPS Teacher Externship program. **Measurable:** [Secure \\$100,000 of new annual revenue](#)
- Expand SBDC industry Outlook event series. **Measurable:** [Create 2 additional events](#)

www.sbdcinvestors.com

Creating Jobs & Business Investment

All of our economic development efforts are designed to bring new jobs and investment to the Springfield region. To do this, we must listen to our existing companies, work with our regional partners, and win more business expansion and attraction projects.

Assist | Representative Voice, Astute Analyst

- Meet with local executives in direct business visits and expand the existing business support program by working with local partners on additional business visits.
[Measurable: Conduct 150 direct business visits and 50 partner-lead business visits](#)
- Expand employer council model to bring additional local business leaders together.
[Measureable: Create 2 new employer councils](#)
- Create a BR|E Network in efforts to educate additional stakeholders who work with high-growth companies. [Measureable: Conduct 25 meetings with development community stakeholders](#)

Attract | Successful Closer, Leading Catalyst

- Build an enhanced consultant communications/outreach strategy using the SREP brand.
[Measurable: Gain 1,400 impressions during the year](#)
- Meet with site selection consultants in one-on-one, in-person interactions.
[Measurable: Conduct 150 consultant visits](#)
- Promote the creation of development-ready sites and speculative buildings throughout the region by working with public sector partners and private sector developers. [Measurable: Gain additional speculative space on the market and identify additional Certified Site locations](#)

Start-Up | Leading Catalyst, Trusted Convener

- Investigate options for more effective use of the Ozarks Regional Community Development Corporation (ORCDC) with Missouri State University staff and participating lending institutions.
[Measurable: Develop a course of action to be outlined in a report](#)
- Encourage the development of additional real estate options for startups, IT operations, and creative companies by working with public and private sector partners.
[Measurable: Making additional square footage available, intentionally designed for the target companies](#)

Developing Our Workforce

Collaboration is essential to creating a better workforce. We have created innovative new programs and approaches by bringing together regional entities involved in workforce development. These efforts are designed to ensure companies in the Springfield region have access to the talent they need to grow.

Develop | Trusted Convener, Astute Analyst

- Further develop the GO CAPS program, specifically the development and expansion of new strands in high need areas and expanding the Teacher Externship Program. [Measurable: Enroll 250 students and place 100 teacher externs in businesses](#)
- Assist businesses with resources to increase employees' skillsets through tuition assistance programs. [Measurable: Provide outreach to 100 companies about these programs](#)
- Create statewide workforce training programs and policies that best meet the need of business. [Measurable: Develop actionable legislative/administrative plan for 2017 session](#)

Attract | Leading Catalyst, Consistent Provider

- Grow the Talent Attraction Initiative video series with the production of supplemental videos. [Measurable: Produce and launch three new videos](#)
- Develop targeted marketing programs for high-demand job fields. [Measurable: Create a pilot program focused on Occupational Therapy professionals](#)
- Revise the Talent Attraction Initiative website with updates and additions. [Measurable: Implement refreshed content and additional features](#)

Retain | Representative Voice, Inclusive Engager

- Engage in strategic outreach to college students in high-demand job fields to promote the retention of qualified and in-demand young professionals. [Measurable: Make 300 direct connections with students pursuing careers in health care, engineering, and IT](#)
- Develop a framework to more effectively connect young professionals to regional leadership and volunteer opportunities while streamlining The Network's Work Crew structure. [Measurable: Promote opportunities and track community involvement among members of The Network](#)
- Partner with Springfield Area Human Resources Association and other organizations to develop a labor/wage survey for the region. [Measurable: Plan and deliver the survey in 2017](#)