

RCC Offering Small Business Training and Mentorship Classes

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Small business owners in Southern Oregon have an opportunity to receive training and mentorship offered through the Small Business Development Center (SBDC) of Rogue Community College (RCC). The first 20 applicants accepted into the Small Business Management Program (SBM), with classes starting in the fall, will receive a scholarship that covers half of the tuition, a \$300 value. The scholarship is made available through the RCC Board of Education.

This nationally recognized and respected business development program has produced numerous SBDC-certified graduates in the Southern Oregon region who have gone on to demonstrate a track record of success and business growth.

The 2023 / 2024 program curriculum offers relevant and proven “best practices” for growing revenue, increasing profitability, developing a team and building an adaptable platform for long-term business sustainability.

Past participants in the SBM program have reported the following results after completing the program: improved performance through use of effective financial analysis and information; expanded markets and sales using relevant online marketing platforms; increased knowledge and application of innovative lean processes and quality improvement for specific industries; and strengthened employee teams that grow business and brand success.

The SBM Program includes monthly interactive learning sessions with other experienced business owners focused on current and relevant subjects. It also includes monthly one-on-one business coaching to meet individual business needs. A variety of subject matter experts are invited as frequent guest speakers. The program is taught over a 9-month period and is designed in stages; as each business owner’s training advances, each ongoing business continues to benefit through more advanced topics and mentoring.

The program is offered through once-a-month in-class sessions on Tuesday afternoons, 2 – 5 p.m., beginning October 3rd, 2023. Course dates for the nine-month 2023 / 2024 program will be: October 3, November 1, December 5, and, in 2024: January 9, February 6, March 5, April 1, May 7 and June 4.

This program has been developed for businesses that have been in operation for a minimum of one year. The full cost of tuition is \$618 but if applying as one of the first 20 business owners, tuition will be reduced to \$318 through the scholarship offering. Organizers comment that retail value of the course, if taken elsewhere, has been estimated at \$3,500.

For information on the SBM Program, please call [541-956-7494](tel:541-956-7494) or email Advisor Tim Busald at TBusald@rogucecc.edu. For general information, please call the RCC SBDC at 541-956-7494 or, for more information, visit: <https://sbdc.rogucecc.edu/small-business-management>.