



Center for Economic Development

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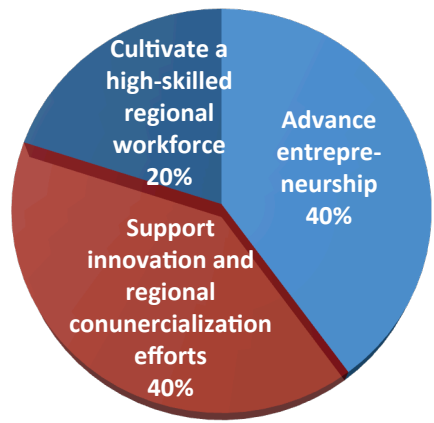
The Center for Economic Development (CED) is a partnership between California State University, Chico (CSU Chico) and California State University, Fresno (CSU Fresno), serving 31 counties in California's Great Central Valley. CED is committed to helping Northern California communities and businesses prepare and plan for their future growth through technical assistance, applied research, and competitive intelligence products.

Goals & Activities

CED provides a variety of services that promote community and economic development in northern California (and throughout the state), with a particular focus on cultivating innovative industry growth in targeted high-growth sectors (including agriculture, clean energy, healthcare, and water).

CED supports industry cluster development through its applied research services, including conducting an all-inclusive cluster analysis for the State of California

through the California Regional Economies Project. Ongoing work is focusing on applying cluster/asset mapping and strategic planning for local areas within the service region, working with local partners. Other applied research activities draw upon the universities' technical data services and GIS mapping capabilities to address specific needs of regional communities. Webinars and training are also offered for regional partners



to support capacity building in technology commercialization, cluster development, and other areas.

CED supports entrepreneurship and innovation through a variety of services, including developing a regional Entrepreneur Pathway (from

University

California State University, Chico
California State University, Fresno

Center Director

Dan Ripke

Center Location

CSU Chico's Center for Economic Development and CSU Fresno's Office of Community & Economic Development

Center since 1986

Center Activities

- Technical assistance
- Applied research
- Entrepreneurial support
- Information dissemination

Clients

- Businesses
- Entrepreneurs
- Targeted industries
- Public agencies
- Research institutions

Assessment Techniques

- Client interviews
- Client surveys
- Case studies

Contact Information

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high school to university level) offering training and technical assistance for entrepreneurs and early stage businesses, developing funding networks, providing training and information resources to support SBIR/STTR applicants, and expanding an entrepreneur academy accelerator program.

CED's technical assistance services are delivered through a 4-tier structure that provides both broad services that can assist a large number of businesses and customized, one-on-one support designed for a narrower range of businesses. Assistance is delivered by students/interns and by experienced faculty/researchers.

transfer from CSU to deliver its services. Each partner brings complementary capabilities: CSU Chico specializes in analysis of economic and demographic data, while CSU Fresno has functional expertise in water, transportation, and storage. The Center also leverages a wide network of regional collaborators and partners with CSU Fresno's Lyles Center for Innovation & Entrepreneurship to deliver entrepreneurial and commercialization support services.

"CED staff have been exceptional to work with in responsiveness, depth and quality of information/services provided."

--Center client

Leveraging

CED leverages a variety of data resources, analytical expertise, student labor, and technology

Success

Customer Relationship Management Software

During its 25-year tenure as a University Center, CED has interacted with hundreds of clients through its business and industry technical assistance services. For the past 10 years, CED has used an off-the-shelf Customer Relationship Management (CRM) software. This software has proven to be very helpful in managing the Center, especially in situations involving interns or staff members who may no longer be working there when a problem or repeat request from a client is received. The software is used to log every client interaction. All Center employees have been trained to include the details describing the interaction and the work product provided to the client.

Analyzing client purchase patterns has allowed the Center to predict when certain clients are likely to request specific kinds of data. It also provides an audit trail that is useful for problem solving.

By utilizing software-based tools to manage client interactions, CED maintains consistency and high quality of service in its interactions with its clients.

Technical Assistance for Health Centers

CED has applied its technical data and GIS mapping capabilities to provide critical information and data needed by health centers throughout the State of California. CED worked with 28 health centers in the state over a 6-month period.

Its services have assisted these health centers in understanding the socioeconomics, demographics, and geographical extent of their service areas, through tools such as mapping of patient addresses, thematic mapping, and data collection for needs assessments and grant applications. Work with additional health centers will continue over the coming months

By applying its advanced data, mapping, and research tools to address the unique needs of health centers, CED is helping them become more competitive in their grant applications and to expand their services in neighborhoods where employment is needed.