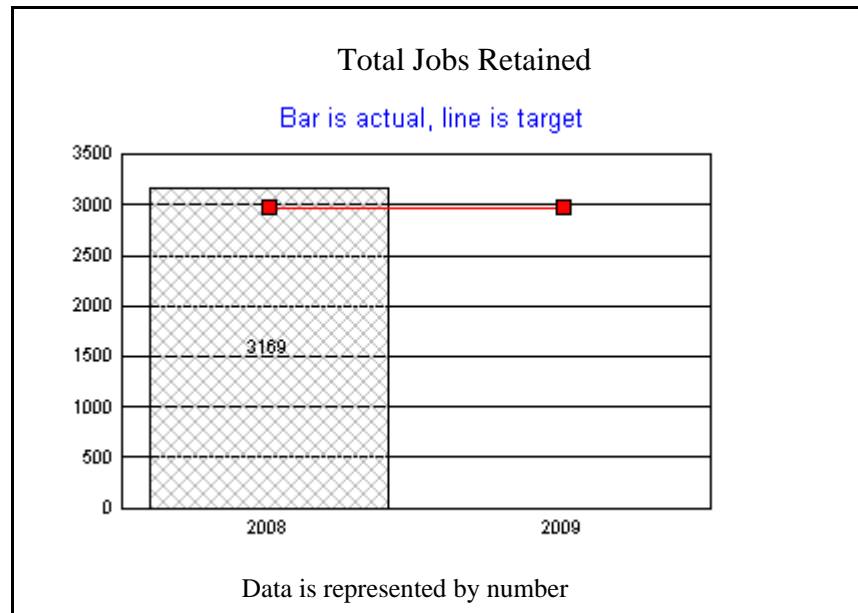


KPM #2	Number of jobs retained	2004
Goal	Promote a favorable investment climate to strengthen businesses, create jobs and raise real wages. Improve national and global competitiveness of Oregon companies.	
Oregon Context	Oregon Benchmarks: 1 - Employment in Rural Oregon; 15 - Unemployment.	
Data Source	The primary data source is the Oregon Employment Department. Job levels are collected for each business that received financial or technical assistance and directly benefited in job retention efforts.	
Owner	Policy and Planning, Tawni Bean (503) 986-0149	



1. OUR STRATEGY

OECD works with businesses, communities, state agencies and other entities to conduct the following activities: Retain and expand existing

companies and recruit new investment; Capitalize on the state's competitive advantages and strategically invest resources to offset disadvantages; Support the development of industrial and commercial lands; Support innovation and research. Assist industry clusters to succeed; and Market Oregon's advantages.

2. ABOUT THE TARGETS

Previous biennia targeted the number of **projected** jobs for new projects in the fiscal year. The last biennium's legislatively adopted wording for the measure was "Total jobs retained (est.)" where the "estimation" refers to projected jobs. Starting this biennium, the target is 2,975 or more **actual, verified** jobs in place from projects completing in the fiscal year. In short, the previous measure was the number of jobs retained expected at the start of projects, and the new measure is the number of actual jobs at the end of projects. This target will be evaluated as multiple years of data are gathered.

3. HOW WE ARE DOING

The department has verified job data through June 30, 2008. The department did meet the target for this year, but the target for this measure is for projected jobs retained, we are reporting actual verified jobs retained. In the 2009-11 we will be dropping the historical data for this measure because it does not serve as a comparison. In many cases, OECDD will internally track projected jobs and projected time frame as well as actual jobs to arrive at full cycle planning and evaluation.

4. HOW WE COMPARE

Retaining and attracting businesses continues to become more competitive with businesses utilizing the internet to obtain in-depth information prior to contacting locations personally and utilizing relationships with recruitment specialists and local experts. Seeking to duplicate Oregon's relatively strong employment performance despite the recession, other states are now modeling Oregon's business development tools and practices. The Oregon Prospector website was one of the first site search tools and continues to be enhanced to provide quality information to site selectors and businesses considering locating or expanding in Oregon. Certified industrial sites, as described below in KPM 7 are another important tool and model. Staff dedicated to specific clusters and geographies allows OECDD to have a strong balance of knowing what is happening in the community with existing businesses, industrial sites and opportunities and developing expertise in industrial clusters.

5. FACTORS AFFECTING RESULTS

The current performance measure data includes two data elements that were only included starting in 2006. The two elements are the Regional

Investment Fund program data and the Small Business program data.

6. WHAT NEEDS TO BE DONE

Senior management will review overall performance on a regular basis to assess if strategic changes are needed. The department has also begun gathering industry sector codes (NAICS) in order to further analyze sectors and clusters assisted.

7. ABOUT THE DATA

The data are the employment results of projects completed within the July 2007 – June 2008 Oregon fiscal year. All jobs are defined in terms of full-time equivalent jobs. One full-time equivalent job is equal to 1820 hours worked per year. This definition was developed to be consistent with the data collected by the Oregon Employment Department for the Oregon Quarterly Reports and Form 132 (for Unemployment Insurance Tax). Businesses agree on a job retention goal at the start of the project, the results of which are verified following project completion. For Small Business Programs, initial data are collected from quarterly reports and verified data are obtained from the Employment Department and independent surveys. For the Regional Investment Fund, data are collected from the Regional Boards and verified by Employment Department data.