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Chamber Partners with Urbana University

The Champaign County Chamber of Commerce recently announced a new business development partnership between local businesses and Urbana University. The program involves local businesses working hand-in-hand with university students. Typical business curriculum involves case studies and developing fictional business plans. With this new business development partnership, Urbana University students will work with local companies to develop ways to make their business thrive. Potential projects include business planning, marketing research, product expansion and customer surveys.

“Urbana University is a tremendous resource for our community,” stated Kelly Evans-Wilson, Executive Director of the Champaign County Chamber of Commerce and Visitors Bureau. “This new program is an opportunity to allow local businesses to utilize that resource.”

The business development program is modeled after a similar partnership between Wright State University and Dayton-area businesses.

“Wright State’s program has been successful for both businesses and the University,” stated Evans-Wilson. “That same success can happen in Champaign County. This partnership is a win-win for all involved.”

To learn more about the business development partnership contact the Champaign County Chamber of Commerce at 653-5764.

The mission of the Champaign County Chamber of Commerce is for the purpose of advancing the commercial, industrial and civic interests of Champaign County and its trade area.

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