

## **DECSC Vision**

To be a prime mover and recognized regional and national leader in support of the international business community and USDOC efforts to increase export competitiveness and competency; and help more U.S. businesses enter, broaden and expand global markets.

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## **DECSC Mission**

The DECSC will contribute leadership, expertise, advocacy, advice, and support to serve the international business community and work with USDOC's export training and assistance programs, in collaboration with California's USEACs, other regional California DECs, and other public and private organizations and partners. DECSC will accomplish its mission primarily by initiating and/or supporting collaborative efforts to:

- Promote awareness and benefits of international trade for businesses, workers, job-creators, education, and the economy.
- Counsel and train regional businesses on how to export, best export practices, and export assistance resources.
- Organize, co-sponsor and support trade-related regional conferences, workshops and other educational and networking opportunities.
- Disseminate Web-based and other information about industry-and market-specific trade potentials and opportunities.
- Advocate for policies, laws and regulations that encourage exports, reduce trade barriers, and promote global trade.

## **2013 DECSC Objectives**

1. Institutionalize strong governance, member policies, committee structure, and strategic planning for long-term sustainability.
2. Increase visibility and recognition of DECSC as a "go-to" resource for export expertise and problem solving, and for collaboration on regional/national export expansion programs.
3. Increase export awareness among businesses, workers, job-creators, educators, students, economic developers, and legislators.
4. Broaden and coordinate DECSC's support of export training and assistance programs.
5. Increase the DECSC's participation as a leading advocate for policies, laws, and regulations that encourage exports, reduce trade barriers, and promote global trade.
6. Continue to maintain DECSC's website features, enhance/expand content, and grow traffic on the site.
7. Expand DECSC's outreach through networking, organizing and participating in trade-related activities, and collaborating with public, private and diplomatic sources.
8. Generate revenue to support DECSC's mission.