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University Marketing and Communications

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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

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HARRY READ, Director of Information and Publications (217) 581-2820

FOR IMMEDIATE RELEASE

CHARLESTON, IL--Services offered by the Community Business Assistance Center (CBAC) at Eastern Illinois University are described in a catalog available to business and industry personnel throughout the region.

Aim of CBAC, a division of the School of Business, is "to serve the needs of organizations both large and small in the private and public sectors," according to Dr. Terry Maris, Director.

Pre-packaged and custom-designed programs are available to clients. The former are offered both as public seminars and on-site presentations. The seminars are open to anyone, through a pre-registration process.

Maris said they are well-suited to the individual or the small business that chooses to send only one or two employees.

Custom-designed programs on any business topic can be prepared for the exclusive use of clients. Maris said staff members are available as consultants and that the most common requests are in the areas of strategic planning, organization design, employee motivation, productivity improvement, financial planning, market analysis, and labor relations.

The catalog also describes video communication services through the cooperation of CBAC, the Radio & Television Center and the local cable television company. Available to cable subscribers are the American Business Network (BizNet) and the Financial News Network (FNN). Videotape cassettes of these and other programs may be rented from CBAC.

Community Business Assistance Center

Add 1

Research in all business areas is another service by CBAC. Maris said research can be helpful in remedying an existing problem or to improve a firm's future effectiveness.

All CBAC programs are co-sponsored by the U.S. Small Business Administration. Copies of the catalog and complete information about CBAC may be obtained by contacting Maris by mail at Blair Hall at Eastern or by telephone (217) 581-3526.

The catalogs were printed by the U.S. Small Business Administration and CBAC programs are co-sponsored by the SBA. Eastern's School of Business also has ties to the Small Business Institute, a management consulting service sponsored by the SBA.