



UNIVERSITY OF OREGON  
Lundquist College of Business

January 28, 2025

To the Oregon House Higher Education Committee 900 Court St. NE Salem, OR  
97301

Subject: Support for the Sustainable City Year Program at the University of  
Oregon

Dear Members of the Oregon House Higher Education Committee,  
On behalf of the University of Oregon, I am writing to express my strong support for the Sustainable City Year Program (SCYP). As a marketing professor who has integrated SCYP projects into my capstone courses, I have witnessed firsthand the transformative impact this program has on both our students and the Oregon community.

SCYP enables me to provide students with invaluable real-world marketing experience through project-based learning. My classes focus on developing comprehensive marketing strategies and implementation plans that help Oregon communities enhance their economic vitality. Currently, my undergraduate capstone students are working with Oakridge, Oregon to develop marketing strategies to boost local tourism and economic development, particularly focusing on capturing value from the approximately 2 million travelers who pass through annually on Highway 58 and the 50,000 visitors to Willamette Pass Ski Resort each season.

When students know their marketing research, analysis, and recommendations will directly impact an actual Oregon community, their engagement and effort increase dramatically. They conduct professional-grade focus groups, develop and implement surveys, perform secret shopper analyses, and create detailed marketing plans - all skills that make them more competitive in the job market while providing tangible value to our partner communities. SCYP creates a unique synergy where students gain practical workforce experience while communities receive sophisticated marketing insights and strategies they might not otherwise have access to.

A key strength of SCYP is its collaborative, statewide approach. Our partnership with the program has demonstrated the power of universities working together to serve Oregon communities, bringing new perspectives and expertise to the table. SCYP's success hinges on its ability to unite institutions of higher education, local governments, and civic organizations in pursuit of common goals. This cross-institutional effort not only enriches the student experience but also ensures that

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cities and towns throughout Oregon, regardless of size or resources, can benefit from student passion and innovative solutions tailored to their unique needs.

We urge you to support sustainable and ongoing funding for the Sustainable City Year Program and recognize it as an invaluable asset to Oregon's public universities and the communities we serve. Investment in SCYP will help ensure that students across the state gain practical experience, cities receive actionable solutions, and Oregon remains a leader in innovative university-community partnerships.

Thank you for your attention and for your ongoing commitment to higher education and community development in Oregon.

Sincerely,

Conor M. Henderson

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