

EDAC Strategic Priorities – 2012

Professional Development	Organizational Development	Partnership Development
<ul style="list-style-type: none"> • Increase the capacity of economic development practitioners by providing the tools (info exchanges, website, etc) and professional development opportunities. Professional Development to include curriculum that provide senior economic development professionals to advance to more senior management levels ie: CEO • Continuously improve the certification program – continually refresh programming to keep the program relevant and make the grads from this program even better, continue to work with those already certified to improve and build upon their skills and knowledge. Also need to increase the cachet of the EDAC certification program with the people that hire economic developers. More specialized programs – GIS integration, data analysis, downtown redevelopment with CIPs, project management, etc. The experience should resemble a university program in the depth of the information provided and the work required to successfully graduate from the program. • EDAC Mentor Program to provide an increase in the level of self-communication and information sharing to assist EDO's with their profession 	<ul style="list-style-type: none"> • Development and implementation of a communications plan to raise the awareness of EDAC, the economic development profession and demonstrate the value of the organization • Improve the conference – outsource conference planning to an organization that specializes in national conferences (EDAC Conference Planner RFP), work with a conference planning committee from across the country, rework conference to include a range of choices of programs that reflect the diversity of the membership, more breakout sessions, keynote speakers that draws national audiences • Organization development – review of constitution, succession planning • Work to provide input and guidance to the EDAC board on governance and issues/opportunities – organizational stability • Support for better use of technology for boards or committees to meet virtually 	<ul style="list-style-type: none"> • Improve relationships with provincial associations – what can we do to help them, what do they need/want from their national association, what do we need to do to provide value. They should be EDACs biggest boosters. • Establish an MOU or some type of agreement with FCM that clearly and directly recognizes the Ec.D. in a way that is then marketed and promoted with both our local government and local provincial associations • A more proactive approach as lobbyists/influencers on policy that effects economic development (research / white papers) • Engage members via research and dialogue on selected national public policy matters • Work diligently to build the relationships with the Federation of Canadian Municipalities, Canadian Association of Universities and Colleges, Canadian Chamber of Commerce, Canadian Federation of Independent Business • Give voice to EDAC's membership through a planned program of advocacy initiatives and strategic partnerships • Continue to education the federal/provincial departments, programs, and agencies, as well as educational institutions, on the benefits of membership and the key role Economic Developers play in the provision of creating conducive business environments for investment attraction and local regional expertise through integrative credential based programming