

## Economic Developers Association of Canada (EDAC) Strategic Priorities: 2012 - 2015

Professional Development	Organizational Development	Partnership Development
<ul style="list-style-type: none"> <li>• EDAC will increase the capacity of economic development practitioners by providing appropriate tools and professional development opportunities.</li> <li>• EDAC program curriculum will offer content designed to advance economic development professionals to more senior management levels.</li> <li>• EDAC will continually improve the certification program and update course content to ensure the program is relevant to position program graduates for best opportunity to succeed, and work with those already certified to improve and build their professional skills and knowledge.</li> <li>• EDAC will promote the value of the EDAC certification program to those who hire economic developers.</li> <li>• EDAC will identify and provide more specialized programs (i.e., GIS integration, data analysis, downtown redevelopment, project management, etc) ensuring that the knowledge</li> </ul>	<ul style="list-style-type: none"> <li>• EDAC will develop and implement communication plans to raise the awareness of the organization, the economic development profession and their value to the community.</li> <li>• EDAC is committed to improve the annual professional development conference and will take action to outsource conference planning, ensure national representation on the conference planning committee and ensure the conference includes a range of program choices that reflect the diversity of the membership, including more breakout sessions, and securing keynote speakers that will draw a broad national audience.</li> <li>• EDAC board will regularly review organization, constitution, and implement succession planning for staff as required.</li> <li>• The EDAC board will follow best practices in governance and will be regularly consulted on issues and opportunities to ensure long-term organizational stability and relevance.</li> <li>• EDAC will utilize all available communication technologies to enhance the opportunity for the board and members to</li> </ul>	<ul style="list-style-type: none"> <li>• EDAC will continue to build positive relationships with provincial and territorial associations identifying how the national association can provide value and effectively support their mandates to ensure these associations remain strong supporters.</li> <li>• EDAC will establish agreements with municipal organizations (i.e., Federation of Canadian Municipalities) that recognizes and promotes the value of the Ec.D. to local government and provincial associations.</li> <li>• EDAC will establish a more proactive approach to influence national policy that effects economic development through research and publication of information (i.e. white papers) and will engage membership through dialogue on selected national public policy issues.</li> <li>• EDAC will develop a framework to build relationships with various organizations that share an interest in economic development (i.e., Federation of Canadian Municipalities, Canadian Association of Universities and Colleges, Canadian Chamber of Commerce).</li> <li>• EDAC will provide representation on behalf of the membership</li> </ul>

<p>transfer and scope of work required to complete the program reflects the high level of standards required in the profession.</p> <ul style="list-style-type: none"><li>• EDAC will create a mentorship program to improve opportunities for experienced economic developers to share information and experiences to assist colleagues with their professional development and service delivery.</li></ul>	<p>participate in board and committee meetings.</p>	<p>through an enhanced program of advocacy initiatives and strategic partnerships.</p> <ul style="list-style-type: none"><li>• EDAC will continue to educate federal and provincial departments, agencies, and educational institutions on the important role economic developers play in supporting business environments conducive to investment attraction and retention and to the development of local and regional expertise.</li></ul>
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