

Economic Developers Association of Canada  
Strategic Vision 2016 – 2018  
Approved September 15, 2016

## Introduction

EDAC is Canada's national organization of economic developers, actively supporting excellence in the practice of economic development since 1968. The association offers its members professional development, professional certification (Ec.D.), networking opportunities, a national voice of Canada's economic development professionals and a comprehensive offering of resources, both on and offline.

The EDAC Board of Directors met in December 2015 to review and update the organizations strategic vision. The following document outlines the renewed vision for the organization.

## The EDAC Mission Statement

**To enhance professional competence, advance economic development as a profession, and contribute to Canada's well-being.**

# EDAC's Strategic Vision of Success

EDAC's Strategic Vision of Success is based on three pillars established through the EDAC Board Strategic Planning process in 2012:

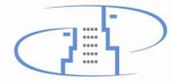
- Sustainability and Growth,
- National Focus on Economic Development and
- Member-Driven Organization of Economic Development Professionals



# EDAC's Strategic Vision of Success

EDAC's Strategic Vision and Elements that when addressed will make a significant contribution to fulfilling EDAC's mandate. The Strategic Vision and related Elements provide the basis for EDAC's vision for success.

Strategic Vision	Elements
<p><b>Sustainability and Growth</b></p>	<p>EDAC's relevance to the membership and the profession will be a measure of the success of the members of the Board of Directors. The Board will govern appropriately, set direction and develop policy with input from the membership.</p> <p>EDAC will continue to build an engaged and enthusiastic national membership ensuring our approaches are multi-faceted and resonate with the younger demographic.</p> <p>EDAC will maintain appropriate staff resources to ensure members are provided value-added services including online resource directories, information on best practices and a mentorship program. EDAC will use in the latest in communications techniques and technology.</p> <p>EDAC will reinforce its competitive advantage and value proposition.</p>
<p><b>National Focus on Economic Development</b></p>	<p>EDAC will be widely recognized as the national professional accreditation certifying body for Canadian professionals of economic development.</p> <p>EDAC will act as the collective voice of its membership. It will contribute to public dialogue on policy related to economic development through strong alliances/partnerships with other key economic development organizations.</p> <p>EDAC will develop a strong advocacy mandate with various levels of government and organizations to further its position as the leading economic development organization on Canada.</p> <p>EDAC will strive for continuous improvement and the provision of quality professional development at its annual conference. The conference will be recognized as the most important professional development event of the year for Canadian economic development professionals.</p>



**Member-Driven Organization of Economic Development Practitioners in Canada**

EDAC will be the preferred resource for professional development of economic development professionals in Canada.

EDAC will be a leader in providing relevant economic development programming to members and their communities. It will provide organizational leadership on issues that impact the profession, especially to its newest members. It will encourage dialogue and relations that will foster an active, engaged and enduring membership.

EDAC membership will reflect the wide diversity of all Canadian communities and the full scope of economic development delivery models.

EDAC will continuously adapt to the changing Canadian context for economic development in order to anticipate and assist members with emerging issues and trends in economic development.

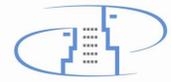
# EDAC's Strategic Priorities 2016 – 2018

EDAC's Strategic Priorities are based on three areas of concentration established through the EDAC Board Strategic Planning process in 2012:

- Professional Development
- Organizational Development, and
- Partnership Development



EDAC's Strategic Priorities and Deliverables that when addressed will make a significant contribution to fulfilling EDAC's mandate. The Strategic Priorities and related Deliverables provide the basis for EDAC's vision for success.



## Strategic Priority

## Deliverables

### Professional Development

EDAC will increase the capacity of economic development practitioners by providing the skills, insights, tools, and collaborative networks necessary to create professional development opportunities to practice in Canada with ethics and integrity.

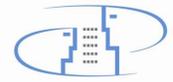
EDAC program curriculum will offer content designed to advance economic development professionals to more senior management levels.

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. EDAC will work with certified members to improve and build their professional skills and knowledge.

EDAC will promote the value of the EDAC certification program to those who hire economic developers.

EDAC will identify and provide specialized programs ensuring that the knowledge transfer reflects the high level of standards required in the profession.

EDAC will create a mentorship program to improve opportunities for experienced economic development developers to share information and experiences to assist colleagues with their professional development and service delivery.



### **Organizational Development**

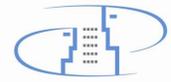
EDAC will develop and implement communication plans to raise the awareness of the organization, the economic development profession, and the profession's value to the community.

EDAC is committed to improve the annual professional development conference and will take action to outsource conference planning, ensure national representation on the planning conference 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.

EDAC Board will regularly review governance matters of the organization including the constitution, and short and long-term organizational fiscal sustainability and implement succession planning for staff as required.

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.

EDAC will utilize all available communication technologies to enhance the opportunity for all the Board and members to participate in Board and committee meetings.



## **Partnership Development**

EDAC will continue to build positive relationships with provincial and territorial associations by entering into Memorandums of Understanding (MOU's) identifying how EDAC as the national association can provide value and effectively support their mandates to ensure these associations remain strong supporters

EDAC will enter into Memorandums of Understanding (MOU's) with international entities (i.e. International Economic Development Council (IEDC) and Economic Development Australia (EDA) etc.) to promote Canadian best practices in economic development on behalf of the membership.

EDAC will establish Memorandums of Understanding (MOU) agreements with municipal organizations (i.e., Federation of Canadian Municipalities, Council for the Advancement of Native Development Officers (CANDO) that recognizes and promotes the value of the Ec.D. to local government and provincial associations.

EDAC will establish a 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.

EDAC will develop a framework to build relationships with various organizations that share an interest in economic development (i.e. Federation of Canadian Municipalities, Universities Canada and Canadian Chamber of Commerce.

EDAC will provide representation on behalf of membership through an enhanced program of advocacy initiatives and strategic partnerships.

EDAC will continue to advise federal and provincial government 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.