



ECONOMIC DEVELOPERS ASSOCIATION OF CANADA

Strategic Plan 2020-2025



Mission

EDAC is the national source of professional standards, economic development knowledge, best practices and exchange of ideas.

Vision

EDAC drives the growth, development and advancement of Canadian economic development professionals.

Values

Members – EDAC is a member focused organization with a national scope.

Expertise – EDAC members identify emerging trends and provide the forum for knowledge sharing, innovative solutions and best practices.

Ethics – Our members commit to the highest ethical standards guided by the EDAC Code of Conduct.

Accreditation – The EDAC professional designation certifies member achievement and commitment to professional standards, continuous learning, skills development and networking.

Leadership – EDAC members are leaders in the profession and in our communities.



EDAC • ACDE

Strategic Priorities

- Professional development and certification
- Awareness of EDAC, the profession, and the certification
- Member Driven Organization
- Leadership
- Revenue diversity and consistency





	Goal	Objective
1	Professional development	Setting the standard for Canadian economic development professionals.
2	Awareness	Increasing awareness of the practice of economic development, EDAC and the professional certification.
3	Member- driven organization	Putting member needs at the core of all EDAC's programs and services.
4	Leadership	The voice of Canadian economic developers, furthering the profession and EDAC members' career development.
5	Revenue diversity and consistency	Supporting EDAC's operations with a range of revenue streams.



Goal 1	Professional Development
Objective	Set the standard for Canadian economic development professionals.
Actions	<ol style="list-style-type: none">1. Work with economic development training providers to develop and promote professional development.2. Continue to build on the success of the annual conference for professional development, knowledge sharing, exchange of ideas and networking.3. Expand training programs to include training needs for elected officials.4. Build on networking programs to support members' virtual needs.5. Expand professional development offerings.6. Deliver ethics training annually.7. Constantly monitor economic development trends and incorporate changes in professional development programming.8. Increase awareness of EDAC's "The Essentials of Economic Development: Practices Principles & Planning" text as an authoritative document for the practice of economic development in Canada.

Goal 2	Awareness
Objective	Increase awareness of the practice of economic development, EDAC and the professional certification.
Actions	<ol style="list-style-type: none">1. Prepare regular updates and communications on economic development careers, training providers and the certification program.2. Create resource kits and programs to support training elected officials in economic development3. Position EDAC as voice of economic developers.4. Work with international, national, provincial/territorial associations with complementary mandates to further enhance member services.5. Boost rationale for attending conference by providing post-conference summaries that members can share with local decision makers and key community stakeholders.



Goal 3	Member-driven organization
Objective	Put members needs at the core of all EDAC's programs and services
Actions	<ol style="list-style-type: none">1. Conduct regular member surveys on economic development trends and professional development training required.2. Work with international, national, provincial/territorial associations to identify areas for collaboration to further enhance members' benefits.3. Celebrate member successes/ achievements.4. Expand the successful E-blast program with the members' portal.5. Develop customer service benchmarks to ensure customer service excellence.6. Ensure EDAC remains relevant to new economic developers with programming specific to diversity of gender, ethnicity and age.7. Remind members of the value of membership.8. Expand networking and member connection opportunities year-round.9. Build on the success of the E-Blast program with the members' portal.10. Expand the marketing awards program to incorporate other elements of economic development such as innovation, workforce development, community development, etc.11. Explore the development of a mentorship program.



Goal 4	Leadership
Objective	The voice of Canadian economic developers, furthering the profession and EDAC members' career development.
Actions	<ol style="list-style-type: none"> 1. Educate elected officials, other professionals and related stakeholders on the economic development profession. 2. Expand EDAC's partnerships with provincial, territorial, national and international associations, identifying areas of mutual interest and opportunities for collaboration. 3. Review EDAC's governance model. 4. Explore opportunities for more engagement with provincial/ territorial associations. 5. Increase EDAC's participation and visibility at provincial and national association meetings. 6. Provide policy papers with positions on economic development matters.

Goal 5	Revenue diversity and consistency
Objective	Support EDAC's operations with a range of revenue streams
Actions	<ol style="list-style-type: none"> 1. Identify and expand sponsorship opportunities. 2. Increase the number of certified economic developers by promoting the benefits of certification. 3. Study revenue generation models of comparable organizations to identify areas of opportunity. 4. Conduct a feasibility study for a certified economic development agency program. 5. Establish key performance indicators (e.g. number of members, number of new members, young members, diversified roles, percentage of members with certification, conference attendance, sponsorship, partner contributions). 6. Consider professional development opportunities beyond the conference as possible additional revenue streams.