

# 2011 Strategic Plan for the Economic Development Council of Colorado

## Vision

EDCC is recognized as Colorado's leader in promoting a vibrant economy

## Mission

To position EDCC as the premier statewide organization for strengthening Colorado's economy by promoting the highest standards of knowledge and skill for ED professionals, educating local and state leaders about the realities of economic growth, and advocating public policies that enhance economic opportunity for all Coloradoans

## Goals

1. Build a Stronger, More Effective Organization – *Executive Committee*
2. Define and Promote the Value of EDCC Membership – *Membership Committee*
3. Enhance the Knowledge and Skills of ED Professionals – *Prof. Dev. Committee*
4. Educate Local and State Leaders about the Realities of Economic Development – *Evangelist Committee*
5. Develop and Support Public Policies That Promote a Vibrant Economy – *Policy Committee*
6. Improve Communication at All Levels of Operation – *Communications Committee*
7. Marshall the Financial Resources Necessary to Accomplish Our Mission – *Finance Committee*

## Objectives

- 1. Build a Stronger, More Effective Organization**
  - a. Evaluate each major component of EDCC's operation to maximize its effectiveness
  - b. Develop and adopt a strategic plan to roll out at the 2011 fall conference
  - c. Determine the staff needs of the organization to accomplish its goals
  - d. Increase involvement and accountability for all Board members
  - e. Develop a score card to evaluate our progress on goals
  - f. Develop a leadership program for members interested in serving on the Board of Directors
  - g. Require regular progress reports from standing committees at Board meeting
- 2. Define and Promote the Value of EDCC Membership**
  - a. Create a standing membership committee
  - b. Develop a strategic action plan for the defining and enhancing the value of membership
  - c. Evaluate our current membership (who they are, who we're missing, dues structure, etc.)
  - d. Survey the membership annually on their wants and needs and the value of membership
  - e. Evaluate taking over the community assessment program from the state
  - f. Suggest ways to enhance the reputation of ED professionals
  - g. Oversee the development of a comprehensive database (members, affiliates, local gov'ts, etc.)
  - h. Identify groups outside the profession that may be good targets for membership
  - i. Ensure that conference notices are sent to aligned organizations

### **3. Enhance the Knowledge and Skills of ED Professionals**

- a. Develop a Roadmap/Curriculum for professional development
- b. Establish a benchmark for core education
- c. Establish a mentorship program
- d. Act as a resource depository for key learning areas
- e. Establish a training program for trainers with a clarified level of expertise
- f. Offer conference programs including ED 101, roundtable discussions, and best practices
- g. Provide and connect referral services?
- h. Establish an outreach service to new EDCC members

### **4. Educate Local and State Leaders about the Realities of Economic Development**

- a. Establish a standing Evangelism Committee
- b. Develop a strategic action plan to educate decision makers on the value of our profession
- c. Develop an ED 101 for elected officials and community leaders
- d. Encourage every senior member of EDCC to be fluent in ED 101, through passage of a test
- e. Designate ED 101 “professors” in every region of the state
- f. Create a plan to present ED 101 to every Board or City Council with ED staff in Colorado

### **5. Develop and Support Public Policies That Promote a Vibrant Economy**

- a. Develop a strategic plan for advocating public policy initiatives at all levels of gov’t
- b. Establish a resource system for local policy assistance
- c. Establish a process for developing state policy ideas by late summer of each year
- d. Develop a process for engaging state legislators outside the session (*e.g. Ec. Vitality*)
- e. Establish a “Ready Response Team” during the legislative session
- f. Maintain CELC as the ED forum for dialogue with lawmakers outside the state capitol

### **6. Improve Communication at All Levels of Operation**

- a. Create a standing Communications committee
- b. Develop a communication strategy for the organization to include:
  - i. Membership outreach – monthly member updates, blogs, resources, announcements
  - ii. Financial Supporter outreach – sponsorship packet, membership packet, etc.
  - iii. Web Page Enhancements – Create a more substantive, attractive, user friendly site
- c. Regular communication with elected officials (*e.g. legislators during the session*)
- d. Develop a public relations strategy to establish EDCC as a resource for economic issues

### **7. Marshall the Financial Resources Necessary to Accomplish Our Mission**

- a. Create a standing Finance Committee
- b. Evaluate the appropriate level of our current funding structure (dues, conferences, etc.)
- c. Evaluate our current finances to determine flexibility for potential initiatives
- d. Develop an implementation budget based on goals from the strategic plan
- e. Determine the financial gap based on our current financial resources
- f. Recommend a funding strategy to fill that gap

## **Standing Committee Members:**

- Executive Committee – Officers of the Organization
- Membership Committee – Dick Albair (Chair), Neal Marciniak, Frank , Tom Ashburn
- Prof. Dev. Committee – Michelle Claymore and Darlene Scott (Co-Chairs), John Cody
- Evangelist Committee – John Cody (Chair)
- Public Policy Committee – Preston Gibson (Chair), Barry Gore, Clarke Becker, Lisa Nolder, Danny Tomlinson, Jessica
- Communications Committee – Janet Fritz (Chair)
- Finance Committee – Wyatt Jones (Chair)

## **Recommendation:**

I would recommend that 2 Board members be required to serve on each standing committee (that will give us a 90% chance that one of them can report at Board meetings). Solicit the membership for volunteers to the committees of their choice.