

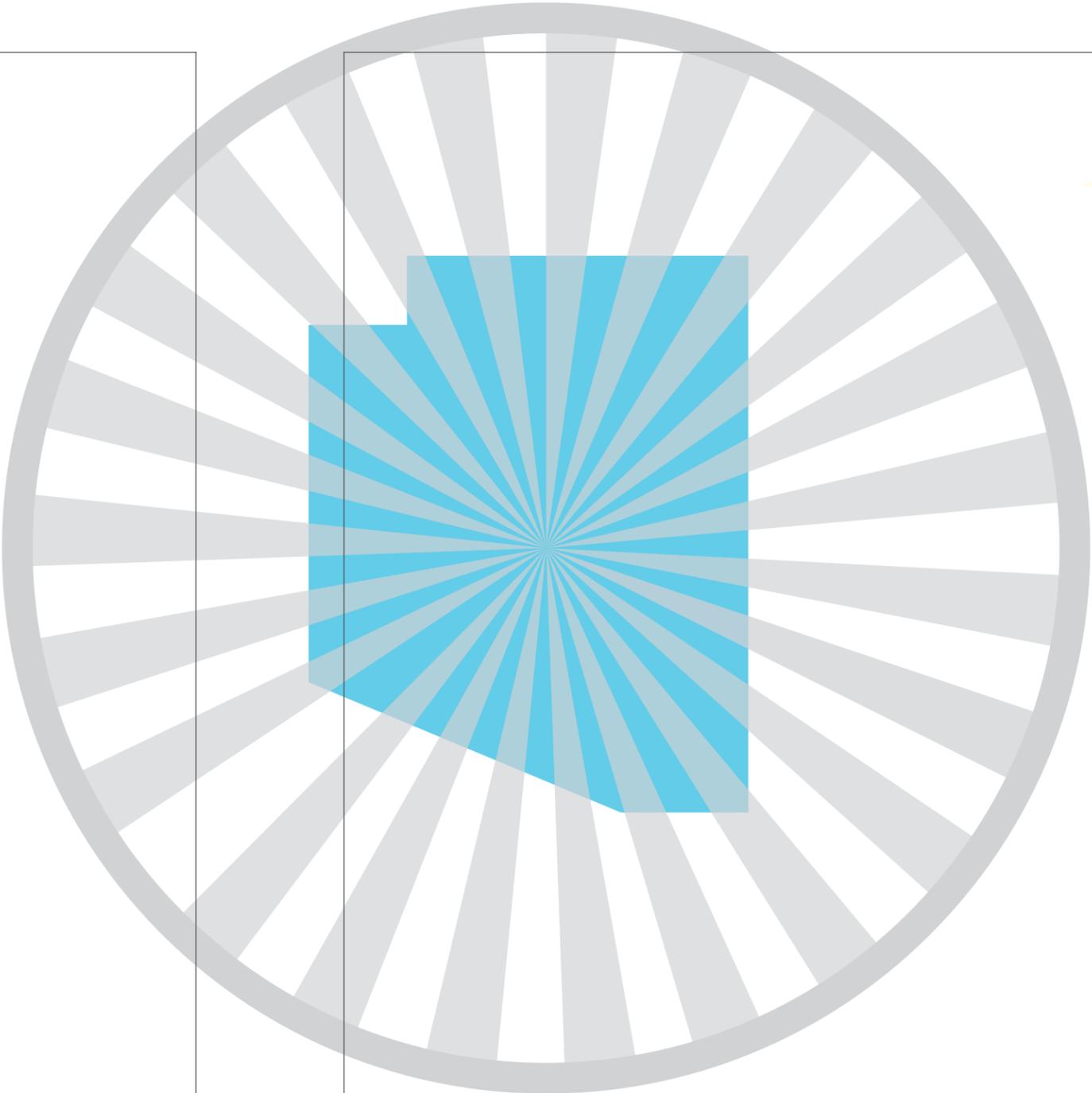
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Economic Development
Academy of Arizona



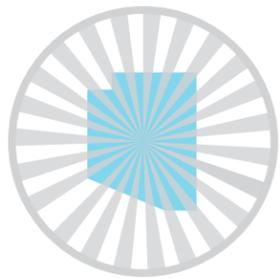
Economic Development
Academy of Arizona

Presented By:



Purpose

The purpose of the Economic Development Academy of Arizona (The Academy) is to educate Economic Development professionals and service providers in Arizona on key issues related to the profession at the local, regional and state level.



Mission

The mission of the Economic Development Academy of Arizona (The Academy) is to provide educational opportunities for Arizona's Economic Development professionals through four fundamental course modules: Arizona's Economy; Incentives and Business Assistance Programs; Arizona Taxation; and Marketing and Business Development. The Academy will develop and present courses within these modules with the goal of increasing the knowledge and skills of Arizona's Economic Development professionals service providers.

Overview



At the global level, the International Economic Development Council (IEDC) provides training opportunities for economic development professionals that promote a broad-based understanding of the fundamental competencies related to economic development. However, these fundamental competencies are constantly evolving as the economic climate changes. Economic Development professionals must adapt to those changes and develop the skills to continue propelling Arizona communities forward. The Academy is a formal education program aimed at ensuring Arizona's Economic Development professionals receive the most current and relevant training in topics pertaining to the practice of economic development in Arizona.

The length of each course will vary depending on subject matter. Most courses will be four hours in length, while a few will provide a full day of instruction. A minimum of four (4) courses will be offered annually. At least two (2) of the courses will be offered in conjunction with the Arizona Association for Economic Development (AAED) Spring and Fall conferences and two (2) courses will be presented as stand-alone opportunities. The Academy will provide a certificate of completion to participants that complete a minimum of two (2) courses from each of the four (4) modules. Instructors for The Academy are well-respected within the economic development profession, many of whom are considered experts in their area of instruction. The Academy will be managed by the AAED Professional Education committee and supported by the Board of Directors, staff and members.

Economic Development Academy of Arizona

Course Modules and Class Offerings

The heart of The Academy consists of four (4) fundamental course modules: Arizona's Economy; Incentives and Business Assistance Programs; Arizona Taxation; and Marketing and Business Development. At least one (1) course will be offered in each fundamental module per year.

The Academy will also present courses in a general professional development module, such as public speaking and professional ethics that will not count towards completion of the program.

These courses will be offered less frequently at the discretion of AAED's Professional Education committee and Board of Directors.

The fundamental course modules are outlined below with a brief description of each. Specific courses will correspond to the latest developments and changes within the Economic Development profession.

1 Arizona's Economy

The Arizona's Economy module will focus on key drivers of Arizona's economy. Examples of potential course topics include Arizona's leading industries, the Arizona legislative process, or rural and tribal economic development.

2 Incentives and Business Assistance Programs

Incentives and Business Assistance programs are an important component of any economic development project. Courses presented in this module will cover Arizona incentives and business assistance programs. Practitioners and service providers will learn how to use and market each program.

3 Arizona Taxation and Finance

Understanding the tax environment in Arizona and how it affects businesses is critical to successful economic development. Courses in the Arizona Taxation module will address various business tax components and how to assess the fiscal impacts of a project.

4 Marketing and Business Development

Regardless of whether you are a practitioner or service provider, marketing is a critical skill for any Economic Development professional. Courses in the Marketing and Business Development module will present the fundamentals, as well as the latest trends in marketing for economic development. Also, Economic Development professionals will expand and refine the business development skills necessary to generate quality leads.

Completion



A certificate will be issued to participants that complete a minimum of two (2) courses from each of the four (4) modules for a total of eight (8) fundamental courses. There are no time limits to complete the eight (8) courses. Graduates of The Academy will be recognized at AAED's annual Spring Conference and will be designated an Arizona Economic Development Pro (AZED PRO). In order to maintain the designation, participants must attend a minimum of two (2) courses in the three (3) years following graduation from the program.