

2018-19 Professional Education Committee Action Plan

PROFESSIONAL EDUCATION LEADERSHIP

Heath Viscovi-Chiordi, Chair
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COMMITTEE MISSION: Provide professional development and educational opportunities for AAED members.

GOAL #1: Plan and Implement the Arizona Basic Economic Development Course (AZ BEDC)

ACTION: Develop a curriculum that meets the accreditation requirements of the International Economic Development Council for Basic Economic Development Courses.

- Subcommittee and AZ BEDC Consultant will work together in 2018 following the completion of the January course to review curriculum, identify speakers to be invited back, and work on course agenda for 2019.
- Work along executive director to gauge interest from other state BEDC courses to exchange case study's.

ACTION: Work with economic development partners to maintain and implement the Ben Warren Scholarship program for the Arizona Basic Economic Development Course.

- Send scholarship application to AAED members by mid-September
- Select three scholarship recipients, thanks to additional funding provided by a former AAED member, by mid-October prior to early registration deadline for course

ACTION: Work with economic development partners to market the course both inside and outside of Arizona.

- Utilize website, social media and targeted emails to market the course
- Include course marketing materials at all AAED events
- Contact non-member economic development and other partner organizations to directly market the course

TIMELINE FOR COMPLETION: Throughout 2018 until BEDC course 2019

BUDGET IMPACT (Income/Expense): \$25,000/\$4,000 (AZ BEDC) \$1,875 (3x Scholarship)

MEASURABLE RESULTS:

- Contract with a consultant to coordinate course development and serve as a host during the course
- Develop and offer a curriculum that meets all IEDC requirements to remain a certified basic economic development course
- Train at least 40 individuals in basic economic development
- Award three scholarships to attend the Arizona Basic Economic Development Course

GOAL #2: Provide opportunities for AAED members to earn credits towards their Certified Economic Developer (CEcD) certification and take continuing education courses.

ACTION: Work with the International Economic Development Council (IEDC) to hold a professional development training course in Arizona.

- Negotiate and sign Memorandum of Understanding with IEDC in July for 2019 calendar year to bring additional courses and training opportunities to Arizona (Goal is 1 class)

ACTION: Maintain IEDC recognition of AAED Economic Development Academy courses plus Fall Forum & Spring Conferences, to count towards CEcD re-certification.

- Provide supporting documentation to IEDC to ensure courses are certified and CEcD's attending receive credit

ACTION: Identify and recruit instructors for the AZ BEDC with the CEcD designation in order to provide quality instruction, as well as offer opportunities for recertification points for CEcD's.

- Maintain an updated list from IEDC of CEcD's in Arizona
- Continue to identify those with the CEcD that are AAED members

ACTION: Continue partnership between Colorado and New Mexico economic development groups to bring IEDC courses to the Western Region.

- Continue coordination with the other two jurisdictions to avoid course overlap
- Hold at least two meetings, one in person at the IEDC annual conference in September 2018 to debrief the current year, and one by phone in Spring 2019 to select courses for 2020
- Create a marketing piece to offer courses at a reduced rate in the western region
- As a region select course offerings for 2020 in 2018/2019 through a survey of AAED membership of courses desired in the coming year.

TIMELINE FOR COMPLETION: IEDC Course Selection & MOU signing for 2019 – Q3 2018; Certifications – as needed after completion of each course/conference; IEDC Course Selection for 2019 - Q2 2018

BUDGET IMPACT (Income/Expense): \$0/\$300

MEASURABLE RESULTS:

- Host IEDC Real Estate course in Phoenix on November 1-2, 2018 with at least 50 course participants
- Execute an MOU between AAED and IEDC that secures one course in Arizona in calendar year 2019
- Determine how many participants were drawn to Arizona through the tristate partnership and vice-a-versa.

GOAL #3: Provide professional education offerings through the Arizona Economic Development Academy that will enhance the skills of Arizona economic development professionals.

ACTION: Develop and deliver at least four quality courses

- Analyze prior attendance and determine which courses are most needed in order for individuals pursuing the AZED Pro designation to receive it by Fall Forum 2018 and Spring Conference 2019
- Allow for up to 2 symposiums to receive course credit in 2019.
- Identify individuals with expertise in selected topics and invite them to speak at Academy courses
- Plan for four courses; one at Fall Forum, one at Spring Conference or a symposium, and two others in 2019. Evaluate partnership with the Council of Development Finance Agencies (CDFA) to host the Arizona Finance Roundtable in October 2018.
- Participate in planning meetings with the host committee and provide input, as needed
- Promote the event to AAED members (members receive the CDFA member rate to attend)
- Layer Academy credit over this offering if it meets Academy criteria

ACTION: Work with economic development partners to market the course offerings statewide.

- Utilize website, social media and targeted emails to market the course
- Include course marketing materials at all AAED events
- Contact non-member economic development and other partner organizations to directly market the courses

ACTION: Present AZED Pro certificates to individuals that have completed two courses in each of the four modules of the Arizona Economic Development Academy at the Fall Forum 2018 or Spring Conference 2019.

- Track attendance at courses and determine who is eligible for the award
- Contact those individuals that are potentially eligible to graduate with course offerings this year prior to each Academy graduation.

TIMELINE FOR COMPLETION: Ongoing

BUDGET IMPACT (Income/Expense): \$6,500/\$750

MEASURABLE RESULTS:

- Provide quality economic development training to at least 25 participants at each AAED Academy course
- Provide at least one scholarship to each AAED Academy course for AAED members and partner with AAED Utility partners to seek additional scholarships.
- Present AZED Pro certificates to those eligible at the 2018 AAED Fall Forum & 2019 Spring Conference

GOAL #4: Partner with organizations to better educate Arizonans on economic development and increase the number of young professionals entering the field.

ACTION: Develop partnerships with Arizona higher education schools to encourage students to seek a career in economic development

- Provide economic development professionals to guest lecture in business, public administration, real estate, and other such aligned courses.
- Encourage AAED members to create internship programs and be a clearinghouse for matchmaking
- Work with AAED Membership committee to establish a mentoring program for young professionals and higher education students interested in the field

TIMELINE FOR COMPLETION: Ongoing

BUDGET IMPACT (Income/Expense): (\$0/\$0)

MEASURABLE RESULTS:

- Track attendance at CDFA Roundtable
- Track # of guest lectures presented