

# Economic Development Association of Alabama Three Year Strategic Plan 2016-2018

## Vision Statement

EDAA is the premier organization for economic development professionals in Alabama.

## Mission Statement

EDAA will purposefully advocate issues which can positively impact the economic development community and profession in Alabama through legislation and professional development.

### Legislative

Advocate a comprehensive legislative agenda that will positively impact Alabama's economic growth in all areas of the state.

#### **Legislative Committee**

##### ***Strategies***

- Recruit qualified members to serve on the Legislative Committee
- Participate in crafting and delivering positive Economic Development legislation
- Retain a professional lobbyist

##### ***Measures of Success***

- Direct input in ED legislation
- Recognition of Legislator of the Year

#### **Communication**

##### ***Strategies***

- Maintain communication regarding pertinent legislation
- Maintain meaningful relationships with appropriate Legislators, organizations and individuals

##### ***Measures of Success***

- Continued involvement in advocating for positive economic development legislation
- Positive relationships with Legislators, Vision Partners and pro-Ed entities

### Finances

Maximize funding strategies that will enhance EDAA's operation and effectiveness.

#### **Increase Sponsorship Levels in Each Category**

##### ***Strategies***

- Assign new sponsorship levels

##### ***Measures of Success***

- Increase number of Continuing sponsors by 25%

#### **Enhance Value of Sponsorships to Encourage Additional Participation**

##### ***Strategies***

- Develop improved sponsor recognition packet

##### ***Measures of Success***

- Introduce enhanced values in 2016

#### **Increase Current Member Levels—Regular & Associate**

##### ***Strategies***

- Evaluate membership renewal procedure/Engage Associates Council

##### ***Measures of Success***

- Increase both Regular & Associate memberships by 25%

### Member Services

Provide services to members that will enhance the value of EDAA Membership.

#### **Monitor Member Satisfaction**

##### ***Strategies***

- Communicate Mission of EDAA to members and stakeholders
- Communicate services provided
- Conduct an updated Membership survey tri-annually with incentive for participation and communicate results to all members
- Conduct Compensation survey tri-annually
- Hold new member welcome event at conferences; recognize new members

##### ***Measures of Success***

- Publish EDAA Journal Quarterly
- 50% participation in Member Survey
- 50% participation in Compensation Survey

#### **Support All Membership Categories**

##### ***Strategies***

- Continue to support Young Professional's
- Promote professionals new to ED through mentoring program
- Continue Intern program
- Continue to promote participation by Associate Advisory Council

##### ***Measures of Success***

- Quantify increased participation through attendance at conferences, participation in seminars

#### **Utilize Website and Social Media**

##### ***Strategies***

- Continue to utilize avenues for social media to convey information to membership: Twitter, Facebook, LinkedIn

##### ***Measures of Success***

- Utilizing Google Analytics to measure member participation with a targeted increase of 20%

### Education

Provide EDAA members with quality programs and education resources.

#### **Conferences**

##### ***Strategies***

- Continue to present quality programs at EDAA Conferences
- Continue credentialing programs for members

##### ***Measure of Success***

- Positive evaluation of conferences and other educational offerings

#### **Programs Outside of EDAA Conferences**

##### ***Strategy***

- Offer regional seminars addressing specified issues

##### ***Measure of Success***

- Hold three events annually



The Voice of Economic Development