

EDAM 2018-2019 Strategic Goals

Strategic Goal	Objectives	Tasks	Timeframe	Leader
Provide High Quality Education	<ul style="list-style-type: none"> • Deeper Dive Educational Experiences • Quality versus quantity • Easy access to resources • Strengthen Partnerships 	<ul style="list-style-type: none"> • Partner with DEED, MN Economic Development Foundation, & academic institutions • Create a repository database that serves as an on-line resource • Establish consistent schedule 	2018-2019	EDAM U Committee
Enhance & Diversify Membership	<ul style="list-style-type: none"> • Diversify membership • Develop a clear organizational value message • Explore new member opportunities • Develop Mentorship opportunities • Develop new ways to engage with members • Increase involvement by Emerging Professionals 	<ul style="list-style-type: none"> • Schedule meetings with diverse economic development organizations • Work with marketing committee to establish a clear member value message • Work with members to host no-cost quarterly networking events located in various geographies • Change by-laws to create a stand-alone Emerging Professionals committee 	2018	Membership Services
Strengthen & Align Partnerships	<ul style="list-style-type: none"> • Develop a strategic partnership plan that identifies a few key partners • Enhance business participation 	<ul style="list-style-type: none"> • List 3 key partner organizations and assign responsibility as deemed appropriate • Engage past presidents to assist in strengthening partnerships • Partner with organizations on events and educational opportunities 	2018-2019	Board
Effectively Market & Communicate to members and targeted audiences	<ul style="list-style-type: none"> • Raise profile of EDAM Excellence Awards • Share EDAM success stories • Enhance website user experience • Evaluate CRM/Website platform • Establish a clear member value message 	<ul style="list-style-type: none"> • Increase value and promotion of the awards & winners • Collect success stories regularly and share frequently • Work with EDAM U to create a repository database that serves as an on-line resource • Evaluate capabilities of website platform • Create calendar to identify upcoming events, including appropriate member events • Partner with Member Services to communicate EDAM value 	2018-2019	Marketing & Communication
Improve Legislative Advocacy Effectiveness	<ul style="list-style-type: none"> • Advocate for sustainable State economic development funding • Enhance individual members advocacy efforts • Establish higher profile at Capitol • Create advocacy plan for new administration 	<ul style="list-style-type: none"> • Teach and guide members on how to advocate • Meet regularly with legislators • Meet with new administration • Communicate successful projects to legislators 	2018-2019	Government Relations
Deliver High Quality Conferences & Networking opportunities	<ul style="list-style-type: none"> • Partner with organizations, companies, academia, and leaders to offer diverse and applicable educational topics and networking experiences • Explore how revenue is balanced with expenses 	<ul style="list-style-type: none"> • Diversity is embedded in educational topics & experiences • Evaluate locations for 2019 and 2020 • Explore opportunities to include Emerging Professionals events and desired topics into agenda 	2018	Conference Committee
Financially Responsible & Administratively Organized	<ul style="list-style-type: none"> • Implement non-profit financial best practices where applicable • Solidify processes and policies 	<ul style="list-style-type: none"> • Develop a policy and procedures manual • Align revenues with expenditures 	2018-2019	Board