



Continuing Ed Resources and Certificates Related to Economic Development Professions

Webinars –

There are an abundance of webinars right now – sign up for all of them that you can.

- UMN - The UMN community development page posts all of their old webinars on their website. <https://ccaps.umn.edu/professional-development-short-courses/professional-development-webinars>
- The U of M Extension Office also has been hosting great webinars - <https://extension.umn.edu/>
- MN Real Estate Journal has been hosting really great economic outlook discussions about COVID-19. Many of the discussions are about the entire economy, and some more real estate focused. You can watch past recordings on their YouTube channel at your own convenience. https://www.youtube.com/channel/UCp46dZboGOySI0jC_5gWScQ/featured
- National Development Council (NDC) – sign up for their newsletter and have access to various webinars. <https://ndconline.org/>

Other

- LinkedIn Learning has a free one month trial and offers over 15,000 online classes on business, technology, and creativity: <https://www.linkedin.com/learning/>
- Read leadership books from your local library! A few favorites from my MA program: The Trust Edge (David Horsager); The Advantage: Why Organizational Health Trumps Everything Else in Business (Patrick Lencioni); The Talent Masters: Why Smart Leaders Put People Before Numbers (Conaty & Charan); The Cultural Intelligence Difference (David Livermore); How the Way We Talk Can Change the Way We Work: Seven Languages for Transformation (Robert Kegan); Leading with Cultural Intelligence: The Real Secret to Success (David Livermore); and Strengths Based Leadership: Great Leaders, Teams, and Why People Follow (Tom Rath).
- Take advantage of temporarily free tools and services, such as New York Times, Adobe Creative Suite, Anaplan, Microsoft Teams, Slack, etc. If you you're interested in any particular sector, pay attention to temporary waived new individual member opportunities for trade associations (e.g. Naturally Network for those interested in Food & Beverage). Build skills for your resume, stay informed, and prepare for the expansion.
- **Network like crazy** – respectfully. This may be the best time to reach out to a stranger, as many are open to expanding their professional networks right now. With that in mind, remain sensitive to certain fields (e.g. state & local government, healthcare, banks) that may be experiencing unprecedented workload.

Education

- EDX



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This site allows you to filter our courses based on cost. There are quite a few that are free. Then you can choose to pay for the certificate after taking the course. From what I saw certificates range from \$99-\$199.

A few topics include: Decision Making Under Uncertainty, Storytelling the Workplace and Mindfulness and Resilience to Stress at Work. (not specific to economic development)

- **National Development Council (NDC) Training**
NDC offers a Housing Development Finance and an Economic Development Finance Certificate. Additional to the two formal certificates, you can register for various webinars or professional development courses for prices ranging \$200+. These can be items you ask your employer to cover the cost or reimburse a portion of the cost for.
<https://nationaldevelopmentcouncil.asapconnected.com/default.aspx>
- IEDC core courses: Two-three day on-line. Business Retention and Expansion, Real Estate Development and Reuse (Range \$505 – 825...depending upon early, late registration, member status, two or three day)
- IEDC elective courses: Two-three day on-line Economic Development Finance Programs, Marketing and Attraction, Entrepreneurial and Small Business Development Strategies, Neighborhood Development Strategies, Workforce Development Strategies
- IEDC webinars – typically 1.5 hours. (current topics – Revitalization through Downtown Districts, Making the Most of your Opportunity Zone, Arts and Economic Development, Philanthropic Resources for Economic Development, a Multi-Layered Approach to Economic Development Finance (May 21, 2020)
 - \$99 for IEDC members, \$149 for non-members.
 - Full series – 12 for \$850(members) / \$1,350 (non-members)
 - Half-series(\$425 (members)

Additional Resources

- www.restoreyoureconomy.org – joint project of IEDC, IEDC’s research partners and US Economic Development Administration (free)
- McKinsey and Company – Coronavirus – Leading Through Crisis <https://www.mckinsey.com/featured-insights/coronavirus-leading-through-the-crisis>
- www.Siteselectorguild.com (Blog and podcasts – Food Industry Trends in the Time of COVID-19; The Impact of COVID-19 on Manufacturers and Supply Chains)
- Eric Canada – BRE Best Practices www.blanecanada.com



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- www.whittakerassociates.com Market research.... supply chain. Subscribe to The Whittaker Newsletter – Dean Whittaker (Holland, MI)