### 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

### 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%

### Finances

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

#### Increase Sponsorship Levels in Each Category

**Strategies**
- Assign new sponsorship levels
- Increase number of Continued sponsors by 25%

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

**Strategies**
- Develop improved sponsor recognition packet
- Introduce enhanced values in 2016

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

**Strategies**
- Evaluate membership renewal procedure; Engage Associates Council
- Increase both Regular & Associate memberships by 25%

### 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