

Economic Development Association of Alabama Three Year Strategic Plan 2019-2021

Vision Statement

EDAA is the premier organization for economic development advocacy and education in Alabama.

Mission Statement

EDAA purposefully advocates 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 Legislators 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
- Legislative update
- Legislative reception

Member Services

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

Monitor Member Satisfaction

Strategies

- Communicate Vision and 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
- Recognize new members

Measures of Success

- Publish annual report electronically - recap of the year
- 50% participation in Member Survey

Support All Membership Categories

Strategies

- Continue to support Young Professionals through events and meetings
- Continue Intern program
- Continue to promote participation by Associate Advisory Council

Measure of Success

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

Finances

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

Increase Sponsorship Levels in Each Category

Strategies

- Assign new sponsorship levels
- Create new opportunities for sponsorships

Measure of Success

- Sustain number of Continuing sponsors **Enhance Value of Sponsorships to Encourage Additional Participation**

Strategy

- Develop improved sponsor recognition packet

Measure of Success

- Maintained or increased participation

Increase Current Member Levels—Regular & Associate

Strategy

- Evaluate membership renewal procedure/Engage Associates Council

Measure of Success

- Sustain both Regular & Associate memberships **Expense Management**

Strategies

- Develop a target list for associate membership and contact
- Evaluate expenses annually and make adjustments where necessary

Measures of Success

- Maintain current level of funds plus 6 months of reserves
- Increase level of funds where/when possible-maximized operation

Education

Provide EDAA members with quality programs and 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 seminars addressing specified issues

Measures of Success

- Offer 4 statewide seminars annually

(Retail to be addressed by YP at a later date)

Communication

Advance the Vision of EDAA.

Utilize Website and Social Media

Strategies

- Hire freelancer/staff alternative
- Continue to utilize avenues for social media to convey information to membership: Twitter, Facebook, LinkedIn
- Utilize Young Professionals and interns to develop strategies to increase impressions
- Utilize Google Analytics to measure member participation

Measures of Success

- 10% increase in social media impressions annually-establish baseline
- Maintain 90% or above satisfaction rate from members annually
- 20% increase in member participation through 2021