STRATEGIC PLAN – 2022-2025

Mission Statement:

*EDAA promotes economic growth and stronger communities throughout Alabama by advocacy of competitive economic development policies and continuous support and development of the profession.*

Vision Statement:

*EDAA is the leading organization for economic development advocacy and education and a model for state economic development member organizations.*

Issues, Goals & Strategies

Strategic Issue #1: POLICY ADVOCACY

Goal: Advocate a comprehensive policy agenda that will positively impact Alabama’s

 economic growth in all areas of the state.

Strategy 1: Maintain meaningful relationships with appropriate legislators, organizations, and

 individuals.

Strategy 2: Continue to provide regular Legislative Updates to EDAA members.

Strategy 3: Participate in crafting and enacting positive economic development legislation.

Strategy 4: Continue to retain a governmental affairs professional.

Strategy 5: Recognize the Economic Development Legislator of the Year.

Strategy 6: Continue to plan and support an annual Legislative Reception.

Implementation: *Legislative Affairs Committee, Governmental Affairs Professional & EDAA Staff*

Strategic Issue #2: PROFESSIONAL DEVELOPMENT

Goal #1: Provide quality educational programs for EDAA members.

Strategy 1: Present quality educational programs at EDAA Conferences.

Strategy 2: Offer at least 4 educational seminars per year to address specific issues (outside of

 EDAA conferences).

Goal #2: Support professional development, growth, and leadership opportunities for

current and potential EDAA members.

Strategy 1: Support the economic development Intern program.

Strategy 2: Promote economic development credentialing and certificate programs for members,

including IEDC, Intensive Economic Development Training Course, EDAA Leadership Institute, and Alabama Economic Development Academy.

Strategy 3: Support Young Professionals through events and meetings.

Strategy 4: Encourage qualified members to service on EDAA Committees.

Implementation: *EDAA Education Committee, Conference Committees, Young Professionals Committee & EDAA Staff*

Strategic Issue #3: COMMUNICATIONS

Goal: Communicate relevant information to inform and engage EDAA members.

Strategy 1: Communicate to members the services provided by EDAA.

Strategy 2: Utilize social media (Facebook, Twitter, LinkedIn) to convey information to

 members and measure effectiveness.

Strategy 3: Conduct a membership survey every three years; disseminate the results to members.

Strategy 4: Publish an annual electronic EDAA Report (recap of the year).

Strategy 5: Communicate the EDAA vision and mission to members and stakeholders.

Strategy 6: Update EDAA website content: provide more information and improve navigation.

Implementation: *EDAA Communications Committee & EDAA Staff*

Strategic Issue #4: COMMUNITY ASSISTANCE & SUPPORT

Goal: Support and assist programs and initiatives that advance economic development

 in Alabama communities.

Strategy 1: Support programs to advance economic development in Alabama rural communities.

Strategy 2: Create and support programs appropriate retail development programs, especially for rural

 communities.

Strategy #3: Monitor issues facing local economic development organizations and identify

 methods for providing support, if appropriate.

Implementation: *EDAA Staff, Rural Committee, Retail Committee*

Strategic Issue #5: FINANCES

Goal: Implement funding and financial management strategies that enhance EDAA’s

 operations and effectiveness.

Strategy 1: Maintain current EDAA level of funding plus six months of reserves.

Strategy 2: Evaluate EDAA expenses regularly and adjust where necessary.

Strategy 3: Increase the number of Continuing financial sponsors.

Strategy 4: Evaluate EDAA membership fees.

Implementation: *EDAA Board & EDAA Staff*

Strategic Issue #6: MEMBERSHIP DEVELOPMENT

Goal: Develop a strong and diverse membership; provide services to members that enhance

 the value of EDAA membership.

Strategy 1: Support efforts to increase diversity in EDAA membership.

Strategy 2: Welcome and recognize new members to EDAA.

Implementation: *EDAA Board & EDAA Staff*