



ECONOMIC DEVELOPMENT  
ASSOCIATION OF ALABAMA

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*

# Economic Development Association of Alabama (EDAA)

## 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 for Alabama and a model for state economic development member organizations.*

### Policy Advocacy

*Advocate a comprehensive policy agenda that will positively impact Alabama's economic growth in all areas of the state.*

- ♦ Maintain meaningful relationships with appropriate legislators, organizations, and individuals.
- ♦ Continue to provide regular Legislative Updates to EDAA members.
- ♦ Participate in crafting and enacting positive economic development legislation.
- ♦ Continue to retain a governmental affairs professional.
- ♦ Recognize the Economic Development Legislator of the Year.
- ♦ Continue to plan and support an annual Legislative Reception.

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

### Professional Development

*Provide quality educational programs for EDAA members.*

- ♦ Present quality educational programs at EDAA Conferences.
- ♦ Offer at least 4 educational seminars per year to address specific issues (outside of EDAA conferences).

*Support professional development, growth, and leadership opportunities for current and potential EDAA members.*

- ♦ Support the economic development Intern program.
- ♦ Promote economic development credentialing and certificate programs for members, including IEDC, Intensive Economic Development Training Course, EDAA Leadership Institute, and Alabama Economic Development Academy.
- ♦ Support Young Professionals through events and meetings.
- ♦ Encourage qualified members to serve on EDAA Committees.

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

### Communications

*Communicate relevant information to inform and engage EDAA members.*

- ♦ Communicate to members the services provided by EDAA.
- ♦ Utilize social media (Facebook, Twitter, LinkedIn) to convey information to members and measure effectiveness.
- ♦ Conduct a membership survey every three years; disseminate the results to members.
- ♦ Publish an annual electronic EDAA Report (recap of the year).
- ♦ Communicate the EDAA vision and mission to members and stakeholders.
- ♦ Update EDAA website content: provide more information and improve navigation.

Implementation: *Communications Committee & EDAA Staff*

### Community Assistance & Support

*Support and assist programs and initiatives that advance economic development in Alabama communities.*

- ♦ Support programs to advance economic development in Alabama rural communities.
- ♦ Create and support appropriate retail development programs, especially for rural communities.
- ♦ Monitor issues facing local economic development organizations and identify methods for providing support, if appropriate.

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

### Finances

*Implement funding and financial management strategies that enhance EDAA's operations and effectiveness.*

- ♦ Maintain current EDAA level of funding plus six months of reserves.
- ♦ Evaluate EDAA expenses regularly and adjust where necessary.
- ♦ Increase the number of Continuing financial sponsors.
- ♦ Evaluate EDAA membership fees.

Implementation: *EDAA Board & EDAA Staff*

### Membership Development

*Develop a strong and diverse membership; provide services to members that enhance the value of EDAA membership.*

- ♦ Support efforts to increase diversity in EDAA membership.
- ♦ Welcome and recognize new members to EDAA.

Implementation: *EDAA Board & EDAA Staff*



ECONOMIC DEVELOPMENT  
ASSOCIATION OF ALABAMA