

# Economic Development Association of Alabama (EDAA)

## Strategic Plan - 2024-2026

### Mission Statement

*EDAA promotes economic growth and stronger communities throughout Alabama through legislative advocacy, professional development, and networking in continuous support and development of the profession.*

### Policy Advocacy

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

- ♦ Maintain meaningful relationships with legislators, organizations, and individuals.
- ♦ Continue to provide regular Legislative Updates to EDAA members.
- ♦ Participate in crafting and enacting positive economic development legislation through a formalized process to establish priorities through a Policy & Advocacy Committee.
- ♦ Continue to retain a professional governmental affairs firm.
- ♦ Recognize the Economic Development Legislator of the Year.
- ♦ Continue to plan and support an annual Legislative Reception.
- ♦ Serve as a resource to connect and advise on economic development related issues and questions.

Implementation: *Policy & Advocacy Committee, Governmental Affairs Professional Firm & EDAA Staff*

### Communications & Marketing

*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.
- ♦ Continue to retain a professional communications firm.
- ♦ Conduct an EDAA Membership Survey every three years to gauge programming, effectiveness, and satisfaction; collect and disseminate the results to members.
- ♦ Conduct a Wage/Benefit/Salary Survey for members; collect and disseminate results to members.
- ♦ Publish an annual electronic EDAA Annual Report.
- ♦ Communicate the EDAA vision and mission to members and stakeholders.
- ♦ Create a Communications & Marketing Plan for the EDAA brand to include print, digital, etc. to highlight overall Program of Work.
- ♦ Update EDAA website content: provide more information and improve navigation.
- ♦ Create content for Member Spotlights
- ♦ Develop Professional Code of Conduct to help economic development leaders understand roles, responsibilities, requirements, etc.

Implementation: *Communications & Marketing Committee & EDAA Staff*

### Vision Statement

*EDAA is the premiere association for economic development legislative advocacy, professional development, and networking best practices in Alabama and is a model for other state economic development member associations.*

### Member Services

*Provide quality educational programs and support professional development, growth, and leadership opportunities for current and potential EDAA members.*

- ♦ Present quality educational programs at EDAA Conferences and at periodic seminars throughout each year to address specific issues.
- ♦ Deliver programming to foster networking opportunities and economic development relationship building.
- ♦ Support the economic development Intern program.
- ♦ Promote economic development credentialing and certificate programs for members, including IEDC, Intensive Economic Development Training Course, EDAA/GEDI Leadership Institute, etc.
- ♦ Support Young Professionals through events and meetings.
- ♦ Fully implement Committee Structure to fulfill annual Program of Work through involvement and engagement.
- ♦ Encourage qualified members to serve on EDAA Committees.
- ♦ Annually present the Dave Echols Award.

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

### Operational Excellence

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

- ♦ Maintain current EDAA level of funding plus standard operating of reserves.
- ♦ Evaluate EDAA expenses regularly and adjust where necessary.
- ♦ Provide ROI to maintain and increase financial sponsors.
- ♦ Evaluate EDAA membership and event fees.
- ♦ Conduct regular financial Audit and Review processes for financial transparency.
- ♦ Establish EDAA Board Liaison for each operational Committee.
- ♦ Create Operations Committee to oversee operational integrity through review of finances, contracts, etc.
- ♦ Implement Bylaws review and present any recommendations to membership for adoption.

Implementation: *EDAA Board & EDAA Staff*

