

Path of Professional Development



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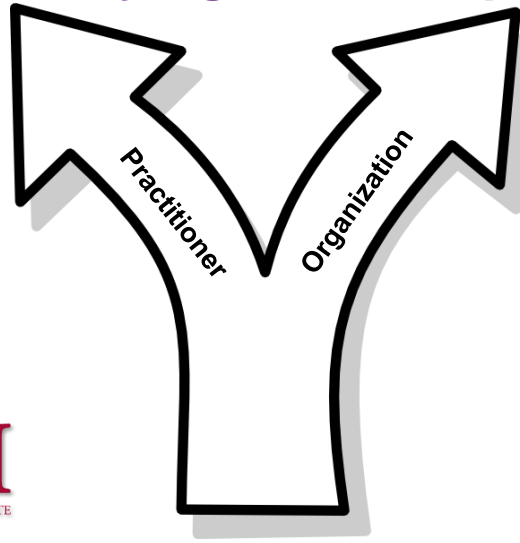
Heartland
Economic Development Course
2024

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University of Northern Iowa

Purpose of Education: What are you trying to accomplish?

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Why is Professional Growth Important?

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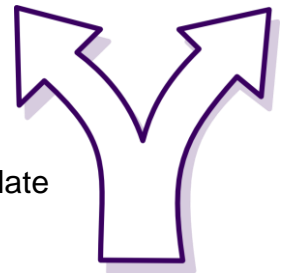
- Field of ever-changing issues/needs
- Increased pressure / competition
- Proactive vs. Reactive
- Quality and knowledge of the developer is a vital asset of the community or organization



TIE to Managing an EDO: Why should your Board care?

As an employer, your investment in certification can have long-lasting benefits to your organization, including:

- Boost your staff's level of confidence and professionalism
- Improve your staff's education and knowledge
- Enhance the image and credibility of your organization
- Ensure that your organization is rich with staff who can translate development opportunities into results
- Gain access to a network of top employees
- Attract candidates who are invested in the profession, and reduce the risk and expense of a hiring mistake



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Educational Opportunities: Almost Every Area of Interest

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Professional Credentials for Community & Economic Developers



<https://idm.uni.edu/professional-credentials-community-economic-developers>



Name	Certifying Organization	Credential Designates...	Steps to Earning Designation	Estimated Cost (Members)
American Institute of Certified Planners (AICP) BRE Professional (BREP)	American Planning Association Business Retention and Expansion International (BRE)	Achievement of the academic qualifications, relevant work experience, and mastery of essential skills required to serve as an effective community planner. Individual is a BRE professional and certifies that they have the knowledge and experience to lead economic development activities in his or her community. BREP is the advanced level certification. There is also a BRE Coordinator (BREC) credential that is obtained by taking a BRE Fundamentals course.	1) Meet education/experience requirements. 2) Submit application. 3) Exam. 4) Be an APA member 1) Be a current member of BREI and hold a current BRE Project Coordinator certification. 2) Education - 2 core plus 4 CE courses, experience and participation in 2 BREI activities. 3) Submit application	Cost of education: varies Exam registration fee: \$255 Planning Experience Assessment Fee: \$255 Cost of education: varies BREI Membership: \$100 Certification fee: \$250 Recertification fee: \$125
Certified Association Executive (CAE)	American Society of Association Executives (ASAE)	Individual has demonstrated the wide range of knowledge essential to manage a qualifying organization (nonprofit organization, e.g. trade association, professional society, individual membership organization, philanthropic organization, tribal organization, or an association management company (AMC).	1) Complete experience, bachelor's degree, and professional development eligibility requirements. 2) Complete application. 3) Exam	Cost of education and professional development: varies Application fee: \$500 (ASAE members)/\$750 (non-members)
Certified Chamber Executive (CCE)	Association of Chamber of Commerce Executives (ACCE)	Achievement of knowledge in the four core chamber management areas: Management, Planning and Development, Membership and Communications, and Operations.	1) At least 6 years senior level chamber management. 2) Two year experience must be at the chamber. 3) must currently be employed in a senior-level chamber management position. 4) Write two essays. 5) Exam. 6) Oral Presentation/Interview.	Cost of Professional Development Points: varies Application fee: \$450 (ACCE members)/\$650 (Non-members) Designation fee: \$250/\$350
Certified Economic Developer (CEcD)	International Economic Development Council (IEDC)	Excellence in the Economic Development profession and broad depth of knowledge in ED competencies.	1) At least 4 years of FT ED experience. 2) Education - six (4 core, 2 elective) professional development courses - or graduate from OU EDI. 3) Attend CEcD Exam Essential Workshop. 4) CEcD Exam Process Primer. 5) Exam	Cost of Professional Development Courses: varies Application/Exam fee: \$610 (IEDC member)/\$850 (non)

Path to becoming a Certified Economic Development Professional

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Heartland Basic Economic Development Course

OUEDI or IEDC Course Series

CEcD Exam

Path to Certification



or/&



What is OU Economic Development Institute?

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- More advanced
- Three – one week sessions
- On-line courses – option (8 weeks)
- Lecture, interactive, on-line
- Mentor program & networking opportunities
- CEcD Primer Workshop (required to make application for CEcD exam)
 - Graduation from OU/EDI fulfills the educational requirements to sit for the CEcD Exam



What is OU Economic Development Institute?

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COURSES OFFERED

- | | |
|--|---|
| • Credit Analysis | • Strategic Planning |
| • Real Estate Development & Reuse | • Marketing & Attraction |
| • Business Retention & Expansion | • Community & Neighborhood Development |
| • Managing Economic Development Organizations | • Workforce Development |
| • Entrepreneurial & Small Business Development | • CEcD Exam Prep Course (<i>only such course in the U.S.</i>) |

What is OU Economic Development Institute?

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Onsite

Registration for OU EDI in Orlando

The registration fee includes premium continuous break service, breakfast Monday through Thursday, lunch Monday through Thursday, an evening reception and the use of the conference center.

EDI Registration Cost (early bird)

- IEDC members \$1,845
- Non-IEDC Members \$1,895

Upcoming Dates

- New Orleans, Louisiana – April 28-May 2, 2024
- Orlando, Florida – October 13-17, 2024
- Kansas City, Missouri – April 27-May 1, 2025
- Fort Worth, Texas – October 19-24, 2025

Online

Course Costs and Fees

Registration Fee for each OU EDI-Online Course
IEDC Members: \$595
Non-IEDC Members: \$645

IEDC Courses

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www.iedconline.org



Entrepreneurship Development Professional (EDP)

IEDC's newest certification, the EDP is designed for professionals who work with entrepreneurs and small businesses, as well as those that support them.

Visit www.iedconline.org/EDP to learn more.

Core Courses

- Business Retention and Expansion
- Economic Development Credit Analysis
- Real Estate Development and Reuse
- Introduction to Economic Development

Electives

- Economic Development Finance Programs
- Economic Development Marketing and Attraction
- Economic Development Strategic Planning
- Entrepreneurial and Small Business Development Strategies
- Foreign Direct Investment & Exporting
- Managing Economic Development Organizations
- Neighborhood Development Strategies
- Technology-Led Economic Development
- Workforce Development Strategies
- Introduction to Entrepreneurship-Led Economic Development
- Accelerating Growth Through Entrepreneurship-Led Economic Development

CEcD Benefits

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- CEcD is the **most prestigious** designation in the economic development profession.
- Demonstrates **breadth of knowledge** to perform at the top level in the profession, it **enhances your visibility** within your organization and the **visibility of your organization** within the profession.
- Credibility you gain through the certification process translates into **access** to valuable networking opportunities, practitioner based skills, and can increase your salary significantly.
 - Average base salary: CEcD = **\$118,000**, Non-CEcD = **\$84,000**.
- Employers seeking expert economic development professionals respect the CEcD certification, and in many cases the certification is **highly desired or required** in job ads.
- Through the process of becoming a CEcD, applicants **learn in-depth information** on a series of economic development topics as they complete each of the six training courses needed to sit for the exam.
- Earning the CEcD **demonstrates you are extremely knowledgeable** in the field of economic development.



What is Required?

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- At least four years professional development experience in economic development.
- A personal commitment to economic development.
- Complete the “CEcD Exam Essentials Workshop”, in person or virtually.
- Mastery of a body of knowledge in economic development.

Core Courses

- Business Retention and Expansion
- Economic Development Credit Analysis
- Real Estate Development and Reuse
- Introduction to Economic Development

Electives

- Economic Development Finance Programs
- Economic Development Marketing and Attraction
- Economic Development Strategic Planning
- Entrepreneurial and Small Business Development Strategies
- Foreign Direct Investment & Exporting
- Managing Economic Development Organizations
- Neighborhood Development Strategies
- Technology-Led Economic Development
- Workforce Development Strategies
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- Accelerating Growth Through Entrepreneurship-Led Economic Development



← 2 Required

The CEcD exam is made up of 3 parts:

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Multiple Choice/Short Answer - Questions in this section come directly from the 4 core competency manuals and 2 elective manuals each candidate has selected.

Essay - This section requires candidates to answer questions for the core competencies:

- Business Retention & Expansion
- Credit Analysis/Finance
- Real Estate Development & Reuse.

Candidates are able to choose to answer 2 additional questions from the list of 7 elective questions.

Oral Interview - To take this section, candidates must pass both the multiple choice/short answer and essay sections. Candidates are interviewed by a panel of three current CEcDs

Why do most people fail?

Other Certifications to Consider

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Certified Chamber Executive (CCE) - Association of Chamber of Commerce Executives (ACCE)

Certified Economic Research Professional (CERP) - Council for Community and Economic Research (C2ER)

Economic Development Finance Professional (EDFP) - National Development Council (NDC)

Economic Gardening Certification (EGc) - National Center for Economic Gardening

Entrepreneurship Development Professional (EDP) - International Economic Development Council

Main Street America Revitalization Professional (MSARP) - Main Street America Institute (MSAI)

Certified Key Account Executive (CKAE) - National Rural Electric Cooperative Association

State Certifications:

- Missouri Certified Economic Developer (MoCED)

Questions? Reach out!

Drew, James, Karla or Heartland Board Members will be happy to share their professional development experiences!



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