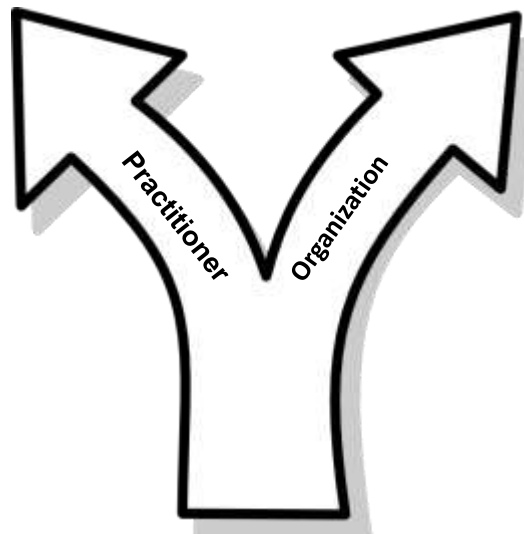


# Path of Professional Development

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## Purpose of Education:



## Why is Professional Growth Important?



- 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



## Educational Opportunities:



### Professional Credentials for Community & Economic Developers

Name	Certifying Organization	Credential Designates...	Steps to Earning Designation	Estimated Cost (Members)
<a href="#">American Planning Institute of Certified Planners (AICP)</a>	American Planning Association	Achievement of the academic qualifications, relevant work experience, and mastery of essential skills required to serve as an effective community planner.	1) Meet education/experience requirements; 2) Submit application; 3) Exam; 4) Be an APA member	Cost of education: varies Exam registration fee: \$255 Planning Experience Assessment Fee: \$100
<a href="#">BRE Professional (BRECP)</a>	Business Retention and Expansion International (BREI)	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 (BRECI) credential that is obtained by taking a BRE Fundamentals course.	1) Be a current member of BREI and hold a current BRE Project Coordinator certification; 2) Education - 2 core plus 3 electives; 3) Experience and portfolio activities	Cost of education: varies Exam registration fee: \$100 BREI membership fee: \$125
<a href="#">Certified Association Executive (CAE)</a>	American Society of Association Executives (ASAE)	Individual has demonstrated the wide range of knowledge essential to manage a qualifying organization (nonprofit organization, association, professional society, membership organization, tribal or quasi-tribal organization, or association membership society [AMC]).	1) Eligibility requirements; 2) Application; 3) Complete application; 4) Exam	Cost of education and professional development: varies Application fee: \$500 (ASAE members)/\$750 (non-members)
<a href="#">Certified Chamber Executive (CCE)</a>	Association of Chambers of Commerce-Executive (ACCE)	Individual has demonstrated knowledge in the four core areas: Management, 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)/\$600 (Non-members) Designation fee: \$250/\$300
<a href="#">Certified Economic Developer (CED)</a>	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 OI EdB; 3) Attend CED Exam Essential Workshop; 4) CED Exam Process Primer; 5) Exam	Cost of Professional Development Courses: varies Application/Exam fee: \$610 (IEDC member)/\$850 (non)

On the class webpage!

## Path to Becoming a CEcD

### Heartland Basic Economic Development Course



or/&



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

### OUEDI or IEDC Course Series

CEcD Exam

Path to Certification



## What is OU Economic Development Institute?

- More advanced
- Three – one week sessions
- On-line courses – option (8 weeks)
- Lecture, interactive, on-line
- Mentor program & networking opportunities
- CEcD Exam Essentials Workshop (required to make application for CEcD exam)



*Graduation from OU/EDI fulfills the educational requirements to sit for the CEcD Exam*

### Requirements to Attend:

- Completion of an IEDC accredited Economic Development Course (often called a "Basic Course")  
**OR**
- Two (2) years of employment in a full-time economic development position  
**OR**
- Master's degree in Economic Development



## What is OU Economic Development Institute?

- 117 credit hours are required to graduate from OU EDI
- OU EDI does not accept transfer credit (courses taken elsewhere) towards completion of the OU EDI certificate
- All participants must attend at least one in-person Institute to achieve OU EDI certificate
- OU EDI coursework must be completed within a six-year time frame
- All participants are required to take the three Core Courses and three Elective Courses
- All OU EDI graduates will have the necessary course curriculum to sit for the Certified Economic Developer (CEcD Exam)
- OU EDI offers the Exam Essentials Workshop, which the IEDC requires to sit for the exam



# What is OU Economic Development Institute?

## COURSES OFFERED

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

# What is OU Economic Development Institute?

## IN-PERSON COURSES

Summer 2025 CEcD Mini Exam Prep, June 18, 2025

Fall 2025 EDI Institute, Fort Worth, October 19 to 23, 2025

Fall 2025 Exam Prep Course, Fort Worth, October 18 & 19, 2025

## ONLINE COURSES

Business Retention and Expansion: May 12 to July 7, 2025

Strategic Planning: June 9 to August 4, 2025

Entrepreneurship: July 14 to September 8, 2025

Marketing: August 11 to October 6, 2025

## Early Bird Registration

- IEDC members \$1,945
- Non-IEDC Members \$1,995

## After Early Bird Registration

- IEDC Members \$2,045
- Non-IEDC Members \$2,095

## Online

### Course Costs and Fees

Registration Fee for each OU EDI-Online Course

- IEDC Members: \$635
- Non-IEDC Members: \$695



## IEDC Courses

[www.iedconline.org](http://www.iedconline.org)



**Entrepreneurship Development Professional (EDP):**  
IEDC's newest certification, designed for professionals who work with entrepreneurs and small businesses

### 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

- 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?

- 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

2 Required

- 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



## The CEcD exam is made up of 3 parts:

- **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

- **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)

