



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

International Economic Development Council Certified Economic Developer (CEcD) Certification Program

2017 Application Booklet

Mail Completed Application:

International Economic Development Council
734 15th Street NW
Suite 900
Washington, D.C. 20005
Phone: (202) 223-7800
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Email or Fax Completed Application:

Marjorie Rose, mrose@iedonline.org
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Dear Economic Development Practitioner:

Congratulations on your decision to apply for certification through IEDC! The Certified Economic Developer program distinguishes economic developers who have reached a level of excellence in the economic development profession and are dedicated to continuing professional growth. Certification through IEDC will consider you a CEcD, a term intended to strengthen and unify the economic development community.

This application booklet contains the following information:

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Please read all materials carefully before filling out the application.

Return the completed application form, as well as a copy of your current resume, to IEDC at least 60 days before the exam for which you intend to sit. Time of receipt is important, as IEDC cannot accept application after the published cut off dates. Please be sure to include your \$540 (member) or \$760 (non-member) examination fee with your application. **Applications are considered incomplete until all materials are received by IEDC, including payment.** Please refer to the check list on page 16 to ensure your application is complete.

You will be notified if your application has been accepted at least five weeks before the date of the exam for which you have indicated you intend to sit. At that time you will also receive more specific information as to the exact location of the exam and other details. Please be aware that the written exams usually require candidates to be ready at 7:00am on the Saturday of the exam.

We look forward to considering your application. Congratulations on taking this step in your career. We wish you the best as you move forward toward certification.

International Economic Development Council Certified Economic Developer (CEcD) Program

The International Economic Development Council (IEDC), as part of its many services to its members and the economic development community, has developed a voluntary Certified Economic Developer (CEcD) program in order to recognize dedication and excellence of practitioners in the field of economic development. IEDC certification denotes a mastery of principal skills in economic development, professional attainment, and a commitment to professional and personal growth. Individuals successfully completing the Certified Economic Developer program will be recognized as a CEcD.

The IEDC CEcD certification program is derived from IEDC's successful training program, which educates economic developers from around the world. The voluntary certification program is geared toward practitioners who have chosen to dedicate their work to increasing job opportunities, increasing the tax base and, most importantly, improving the quality of life in their communities of practice. Hence, the exam critiques the practitioner's broad knowledge of economic development as well as his/her expertise in practicing the profession. The process requires a combination of education, experience in economic development and recognizes other certifications that can be related back to the competencies of economic development.

IEDC certification is based solely on the development of key skills in areas that the IEDC Education and Certification Committee has established as the principles of economic development. Those interested in applying for IEDC's certification must have:

- At least four years professional development experience in economic development.
- A personal commitment to economic development.
- Complete the "Primer to the Certification Exam Process: What you Need to Know" Workshop or Webinar.
- Mastery of a body of knowledge in economic development.

The exam will cover competencies identified by the IEDC Education and Certification Committee as the core competencies of economic developers. The four core competency courses are: Business Retention and Expansion*, Economic Development Credit Analysis*, Real Estate Development and Reuse*, and the Introduction to Economic Development*. The remaining courses are considered electives, these courses include: Economic Development Marketing and Attraction, Strategic Planning, Entrepreneurial and Small Business Development Strategies, Managing Economic Development Organizations, Neighborhood Development Strategies, Technology-Led Economic Development, and Workforce Development Strategies. Candidates sitting for the exam are responsible for content covered in the core courses and two electives of their choice. **The IEDC training manuals will be the basis of the exam questions.**

The written and oral exams will be offered in conjunction with one another. Only individuals who have previously applied to take the exam for that exam period, and have received confirmation to do so, may sit for the exam.

Although an applicant is only allowed to sit for the exam with a minimum of four years of experience, please note that this is the absolute minimum. The Education and Certification Committee suggests applicants have at least five years of experience. The purpose of the four year minimum requirement is to serve those who feel that they are ready to take the exam after four years in the profession.

Certification Requirements

All applicants are expected to have taken six of the twelve courses currently offered through IEDC's professional training program (or the equivalent, see p. 5). Four of these courses are required; *Introduction to Economic Development (or the Basic Economic Development Course)*, *Business Retention & Expansion*, *Economic Development Credit Analysis*, and *Real Estate Development and Reuse*.

The additional two courses are to be selected by the candidate from the seven elective courses. Individuals may attend the courses in any order, but may not take the certification exam until all course requirements are met. Beginning in January 2016, candidates may choose the two electives to be tested on during the exam. The selection of these electives may be based on courses taken or from areas candidates have professional experience. Questions found on the exam come directly from the IEDC training manual, so it is recommended that candidates purchase training manuals for each of the competencies they will be tested on. Manuals are included in the registration fees of IEDC training courses.

Coursework

Core courses:

- Introduction to Economic Development (or Basic Economic Development Education Course)
- Business Retention and Expansion
- Economic Development Credit Analysis
- Real Estate Development and Reuse

Electives:

- Economic Development Marketing and Attraction
- Economic Development Strategic Planning
- Entrepreneurial and Small Business Development Strategies
- Managing Economic Development Organizations
- Neighborhood Development Strategies
- Technology-Led Economic Development
- Workforce Development Strategies

Recertification Requirements

Recertification is required every three years. Recertification is based on practitioner based professional development once an individual has been certified. This professional development can come from a variety of sources; however, attendance at least two IEDC events over the three years is required. CECDs will be expected to attend economic development related meetings, conferences and events. Other options include attendance at an accredited state economic development membership organization meeting, accredited regional economic development membership organization meetings or attendance at other national membership organizations related to economic development.

Although attendance at events outside of IEDC will be recognized, IEDC events will be a requirement and will be weighted heavier than non-IEDC events.

Exceptions to Requirements

1. Professionals who have been in the field of economic development for at least five years will have the option of waiving the required *Introduction to Economic Development (or Basic Economic Development Course)* course. However, these individuals will still be expected to take a total of six IEDC courses, substituting a third elective for the introductory course. These individuals are responsible for material covered in the Introduction to Economic Development training manual. It is recommended to purchase the training manual for this particular area.
2. Professionals who have taken one of the IEDC accredited **Basic Economic Development Courses**, are not required to take the IEDC Introduction to Economic Development Course, and only need to take the additional three core courses and two elective courses.
3. Practitioners who have attended the National Development Council's (NDC) ED101 or have obtained the Economic Development Financial Professional (EDFP) designation may waive the Economic Development Credit Analysis requirement.
4. Economic developers who have graduated from a graduate program in economic development (this does not include planning, public policy, or economics) may choose to waive the Basic/Intro course as well as one elective course. These individuals will be required to take the three core courses and one additional elective. Candidates are still responsible for material covered in the Introduction to Economic Development training manual and electives of their choice. It is recommended to purchase the training manuals for those particular topic areas.
5. Candidates having completed 16 hours in a single competency area after attending the **Economic Development Institute (EDI)** may substitute that for one of IEDC's equivalent courses. To opt out of IEDC core courses, a candidate must demonstrate the equivalent of hours of instruction for the same topic. An EDI attendee must take 16 hours of instruction at EDI in Real Estate Development and Reuse, 16 hours of instruction in Business Retention and Expansion, and 24 hours of instruction in Economic Development Credit Analysis. EDI will assist candidates to determine hours accumulated in a single competency area.
6. Those graduating from EDI who can demonstrate 16 hours of instruction in a specific topic area of electives may use those hours to pass out of the elective course requirements.

Examination Procedures

Essay Exam

The essay exam tests facts, applied decision-making and the candidate's broad knowledge of economic development. This section is comprised of case study developments, none of which will require a calculator. For the essay section, candidates will be required to answer questions on Business Retention & Expansion, Credit Analysis/Finance, and Real Estate Development & Reuse. They will be able to choose two of the seven elective questions for a total of five essays.

To provide continuity and consistency, exam questions will cover material that appears in the IEDC manuals, however, a candidate's experience and expertise are expected to be woven into the answer of the essay exam. Hence, a candidate's answer that comes straight from the manual will not be sufficient. Candidates must show applied knowledge in answering these questions. Candidates will have two hours and forty-five minutes to complete this portion of the exam.

Multiple Choice/Short Answer Exam

The second portion of the written exam is comprised of multiple choice and short answer questions. All the questions for this portion can be referenced in the IEDC manuals. In the Multiple Choice/Short Answer section, candidates will be tested on content from the four (4) core manuals and, in addition, will be able to choose the electives on which they would like to be tested. Candidates must select the electives on which they would like to be tested at the time of application for the exam.

Manuals are available for purchase through IEDC's Publications Department and can be purchased for \$55 for members and \$75 for non-members, plus shipping costs. There is a manual that corresponds with each training course. If you are interested in purchasing a number of manuals, please indicate which manuals you would like to purchase and form of payment to Christina Sabato, csabato@iedconline.org. Orders for manuals cannot be taken over the phone.

For those attending IEDC training courses, manuals are handed out at IEDC training courses and are included in the training course fees.

Applicants who do not pass either part of the written exam, essay, or multiple choice and short answer, will have the opportunity to retake that section of the exam (see retake section) at a future time, but must wait a minimum of 60 days before submitting a retake application. Applicants who do not pass either part of the written exam will not be allowed to sit for the oral portion of the exam.

Oral Exam

An oral exam will be required of each applicant once he/she has passed both written portions of the exam. The oral exam is a formal examination conducted by a panel of three experts and last about an hour in length; 45 minutes to question the candidate and 15 minutes to review the candidate. During this portion, the application will be critiqued on skills and abilities that cannot be graded through a written process.

Candidates are expected to demonstrate a broad knowledge of economic development and his/her ability to apply that knowledge based on the questions asked during the oral exam. The oral exam will test applicants' abilities to articulate their understanding of issues in economic development. Although questions may be broad or focused, it is during this section that experience counts the most. It gives the candidate an opportunity to talk about his/her experiences and accomplishments in economic development

as well as his/her thoughts about the field of economic development.

Questions may cover the candidate's direct experience in economic development, areas outside the expertise of the individual, or trends and current practices in the economic development field.

Before the oral exam, the candidate will have the chance to review the names of the individuals who will be assessing them. If the candidate feels that there might be a conflict of interest, the candidate can indicate that at that time, and will be provided another individual on the panel.

Results

Written exam results as well as the oral portion of the exam are Pass or Retake. Candidates will be given written feedback if they do not pass the essay or oral exams. Written feedback is provided to candidates 4-6 weeks following the exam. Critiques are provided only to those who do not pass the exam.

Exam results will be posted by Candidate ID numbers, in a pre-designated area the weekend of the exam or via call-in number IEDC provides. If a candidate must be contacted by phone, results will only be given directly to the candidate, not via voicemail or a message. Each candidate will be awarded a certificate indicating certification and a CEcD pin once it has been determined he or she has fulfilled all requirements and passed all three parts of the exam.

Retakes

Candidates are permitted to retake any part of the exam they are not successful in. However, the retake application must be completed, with payment, and at the IEDC office 60 days before the exam date for which the candidate would like to sit. There will be an additional retake fee.

Candidates who have unsuccessfully taken the exam must retake the exam within two years of their last sitting. After two years the candidate must re-apply to the program and retake any portion they may have passed previously.

Preparing for the Exam

The CEcD is a practitioner's exam which tests the knowledge of an economic developer through his/her experiences in the field. As such, there are no courses available that are geared toward preparation for the exam.

Exam takers should focus on material that is expected to be known by an economic developer, and are encouraged not to memorize the minutia of the manuals. The exam will cover ten competency areas, which have been identified as the core competencies of an economic developer by the IEDC Education and Certification Committee. Those competency areas are: Business Retention and Expansion, Economic Development Credit Analysis, Real Estate Development and Reuse, Economic Development Marketing and Attraction, Strategic Planning, Entrepreneurial and Small Business Development Strategies, Managing Economic Development Organizations, Neighborhood Development Strategies, Technology-Led Economic Development, and Workforce Development Strategies.

Please remember that even though the candidates must study the manuals, studying cannot substitute for experience. The manuals put what an economic developer does everyday into context. Hence, they serve as the materials from which the exam is derived, but also assists a practitioner in organizing what he/she does on a daily basis.

The Application Process

Please read this section carefully before filling out the application form

All certification applications must be received in the IEDC office **sixty days prior** to the date of the exam for which the applicant would like to sit. The application will be notified approximately five weeks before the exam period whether or not the application has been accepted. Applicants will only be turned away if the information they have submitted regarding completion of IEDC courses is false or incomplete, if it has been determined the applicant does not have the required four years of experience, or if the exam fee has not been received.

Application Fee

The application fee of \$540 for IEDC members and \$760 for non-members must accompany the application and **is fully non-refundable**. In situations where an applicant has completed the application process and submitted exam fees and then is unable to attend the examination, then the applicant will be expected to sit for an exam in the next year. If the candidate does not sit for the exam during that year, the examination fee is **NOT** refunded and another examination fee will be required for the candidate to take the exam outside of the year's grace period.

Candidate's who plan to sit for an exam but need to transfer their exam date **MUST** take the exam within the year they apply. **Candidates forfeit their application fee** if they fail to take the exam within the year timeframe.

Proof of Coursework

Proof of credit for education programs outside of IEDC's training program that is to be substituted for IEDC coursework must be **received at the IEDC office sixty days prior** to the date of the exam. We ask that you include transcripts from EDI, documentation from NDC, or any other program with your application to consider it complete.

Confidentiality

All material submitted to IEDC will be treated with the utmost confidentiality. All application materials submitted become the property of IEDC and cannot be returned. First notice of exam results will be given directly to the exam candidate.

Notice of Application Acceptance

Applicants meeting IEDC certification requirements will be sent a notice of application acceptance approximately five weeks before the exam is to be taken. Applicants whose applications have been denied will be informed as to the reason for the denial. However, accompanying fees will not be returned.

Education and Certification Committee

IEDC has established an Education and Certification Committee to oversee the certification program. All concerns or appeals will be brought before the committee for review.

Disclaimer

IEDC cannot be held responsible for an applicant's failure of the written or oral exams. Any questions or concerns are subject to review by the IEDC Education and Certification Committee. IEDC reserves the right to change certification methodology and procedures in order to improve the product and balance the needs of the organization and the membership.

CEcD Application Instructions

Please read the following instructions carefully before filling out the application

Section A – General Information

This information identifies the applicant's current address and employer. Years with present employer and years of service in economic development are based on full-time positions. The applicant should only include an address at which he/she is sure to be reached within the next year. All correspondences as well as the certificate and pin will be sent to this address.

Section B – Examination Date

Please choose the exam for which you would like to sit from one of the following examination dates. Indicate your choice in **Section B** of the application. **Be sure to include both date and location.**

Section C – Employment Information

Applicant's current resume should be attached to verify employment information. Without a current resume, the application is considered incomplete.

Section D – Eligibility Criteria

Please fill out this sheet to identify qualification for sitting for the exam.

In order to be eligible to sit for the certification exam, an individual must have at least four years of full-time, paid economic development experience, completed the required IEDC training courses (see exceptions on page 5), and participate in a "Primer to the Certification Exam Process: What you Need to Know," either in-person or via webinar.*

- You must have at least four years of consecutive, paid, full-time economic development related experience to qualify to sit for the exam.
- If you have been in the field of economic development for more than five years, you may have the option of waiving the required Introduction to Economic Development or Basic Economic Development Course. However, you must submit evidence of five years of economic development experience. You are still required to take a total of six IEDC courses, substituting a third elective for the Intro/Basic course.
- Those that have completed the **National Development Council's Economic Development Finance Professional Certification Program (EDFP) or ED101** are exempt from the Economic Development Finance course requirement. *These candidates must provide documentation of completion of NDC program.*
- Those having completed an entire competency at the **Economic Development Institute** may

substitute that area of concentration (having attended 16 hours in one area, except Finance which requires 24 hours) as one of the courses. Documentation from EDI must be submitted.

- First-time candidates applying to sit for an exam taking place after December 31, 2014 must participate in a “Primer to the Certification Exam Process: What you Need to Know,” either in-person or via webinar. This workshop provides candidates’ with a complete overview of the Certified Economic Developer (CEcD) exam process, from application to oral examination. Attendees will learn tools and techniques for preparing for the exam and witness a mock oral interview. This workshop is offered at the Annual Conference and Future Forum (formerly known as Spring Conference), free of charge. It will also be offered at least once a year in webinar format.

Section E – Method of Exam Payment

The examination fee must accompany the application form. An applicant will not be considered without payment. Please select the manner in which you would like to pay for the examination fee. This fee also includes your CEcD certificate and pain, which will be mailed once the candidate has successfully passed all three portions of the exam.

Section F – Applicant’s Signature

Applicant must sign on page 14 and 15 in order for application to be process. All fees submitted are non-refundable.

**International Economic Development Council
CERTIFIED ECONOMIC DEVELOPER® APPLICATION**

Application to sit for the certification examination must be received sixty days prior to any scheduled examination.

Section A - Applicant Information

General Information:

Name:		
Title:		
Organization:		
Address:		
City:	State:	Zip:
Phone:	Email:	

_____ Years with Present Employer
_____ Years of Service in Economic Development

Section B - Examination Date (Please see Application Instructions)

Date & Location of Exam:

Section C - Employment Information

Please indicate employment experience in the field of economic development by submitting a recent and complete resume. Current resume must include the following for each past position in economic development:

- Title/Position
- Employer/Supervisor/Organization
- Dates
- Job Description and Duties

Section D - Eligibility Criteria

Please check each that apply to you. You must check at least one box per requirement area:

Required:

- Full Time Economic Developer Professional for at least four years

Required:

- Graduate of a Basic Economic Development Course Accredited by IEDC

Location:	Date:
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OR

- Attendance at an IEDC *Introduction to Economic Development Course*

Location:	Date:
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OR

- Graduate of an Economic Development Graduate Program

University:	Year:
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OR

- More than five years experience in economic development. Hence, I waive the Intro/Basic Course requirement; however, I recognize that I must take an additional specialized course in its place.

Three Core Course Requirements

Business Retention and Expansion

At least one of the following is required:

- Attendance at an IEDC Business Retention & Expansion Course

Location:	Date
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OR

- 16 hours of Business Retention and Expansion Instruction at EDI

Real Estate Development and Reuse

At least one of the following is required:

- Attendance at an IEDC Real Estate Development and Reuse Course

Location:	Date
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OR

- 16 hours of Real Estate Development and Reuse Instruction at EDI

OR

- Professional Certification (such as CCIM) in a national/international membership organization that indicates a mastery of Real Estate Development and Reuse.
 _____ **Certification Type** _____ **Year Certified** _____ **Year of Recertification**

Economic Development Credit Analysis

At least one of the following is required:

- Attendance at an IEDC Credit Analysis Course
- | | |
|------------------|-------------|
| Location: | Date |
|------------------|-------------|

OR

- 24 hours of Economic Development Finance Instruction at EDI

OR

- Economic Development Finance Professional (EDFP) Certification through the National Development Council (NDC)
 _____ **Year Certified**

Two Electives Taken (At least two are required)

Course:	Location:	Date:
Course:	Location:	Date:
Course:	Location:	Date:

- I understand that I will be tested on material drafted from the core competency manuals and, in addition, I would like to be tested on the following electives*:

- ___ Economic Development Marketing and Attraction
- ___ Economic Development Strategic Planning
- ___ Entrepreneurial and Small Business Development Strategies
- ___ Managing Economic Development Organizations
- ___ Neighborhood Development Strategies
- ___ Technology-Led Economic Development
- ___ Workforce Development Strategies

Primer to the Certification Exam Process: What you Need to Know

Either in-person or via webinar

- Primer for the Certification Exam Process Workshop/Webinar
- | | |
|------------------|--------------|
| Location: | Date: |
|------------------|--------------|

*Candidates have the choice of the two elective competencies on which they would like to be tested, either based on coursework taken or professional expertise. Once selected, these may not be changed. Because questions come directly from the IEDC training manuals, it is recommended that you purchase the corresponding training manuals.

Applicant's Signature

I verify that the information regarding my coursework is true and accurately portrayed

Print Name:	
Signature:	Date:

Section E - Method of Exam Payment

Please indicate method of payment:

- Member Rate Non-member Rate
 \$540.00 \$760.00

- Visa MasterCard American Express

Credit Card Number:	Exp. Date:
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- Check in Mail (**Payable to IEDC Certification Program**)
- Purchase Order (**Please include PO with this form**)
- Check here if you require special assistance due to disability and indicate assistance needed:
- Check here if you would like to receive information on the IEDC Mentorship Program to prepare for the Exam. *The CEcd Mentorship Program is available to IEDC members only.

Section F – Applicant's Signature

Sign and Return

I fully understand that it is an application for enrollment purposes only in order to complete registration. I will execute the necessary documents and supply further information as determined by IEDC. I further understand that my application fee is non-refundable and if I am unable to take the exam on the expected date that I will be required to take the exam within a year and pay a no-show fee. I understand that refunds will not be given under any circumstances.

I understand that the "IEDC training manuals will be the basis of the exam questions." I understand the education courses are an enhancement for economic development knowledge, but not a substitute for the IEDC training manuals.

Print Name:	
Signature:	Date:

*Please return the four pages of the application, along with your exam fee and current resume to the IEDC office. All applications **MUST** be complete and received at the IEDC office **sixty days** before the examination for which the applicant would like to sit. IEDC cannot be held responsible for lost applications if they are faxed to the IEDC offices.*

Final Check – Have you included:

- CECd Application, all pages completed
- A copy of your current résumé
- Payment of the examination fee
- Required documentation if you wish to substitute a non-IEDC course
- Your signature on the application

Mail Completed Application:

International Economic Development Council
734 15th Street NW
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