



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

*The Power of
Knowledge and Leadership*

www.iedconline.org

Professional Development

WHAT EMPLOYERS NEED TO KNOW ABOUT THE

International Economic Development Council's Certified Economic Developer Program

How Certification Can Help You

ELEVATE YOUR STAFF and
ENHANCE YOUR CREDIBILITY

“ I became a Certified Economic Developer more than 10 years ago, and I believe that certification demonstrates a commitment to professional development and represents a broad and substantial understanding of the profession. I currently have three of our staff on the road to certification. The discipline and commitment required of certification will increase our effectiveness and professionalism as an organization.”

— Terry Holzheimer, Director
Arlington County Economic
Development
Arlington, VA

Who are Certified Economic Developers?

Certified Economic Developers are part of a network of more than 1,200 professionals who have demonstrated a high-degree of knowledge and applicable practical experience in the field of economic development.

Developed and managed by the International Economic Development Council (IEDC), the Certified Economic Developer program recognizes achievements in the core competencies for the profession. IEDC's recertification requirements are designed to allow Certified Economic Developers to remain at the cutting edge of the field.

“ I seek staff members who are at the top of their game with the credentials, skills, and experience to do the best job possible. That's exactly what you get in a Certified Economic Developer.”

— Beth Doughty, President
Chamber of Commerce
Roanoke, VA

The Value of Certified Economic Developers to Employers

You want to show your stakeholders and community that you are committed to professional excellence. Having one or more Certified Economic Developers on your team demonstrates your organization's competency and enhances your credibility.

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

- Boost your staff's level of confidence and professionalism.
- Improve your staff's education and knowledge.
- Enhance the image and credibility of your organization.



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“ Certified Economic Developers have always presented the knowledge and expertise that best serves our clients. In our annual analysis of Top Pro-Business States, state agencies with Certified Economic Developers on staff ranked higher than those without. ”

— Ron Pollina, President
Pollina Corporate Real Estate
Consulting
Park Ridge, IL





“ We were looking for a CEO who could take our organization to the next level and lead an effort that included all aspects of economic development. We preferred and chose a Certified Economic Developer because the peer-review certification gave us the extra level of confidence that we were putting the future of our community in the right hands. ”

— Owen Robinson
Board Chair
Great Falls Development Authority

Help Your Staff Become Certified

Help your employees help you! Make an investment in your staff and their future in the profession by encouraging them to seek professional development through certification. It takes approximately 18-24 months to complete the course work and prepare for the exam, so the costs may be spread over 2 or more fiscal years. IEDC's education program is the place to start as candidates need to complete 6 courses as one of the prerequisites for the exam. Visit www.iedconline.org for our course schedule.



“ Having a Certified Economic Developer on my staff shows the commitment our Chamber has to the business community. ”

— Brandon Beach,
President & CEO
Greater North Fulton
Chamber of Commerce
Roswell, GA



Employ Experience!

Hire a Certified Economic Developer!

When you hire a Certified Economic Developer, you get knowledge, experience and confidence. You also get an employee who is well-connected and well-informed of innovative strategies and industry trends.

Seeking a Certified Economic Developer in your recruitment efforts can help you:

- Gain access to a network of top employees.
- Attract candidates who are invested in the profession.
- Reduce the risk and expense of a hiring mistake.

Select your next employee from among the best candidates – add “*Certified Economic Developer preferred.*” to your next job posting. Reach more than 25,000 professionals by advertising your job opening through IEDC’s Job Center. Our job postings are updated weekly and are available to job seekers through Economic Development Now – our member newsletter, IEDC News – our member and non-member subscriber list, and our website.

“As director of the University of Northern Iowa’s economic development programs, I view the CECD certification of our senior staff members as critical to the success and stature of our organization. The Certified Economic Developer designation carries a high level of prestige and is recognized and appreciated by our community clients. Since we have two staff members who have become Certified Economic Developers, our organization has immediate credibility with local developers. This professional certification has opened doors to new clients and raised the reputation of our program on a statewide basis.”

— Randy Pilkington, Executive Director
Business and Community Services
Institute for Decision Making
University of Northern Iowa
Cedar Falls, IA



About the Exam

PREREQUISITES

All candidates for the Certified Economic Developer exam must first meet both an experience requirement and an education requirement. We offer a number of equivalencies and special waivers – visit www.iedconline.org for more details.

- ▶ **Experience Requirement** – completion of 4 years of consecutive, paid, full-time economic development or related experience.
- ▶ **Education Course Requirement** – completion of 4 core courses and 2 elective courses.

Core Courses

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

Elective Courses

- Economic Development Finance Programs
- 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

THE TEST

Day 1 1.5 hour Multiple Choice and Short Answer Exam
2.5 hour Essay Exam

Day 2 1 hour Oral Exam

Candidates may pass the exam in parts, but must pass both parts of Day 1 before moving to Day 2.

Getting Started

There are many ways to get started in making certification a part your organization. Take the next step, and begin to see results!

- ✔ Develop and budget for a professional development program for your staff that includes the Certified Economic Developer program.
- ✔ Add “*Certified Economic Developer preferred.*” to you next job posting and advertise your position opening through IEDC.
- ✔ Incorporate certification into your career structure and require certification for advancement to select positions.
- ✔ Recognize Certified Economic Developers with higher salaries.
- ✔ Announce new Certified Economic Developers to your media and honor them in your newsletter and within your organization.

Maintaining the Certification

Certified Economic Developers must earn 12 recertification credits every three years through a variety of IEDC, national, regional and local activities. IEDC maintains a list of more than 20 activities and more than 30 local and regional events that qualify for recertification credits. A recertification fee is paid once every three years. Employers are encouraged to visit www.iedconline.org to view eligible activities and to estimate annual certification maintenance costs. Your support of your employees’ recertification is an excellent way to help your organization keep up with the latest trends, practices and innovations in the profession.

“ In Dorchester County, we believe that training is vital to our success. We are most supportive of maintaining this proven element of projecting and predicting professional service to our county and its manufacturing firms. In my opinion, the Certified Economic Developer program is the proven professional designation of economic development success for both the individual and the organization.”

— George Tupper, Chairman
Dorchester County Economic
Development Board
Summerville, SC



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734 15th Street, NW, Suite 900
Washington, DC 20005

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ABOUT IEDC The International Economic Development Council (IEDC) is the premier membership organization dedicated to helping economic development professionals create the high-quality jobs, develop vibrant communities and improve the quality of life in their regions. Serving more than 4,500 members, IEDC represents the largest network of economic development professionals in the world. IEDC provides a diverse range of services including conferences, certification, professional development, publications, research, advisory services and legislative tracking.