



REACCREDITATION MAINTENANCE REPORT

As part of the reaccreditation process, documentation relevant to the mission, goals and activities of the applicant organization will be reviewed. Applications should be submitted via Dropbox (www.dropbox.com) to Dana Crater at dcrater@iedconline.org. Please create a master folder with your organization's name and a subfolder for each of the following required items that must be included in your reaccreditation application. If you are a state-level organization, please contact AEDO Program Manager Dana Crater (dcrater@iedconline.org) for further detail.

If there has been organizational restructuring—or a significant change in staff leadership, budget, or mission—since your organization's original accreditation, then a site visit is required to maintain your AEDO status. Also, every AEDO organization's second reaccreditation application (e.g. the organization's 6th year as an AEDO organization) will automatically require a site visit. Upon approval by the AEDO Committee, you will be notified by email of your ongoing accredited status. In addition, you will receive a new plaque that displays the new term of your active membership.

Please enclose the following items for IEDC to review.

1. Last audited financial statement, compilation, review, or equivalent financial disclosure
2. Minutes of last four Board of Directors meetings
3. Marketing plan
4. Strategic plan
5. Materials used to tell organization's story
6. Annual budget
7. Year-end financial report
8. Most recent IRS Form 990 (if applicable)
9. Commitment of support to CEO or other evidence of multi-year commitment to the economic development organization and letters of support
10. One-page review of economic development projects accomplished over last three years
11. Review of significant changes to staff leadership, budget, mission, or organizational structure over the last three years
12. Review of the recommendations from previous site visit report and the organizations responses to each recommendation
13. Letter Certifying All Employees Have Participated in Ethics Training in the past three years
14. Resumes for executive and senior staff

AEDO Marketing Plan Criteria

The applicant's marketing plan should include:

- An understanding of the applicant's target market and marketing methods.
- Clearly defined goals and objectives that are accompanied by planned action steps.
- A timeline for implementing goals and objectives.
- Identified staff/partner responsibilities.
- Quantitative performance metrics (when possible) for measuring success.

Please include current tracking for any performance metrics.

AEDO Economic Development Organization Strategic Plan Criteria

The applicant's strategic plan should include:

- A Mission Statement and a Vision Statement.
- A realistic appraisal of available resources, constraints, and opportunities.
- Clearly defined goals and objectives that are accompanied by planned action steps.
- A timeline for implementing goals and objectives.
- Identified staff/partner responsibilities.
- Quantitative performance metrics (when possible) for measuring success.

Please include current tracking for any performance metrics.

Commitment of Support Criteria

Commitment of Support documentation should provide:

- Evidence of multi-year commitment to the applicant from funders, co-sponsors, and/or partner agencies.
- A listing of the organization's committed funding sources is also required.
- At least three letters expressing the authors' support of the applicant and its mission, leadership, staff, and work in the community. Letters can come from the public sector (e.g., mayor, city councilman, county administrator); the private sector (e.g., an executive of a recently assisted business); workforce development partners (e.g., a community college, a Workforce Investment Board, a K-12 system); the economic development function of a utility; and a regional or state-level economic development partner.

Organizational Policies and Procedures

Examples of policies could include but is not exclusive: conflict of interest, sexual harassment, confidentiality, whistle blower, communications, diversity/non-discrimination, ethics, financial reserve, data management, and cybersecurity. Other examples may include a board of directors' handbook and staff procedures manual.

Ethics Training

Ethics training may be conducted by the organization or led by an outside trainer. IEDC will provide a PowerPoint should the organization desire to use it.