



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

THE NEW IEDC STRATEGIC PLAN

Transforming the Future of Economic Development

IEDC STRATEGIC PLAN

In 2022, IEDC:

- embarked on the most comprehensive and transformational strategic plan in our organization's history;
- retained Ernst & Young to lead a robust process to guide the development of organizational priorities and goals for the next five years; and
- engaged more than 900 stakeholders through digital surveys, interviews, focus groups, and interactive workshops.



NEW IEDC VISION

IEDC leads the future of economic development as an essential, valued profession that fosters shared prosperity throughout the world.



NEW IEDC MISSION

Through bold leadership, collaborative partnerships, and innovative programs and solutions, IEDC will equip economic developers to drive equitable and sustainable outcomes for the communities they serve as:

- the best place to work;
- the best place for economic developers to learn and connect; and
- the premier professional association for economic development in the world.



DESIRED FUTURE STATE

Stakeholders strongly indicated that organizational change was paramount for IEDC to realize our full potential as a professional association and to enhance our impact on the economic development profession. They envision a new future state in which IEDC:

Drives a bold vision for the evolving profession

Is the clear economic development voice

Cultivates inclusive and a global community of professionals

Helps economic developers access a large and diverse workforce

Invests in organizational capacity and change to help achieve the future state

STRATEGIC FRAMEWORK

IEDC's strategy concentrates on three priorities with specific goals that help define our operational path over the course of the next five years:

PRIORITIES



IMPACT ON THE INDIVIDUAL
AND ORGANIZATION



IMPACT ON THE
PROFESSION



IMPACT ON THE GLOBAL
COMMUNITY

GOALS

Enhance the stakeholder experience by providing world-class professional development, networking and customer service.

Drive the future of the economic development professional with visionary thought leadership, insights and career awareness.

Strengthen the landscape of economic development through public policy, storytelling, capacity building and customized solutions.

GUIDING PRINCIPLES

Our priorities and goals are guided by a set of principles that inform and inspire our work.



PRIORITY 1:

IMPACT ON THE INDIVIDUAL AND ORGANIZATION

1

Provide first-class professional development opportunities

- Update and refresh learning programs, curriculum and content
- Establish customized networking opportunities
- Provide opportunities for mentorship, engagement of new members, and development of young professionals

2

Drive membership recruitment, retention, and engagement in a sustained and intentional strategy

- Deliver a compelling membership value proposition
- Update membership renewal process and membership model
- Create greater accessibility to IEDC including through a focus on small, economically distressed and international stakeholders

3

Create a comprehensive slate of tools and resources for practitioners

- Build toolkits for economic development professionals
- Highlight career paths for economic development



PRIORITY 2:

IMPACT ON THE PROFESSION

1

Provide world-class learning opportunities and resources

- Create dynamic conferences and engagement opportunities
- Provide enhanced opportunities for students and young professionals
- Continue to elevate the quality and diversity of instructors and speakers

2

Strengthen and formalize partnerships with thought leadership organizations

- Partner with other leading trade associations, state associations, foundations, universities, and thinktanks
- Increase engagement with the private sector

3

Generate visionary thought leadership and cutting-edge research

- Conduct original, actionable research and optimize its value and reach
- Highlight topics that are impacting communities around the world, particularly future-focused aspects of economic development



PRIORITY 2:

IMPACT ON THE GLOBAL COMMUNITY

1

Elevate global awareness around the significance and impact of economic development

- Focus on storytelling, spotlighting economic development value and impact

2

Establish and advance a clear and compelling public policy agenda

- Involve and mobilize members and stakeholders to engage in economic development-related federal policy decision-making and discussions
- Advance federal policy that assists economic developers at the local level
- Create and participate in coalitions to accelerate economic development policy and advocacy

3

Develop a meaningful and comprehensive international strategy built around partnerships

- Develop an intentional strategy for international engagement
- Tailor tools and resources to the needs of different regions of the world
- Understand and develop ways to provide more accessibility to IEDC for international stakeholders





QUESTIONS



INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL