

Economic Development 101: for Elected Officials and Economic Development Boards

Economic development – what is it, and how is it practiced?

Elected Officials have a critical role to play in the economic, political and social well-being of their communities. With this Elected Officials Course, EDA is giving these community leaders a unique opportunity to understand the complex and competitive field of economic development; as well as the tools to help facilitate economic developer in their communities to be successful.

Course Description

Elected officials require solid leadership skills to set the vision for economic development in a clearly defined path. Council members are most often the leaders of this process, setting the direction for Economic Development to occur. The 'how to do' economic development is often work completed by the Economic Development Officer/Office, Economic Development Boards and/or Chamber of Commerce committees. While there is no template on the best model for delivery, having a clear understanding of economic development, the concepts, processes and strategies is your starting point.

This course will provide elected officials and community leaders with the foundational knowledge and skills to better understand economic development, various roles and responsibilities and how to set a clearly defined path for community sustainability.

Course Learning Outcomes

By completion of this course, successful students will be able to:

- Define the role and function of community economic development
- Examine the principles and theories of economic development
- Discuss how elected officials and ec. dev. committees fit into these functions: governance vs. operations
- Describe the elements of a community strategic plan and how it links to an economic development strategic plan
- Explore the various types of economic development strategies and outcomes
- Converse with students on best practice examples in areas like: business investment, tourism development, business retention and expansion, leveraging public and private partnerships, etc.

Delivery Method: Online – both self-directed (at your own pace each week, and two scheduled live sessions)

Course Duration: TBC - June 28 and July 27, 2021 (approx. 4 weeks/14 hours m/l)

Course Materials: Course materials will be provided online

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Welcome to the Economic Developers of Alberta (EDA), Community Economic Development Training Program

On behalf of EDA, we would like to take this opportunity welcome you to our new Economic Development 101: for Elected Officials and Economic Development Boards.

Approach to Learning

This course uses a variety of approaches to learning including: learning activities, readings, exercises, class online discussion, case studies, self-reflection, two live Zoom sessions, and a content summary quiz.

Online Learning Resources

Your course will be delivered using Moodle, a learning management system. Zoom will also be used to provide interactive experiences in a virtual classroom, to provide student groups an online meeting space and may be used to record presentations that can be viewed throughout the duration of the course.

Library Services

For information on how to access online resources at the library or for in-person access, visit <https://conted.ucalgary.ca/info/library.jsp>

Writing Resources

To help you improve your writing skills, you can access any of the following free online resources:

- https://owl.purdue.edu/owl/purdue_owl.html
- <https://www.onlineschools.org/online-writing-center/>
- <https://www.affordablecollegesonline.org/college-resource-center/college-writing-guide/>
- <https://essayinfo.com/basics/>

Workload Expectations

This is approximately a 15 hour course running over a period of four weeks. Expect to spend about 3 - 5 hours a week on course tasks, in addition to the live sessions.

Course Assignments

You are required to complete four graded assignments. For assignments, look in the **Assignment Details** in the Table of Contents of your D2L course space.

Assignment Name	Value	Due Dates
Assignment 1: Introduction – Create Your Personal Profile	15%	Sunday, July 4, 2021 @ 11:00 p.m.
Assignment 2: Online Discussion Participation <ul style="list-style-type: none">Week 1 – Answer weekly discussion board questions	35%	Tuesday, July 6, @ 11:00 p.m.
<ul style="list-style-type: none">Week 2 – Answer weekly discussion board questions		Tuesday, July 13, @ 11:00 p.m.
<ul style="list-style-type: none">Week 3 – Answer weekly discussion board questions		Tuesday, July 20, @ 11:00 p.m.
<ul style="list-style-type: none">Week 4 – Answer weekly discussion board questions		Tuesday, July 27, @ 11:00 p.m.
Assignment 3: Zoom Live Session Participating in a minimum of one session is recommended either week 2 or week 4. Please consider listening to the recorded session if you miss it either session.	20%	Zoom Live Session #1 – Tuesday, July 6, 2021 7:00 - 8:30 p.m. Zoom Live Session #2 – Tuesday, July 20, 2021 7:00 - 8:30 p.m.
Assignment 4: Summarization Quiz A ten-question, open book, multiple choice quiz. Only required if you are using the course for credits.	30%	To be completed by Saturday, July 31 @ 11:00 p.m.

Continuing Education Grading System

If you are looking to gain your economic development certification through the Economic Developers of Canada, these courses provide 3-options credits. The course is graded as follows.

Letter Grade	Percentage	Description
A+	95 – 100	Outstanding
A	90 – 94	Excellent: Superior performance, showing comprehensive understanding of subject matter
A-	85 – 89	Approaching Excellent
B+	80 – 84	Exceeding Good
B	75 – 79	Good: Clearly above average performance with knowledge of subject matter generally complete
B-	70 – 74	Approaching Good
C+	67 – 69	Exceeding Satisfactory
C	64 – 66	Satisfactory (minimal pass): Basic understanding of subject matter. Minimum required in all courses to meet certificate program requirements .
C-	60 – 63	Approaching Satisfactory: Receipt of a C- or less is not sufficient for certificate program requirements .
D+	55 – 59	Marginal Performance
D	50 – 54	Minimal performance
F	0 – 49	Fail
AU		Course Audit: No course credit. Permission to Audit form must be completed and approved
CR		Completed Requirements
NC		Not Complete: The NC grade is assigned to students who neither attended the course, nor submitted any assignments and did not formally withdraw from the course. (Did not attend + did not submit any assignments + did not formally withdraw = NC). Students who do not formally withdraw by contacting Continuing Education Student Services are still considered registered in the course, even if they have stopped attending classes or submitting assignments. Students will be assigned a grade based on any/all assignments submitted.
AT		Attended
NS		Not Subject to Grading

Academic Honesty

Any work that you submit in the course must be your own, or appropriately sourced when relevant.

- Plagiarism and the consequences of plagiarizing are available by visiting <http://conted.ucalgary.ca/info/honesty.jsp>
- American Psychological Association (APA) citation style must be used to reference the work of others (or yourself). Learn more about APA here: <https://owl.english.purdue.edu/owl/resource/560/01/>
- Here is a narrated presentation on referencing and how to avoid plagiarism: <http://www.ucalgary.ca/cted/breeze/referencing>

Copyright: Guidance for Students

All EDA material used in the course is for the sole use of the individual and should not be recopied in either print or digital format. For copyright guidelines, including those relating to photocopying and electronic copies, please refer to the fair dealing guidelines:

https://library.ucalgary.ca/ld.php?content_id=34108857

Course Schedule

Please review this schedule of tasks. See above for specific assignment due dates.

Each module runs for one week starting on the Tuesday of each week.

Date	Topic	Learning Activities & Assignment
Pre-Course Activities	Set-up your computer	Example: Configure your computer and web browser for Zoom. Make note of important course dates and match them against your schedule.
Week 1 (June 28 to July 4th)	Economic Development Fundamentals <ul style="list-style-type: none"> • What is economic development • Community-based economic development (CED) • The pillars of sustainability • Contributing factors to economic development • Community capacity 	Assignment 1: Introduction due Sunday, July 4, 2021 Assignment 2: Answer weekly Discussion Board questions by due 11 p.m. each Tuesday Community engagement DB questions
Week 2 (July 5 to July 11)	An Elected Officials Role in Economic Development <ul style="list-style-type: none"> • Where stakeholders fit in • Governance vs operations • Economic development delivery models 	Assignment 3: Zoom Live Session: July 6, 2021 from 7:00 to 8:30 p.m. Alberta time. Assignment 2: Answer weekly Discussion Board questions due by

Date	Topic	Learning Activities & Assignment
	<ul style="list-style-type: none"> • How to govern the economic development process • Economic development organizations • Linking departments to economic development • Governance, ethics and liability 	<p>11 p.m. each Tuesday</p> <p>Governance vs. operations DB</p>
<p>Week 3 (July 12 to July 18th)</p>	<p>Strategic Planning</p> <ul style="list-style-type: none"> • Strategic community development planning • Where the economic development plan fits in • The strategic planning process • SMARTER goals • Economic development strategies to meet your goals 	<p>Assignment 2: Answer weekly Discussion Board questions due by 11 p.m.</p> <p>DB is Tourism questions</p>
<p>Week 4 (July 19 to July 25th)</p>	<p>Strategic Marketing and Measuring Economic Growth</p> <ul style="list-style-type: none"> • The power of good data • Gathering good information • Identifying your target market • Elements of a marketing plan • Measuring economic growth • Funding economic development • Economic Recovery and Resiliency 	<p>Assignment 2: Answer weekly Discussion Board questions due by 11 p.m.</p> <p>Assignment 3: Zoom Live Session #2: July 20th, 2021 from 7:00 to 8:30 p.m. Alberta time.</p> <p>Assignment 4: Quiz, due <u>Saturday, July 31, 2020</u></p>
<p>Final Course Task(s)</p>	<p>Submit the Course Evaluation Survey</p>	<p>Take 15 minutes to fill out the anonymous course EDA evaluation survey that will be emailed to you.</p> <p>Note: Instructors do not see the results of the survey (summarized) until final grades have been submitted.</p>