



2017 Program of Work Southern Economic Development Council

CONNECT • DEVELOP • GROW

Leadership:

Divisions and Committees:

Membership Division- Raul Peralta, Chairman

Membership Committee

Chair: Robbie Morris; Staff Liaison: Matthew Darius

Young Professionals Committee

Chair: Garrett Owen, Vice Chair: Jake Weir; Staff Liaison: Matthew Darius

State Association Committee

Chair: TBD Staff Liaison: Gene Stinson

Professional Development Division- Wiley Blankenship, Chairman

Education Committee

Chair: Kevin Johnson; Staff Liaison: Gene Stinson

Annual Conference Committee

Chair: Bob Leak; Staff liaison Gene Stinson, Matthew Darius

Meet the Consultants

Chair: Bob Leak; Staff Liaison; Gene Stinson, Matthew Darius

Communications Division- Chairman, TBD

Communications Committee

Chair: Samantha Hardwick and Amy Lopp; Staff Liaison: Matthew Darius

Legislative Affairs Committee

Chair: Eric Miller; Staff Liaison: Gene Stinson

Finance and Administration- Will Williams, Chairman

Long Range Planning Committee

Chair: Sam Powers; Staff Liaison: Gene Stinson

Past Chairmen Committee

Chair: Chuck Whipple; Staff Liaison; Gene Stinson

Membership Division

Membership Committee

Standard Operating Procedures:

1. Measure and report monthly retention number to board and committee. - Board to reach out to members in their final renewal month.
 - Board to report to staff changes in members within their states employment.
 - o Responsible: Staff to compile, Chair to disseminate to board.
 - o To be sent by 5th of every month.
2. Establish an annual member retention campaign/goal including, but not limited to: - Expanded membership touches throughout the year.
 - o Reach out to members who have not attended any events in the current year.
 - o Congratulatory cards for personal and professional milestones o Birthday cards- sent by staff
 - Host annual new member breakfast, planned by staff o Responsible: Staff o Status: Ongoing
3. Conduct an annual membership campaign/goal including, but not limited, to the following activities:
 - Send new member packets.
 - Oversee membership recruitment campaign.
 - o Reach out to members dropped two years prior (Fall Recruitment Campaign).
 - o Reach out to potential members with names gathered from state conference attendees. Offer discounted rate to join (\$200). Email follow up within one week after conference, mailed application two weeks later. o Quarterly Prizes to members who recruit most members and a prize for the annual winner (must have recruited at least three new members).
4. Ensure SEDC has time on the agenda at state association annual meetings (calendar to be kept with all dates and speakers).
 - o Responsible: Staff to provide Director with data.
5. Conduct an annual online needs assessment/member satisfaction survey.
 - o Responsible: Staff, with input from committee.
6. Conduct new member orientation at annual conference.

2017 Goals

1. **Create a trial corporate membership category for State Agency ED organizations offering a multi-members discount**
2. **Conduct Member Drop Interviews**
3. **Gather more demographic information on members**
4. **Consider sponsorship packages that include memberships**

5. **Evaluate our “New member” outreach**
6. **Promote written “Value Propositions” for membership recruitment and retention.**
7. **Reevaluate Member Categories to see if more need to be added (regular, retired, student, etc.).**

State Association Committee

Standard Operating Procedures

1. Increase participation of the state association executives in SEDC’s activities and the committee
 - Hold a conference call with members of the committee to determine any additional goals they wish to pursue for the year.
 - Survey the committee for topics of a possible educational opportunity either pre or post of a SEDC’s Annual Conference.
 - Promote SEDC’s complimentary registration to SEDC events for state association executives. and opportunities to network with their peers and members at our events.
 - Conduct annual survey of state associations to obtain organizational and operational statistics.
2. Work with SEDC to promote the Community Economic Development Awards (CEDA).
 - For the states conducting the CEDA program, work to submit entries by deadline.
 - For states not conducting their own CEDA program, encourage communities to individually submit applications directly to SEDC by the deadline.
3. Assist SEDC and staff in identifying programs/services that can provide direct benefit to state associations.
 - Survey the committee when any member has a specific question/issue impacting their association.
 - Provide a database of program agendas from past state association meetings to use as a resource for others in future program development.

2017 Goals

1. **Get the SEDC message out at state association meetings in 2017**
2. **SEDC President Gene Stinson to make 6 visits to state association meetings in 2017**

Young Professionals Committee

Standard Operating Procedures:

1. Utilize group social media
2. Maintain group web page on sedc.org.
3. Write monthly article for SEDC News.
4. Hold a Meet the Consultants event especially for young professionals.
5. Hold "Speed Networking" for YPs at Meet the Consultants.
6. Host social event to encourage networking at the Annual Conference.

2017 Goals

- 1. Explore establishing a formalized mentor program**
- 2. Evaluate adding people that are "new to the profession" to this group regardless of their age.**

Communications Division

Communications Committee

Standard Operating Procedures:

1. Maintain a Master Calendar for internal/staff and external communications.
2. Create news releases as needed and send to appropriate media outlets.
3. Produce bi-monthly SEDC Monthly Newsletter (based on editorial calendar) Will go out second Thursday of Month
4. Promote the association through various social media outlets.
5. Develop and maintain the organizations Mobile App.
6. Promote the website as a valuable resource for members, highlighting content, current events, and ease of use.
7. Educate and engage board members in using social media for participation.

2017 Goals

- 1. Create a brand impression benchmark study (5 year)**
- 2. Increase Search Engine Optimization (SEO) and website traffic to SEDC website**
- 3. Freshen up the look of our website, www.secd.org with some new graphics and possibly new template.**
- 4. Evaluate current social media plan**

Legislative Affairs Committee

Standard Operating Procedures:

- 1. Inform SEDC members about pending legislation in Congress that may impact the success of economic development efforts in the American South.**
 - Survey membership on what regulatory/legislative information they would like to receive to help them with advocacy in their own organizations or communities (i.e. environmental, transparency laws, organizational management, and foreign investment).
 - Track legislation affecting economic development on the federal level.
 - Identify sources and automated services for legislative tracking.
 - Inform our membership of SEDC's position and encourage them to communicate the position to their federal delegations.
 - Establish alliances with organizations that also track like legislation. This could include Southern Governors Association, U.S. Chamber of Commerce, NFIB, etc.
 - Write and/or curate articles for SEDC News and other communication outlets that will inform members of potential federal legislative issues to monitor.

2017 Goals

- 1. Work with Alliance Task Force to explore opportunities with alliance partners in gaining knowledge of any federal legislation affecting economic development.**
- 2. Continue the Capital Connections even in Washington during the fall**
- 3. Consider some type of economic development Honor Roll Recognition for federal legislators**
- 4. Develop a legislative agenda as early in the year as possible and promote to the membership and members of congress**
- 5. Have a slot on the annual conference program to talk about legislative issues**

Professional Development Division

Education Committee

Standard Operating Procedures:

1. Identify timely topics of interest to our members. The information could be used to direct program content for our meetings.
 - Develop survey seeking information from site location consultants regarding trends in location decisions and other pertinent information.
 - Develop a survey to poll SEDC members on topics of interest. Distribute via email, social media, etc.
 - Examine survey results from past events to aid in program development.
2. Provide educational content and publish as a member benefit.
 - Issue a call to membership for case studies/white papers on pertinent topics (incentives investment, workforce and fundraising, etc.).
 - Publish documents submitted by members on www.sedc.org
 - Reach out to partners/suppliers and vendors to supply educational content.
 - Work with organizations such as University Economic Development Association to identify ED programs in our region.
3. Publish and promote economic development training programs at post-secondary institutions in our region and list online as a resource.
4. Maintain "SEDC U" as an education source for members.
 - Get the service on its intended twice a month schedule.
 - Continue to examine additional resources for the site.

2017 Goals

1. Improve participation in SEDC Webinars.
2. Solicit white papers for original content online
3. Solicit timely topics that can be researched, content curated and placed on "SEDC U."
4. Identify timely workforce development topics and best practices that can be used for online content and topics at meetings
5. Identify and promote colleges and universities in our region with economic development programs.

Annual Conference Committee

Standard Operating Procedures:

1. Carry out a successful annual conference with the assistance of staff and local conference committee.

Meet the Consultants

Standard Operating Procedures:

1. Carry out a successful MTC event with the assistance of staff.

Capital Connections

2017 Goals

1. Hold second annual educational event in Washington, DC.
2. Bring in some of our DC-based alliance partners, possibly including site location consultants, who can speak on foreign direct investment or federal legislation.
3. Extended the meeting for a full day of programming, reception and include some time for attendees to make visits on “the hill.”

Strategic Alliances

2017 Goals

1. Continue participation with Select USA Investment Summit and Hanover Messe
2. National Association of Development Organizations (NADO)
3. Organization for International Investment (OFII)
4. Consider seminars and alliances with groups such as:
 - a. Center for Innovation Logistics
 - b. Council of Supply Chain Management
 - c. IAMZ/ NAM
 - d. US Chamber

Finance and Administration Division

Long Range Planning Committee

Standard Operating Procedures:

1. Continue to grow and stabilize membership and strengthen balance sheet to create reserves and enable future capital investments.
 - Maintain and implement a reserve policy for the association.
 - Create a long term financial strategy and plan.
 - Work with membership committee to develop annual recruitment and retention goals.
2. Review by-laws, constitution, and policies and procedures manual for possible changes.
 - If needed, appoint a task force to make evaluations and recommendations.
3. Facilitate the strategic planning process of the association.
 - Communicate regularly with division chairs regarding their progress of the current Program of Work.
 - Work with staff and leadership in the fall meeting planning process to determine the following year's POW.
4. Periodically benchmark SEDC against similar organizations regarding dues, conference fees, etc.
5. Maintain a plan for the future that includes succession planning and operational manual to ensure successful operation of the association.

2017 Goals

- 1. Explore options for the use of our Community Development Entity (CDE) SEDC NMTC, LLC.**
- 2. Reorganize the advisory board of SEDC NMTC, LLC.**
- 3. Talk with potential partners, such as other CDEs (community development entities) and banks.**
- 4. Consider seeking our own allocation of New Market Tax Credits.**