

## ***Economic Development Strategic Planning***

Monday August 3, 2020



### **Instructor:**



***Judie Scalise, Principal, CEcD  
ESI Corporation***

Judie A. Scalise is Founder and Principal of ESI Corporation. She specializes in economic development and pre-development planning services to a clientele consisting of government agencies, corporations, private developers, economic development organizations and utility companies. Ms. Scalise is a pioneer in economic development analytics with 30 years of established market experience and specializes in the areas of strategic planning, workforce assessment, industry targeting, economic and fiscal analysis, downtown redevelopment, real estate market analysis, economic development marketing and organizational management.

### **Course Description:**

This advanced course in economic development strategic planning will explore this topic in theory and practice. Course instruction will include a review of the importance of strategic planning for economic development, technical tools, studies, data collection, and analysis to assist in developing strategies. How to engage stakeholders to support implementation of desired plans and techniques used to monitor progress of implementation and measurement of plan effectiveness will also be covered in this course.

### **Course Core Competencies:**

- Understand the importance of strategic planning for economic development
- Review of the types of technical studies, data collection, and analysis that may be included in a comprehensive strategic planning processes (e.g. SWOT analysis, target industry/cluster analysis, real estate market projections, employment data, consumer expenditures, retail leakage, business climate and quality of life)
- Stakeholder engagement and consensus building and understanding the importance of maintaining a culture of inclusion
- Defining vision, goals, objectives and measurable action items
- Organizational structure (including external partnerships and alliances) to support effective implementation
- Monitoring implementation, celebrating success, and defining appropriate measurement metrics

## Student Outcomes:

After successful completion of this course, students will have:

- An understanding of the importance of the strategic planning process for economic development
- A working knowledge of the tools and techniques to implement a strategic planning process, including community systems building, data collection approaches and developing a culture of inclusion
- Acquired the skills to develop vision, goals and strategic objectives in a plan and understand the approaches used to support the strategic planning process for effective implementation including monitoring and measurement tools to track progress

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