

**Idaho Economic Development Association
(IEDA)**

Strategic Visioning and Planning

January 2012



**IDAHO ECONOMIC
DEVELOPMENT
ASSOCIATION**

BACKGROUND

On January 23 and 24, 2012 the Board of Directors of the Idaho Economic Development Association (IEDA) convened a strategic visioning and planning session in Twin Falls, Idaho.

The purpose of the meeting was to answer the following questions:

1. Who are we?
 - a. Purpose
 - b. Vision
 - c. Mission

2. What do we do?
 - a. Very important
 - b. Kind of important
 - c. Less important

3. How do we do it?
 - a. Structure
 - b. Methods
 - c. Roles/Responsibilities

4. How do we communicate who we are and what we do?
 - a. To whom do we communicate?
 - b. Who formulates the plan?
 - c. Who does the work?
 - d. How do we get the whole thing started?

5. How do we engage members?
 - a. What?
 - b. Where?
 - c. When?
 - d. How?

Most Board members were present. Some who were unable to attend assigned a proxy to participate. Over the course of the day and a half 14 individuals participated in the process. A member of IEDA who is not a Board member facilitated.

Results of the activities are outlined in this document. The document is not intended to be, in and of itself, a formal plan of action. Rather, the information is intended to provide the foundation for further discussion and action by the Board and membership. With further discussion, development and inclusion of committee work plans, and further refinement, the information contained herein can, and should, be used to produce a formal plan for 2012.

WHO ARE WE?

PURPOSE:

“IEDA is a community of professionals dedicated to Idaho’s economic prosperity.”

MISSION:

“We enhance and elevate the practice of economic development in Idaho to promote sustainable business growth and strengthen communities through education, networking and advocacy.”

WHAT DO WE DO?

- Provide cutting edge economic development education
- Provide support and encouragement to members
- Motivate
- Recognize achievements
- Survey members on relevant topics
- Advocate (to support or recommend publicly; plead for or speak in favor of)
- Provide networking opportunities
- Provide collaborative opportunities
- Provide information about available resources
- Communicate relevant updates of state and industry
- Provide public policy updates
- Disseminate information
- Maintain membership directory
- Communicate what we do
- Coordinate with our counterparts regionally and nationally
- Have fun

HOW DO WE DO IT?

IEDA will continue to work under a committee-based structure. The chairperson of each committee must be a Board member. Each committee is responsible for establishing an annual work plan that must be presented to the full Board for approval.

The following committees and assignments were identified:

EXECUTIVE BOARD:

- Coordinate with counterparts both regionally and nationally
- Communicate relevant economic updates

BOARD:

- Craft communications policies and approve branding
- Approve all communications
- Ensure organization is professionally managed
- Motivate
- Approve all committee work plans
- Network with partners in and out of IEDA
- Survey members

COMMUNICATIONS:

- Communicate who we are and what we do
- Develop and deliver newsletter
- Maintain website
- Utilize social media
- Build and maintain membership directory
- Motivate

EDUCATION:

- Provide cutting edge economic development education

- Provide networking opportunities
- Provide collaborative opportunities
- Provide information about available resources
- Motivate

FINANCE:

- Ensure finances of organization are managed according to Generally Accepted Accounting Principles (GAAP) for non-profits and associations
- Deliver accurate and timely financial statements to Board and membership
- Safeguard the funds of the organization
- Make recommendations to the Board relative to budgets and the financial condition and health of the organization.
- Ensure audits, as appropriate, are conducted

MEMBERSHIP:

- Provide support and encouragement to members
- Recognize member achievements
- Increase membership
- Motivate

PUBLIC AFFAIRS:

- Public policy updates
- Formulate plan of advocacy with president of IEDA as spokesperson (“Advocate” will have the following definition: “to support or recommend publicly; plead for or speak in favor of”)