

Saskatchewan Economic Development Association

Strategic Plan 2007 –2009



Building Provincial Economic Capacity

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Strategic Plan

2007 –2009



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Strategic Focus

This document charts the direction for the Saskatchewan Economic Development Association (SEDA) for the period 2007– 2009. Guided by its strategic objectives, the Association will build on positive programs already in place and pursue new opportunities so that by 2009, it will have realized major gains in organizational capacity and market visibility.

In order to provide a network for provincial growth, SEDA will continue to place an emphasis on partnerships with complementary organizations that share common values and a commitment to community economic development.

Vision

To be the lead multi-stakeholder network in Saskatchewan for building economic capacity.

Mission

Building capacity to grow and direct the economic future of Saskatchewan.

Organizational Values

SEDA Board of Directors and Staff are guided by the following values:

FAIRNESS AND RESPECT

For our members, our partners and each other.

ETHICS

The Board of Directors will always conduct themselves in an ethical manner.

PROFESSIONALISM

The Board will lead by example to the membership and others and will always undertake its duties in a professional manner.

ACCOUNTABILITY

The Board will be accountable to the membership and will always conduct itself in a open and transparent manner.

SHARING, COLLABORATION and PARTNERSHIPS

The Board will share openly information that may be of use and benefit to the membership.

CONTINUAL PROFESSIONAL DEVELOPMENT

The Board will continually strive to provide new opportunities for the membership.

STEWARDSHIP

The Board will accept their role as stewards of the Corporation and the practice of economic development in Saskatchewan and will act accordingly.

Services

SEDA fulfills its mandate of expanding the economic capacity of Saskatchewan communities via program delivery and coordinated initiatives with members, allies and partners. The following are services currently provided by the Association:

1. Facilitation of Networks & Information Sharing Services

RESUME BANK. Saskatchewan job postings related to the community economic development sector may be viewed online. In addition, members may send their resume to SEDA and it will be distributed to employers that are seeking individuals with specific skills, saving members time and effort.

ANNUAL EVENTS. The Association encourages communication amongst its members by providing several annual forums for discussion and information exchange. Discounts on registration fees for SEDA annual conference and forums are also a privilege of membership.

SPEAKERS BUREAU. Our database contains past SEDA event presenters as well as SEDA members that speak on specific topics.

CONSULTANTS DATABASE. Featuring SEDA members offering consulting services in development and related disciplines.

ADVISORY SERVICES. Providing input on provincial issues to government, industry and communities.

NATIONAL AND INTERNATIONAL AFFILIATIONS. Partnerships with EDAC (Economic Developers Association of Canada) and BREI (Business Retention & Expansion International) provide a network that extends throughout Canada and beyond.

LINKAGES. Linking & brokering connections with our members & partners to advance industry & sector related issues.

2. Development & Delivery of Educational Programs

EDUCATIONAL PROGRAMS. SEDA's four educational modules and three workshops are accredited towards the Certified Economic Developer (EcD) designation obtained via the University of Waterloo. This designation is recognized both nationally and internationally.

MLDP DELIVERY. SEDA was pleased to develop two specific training modules on economic development for the *Municipal Leadership Development Program (MLDP)* delivered by SARM and SUMA. SEDA practitioners deliver this program a minimum of six times each year to municipal officials and community leaders.

INDUSTRY CERTIFICATION. Ensuring our members have access to training programs that may be applied to the Certified Economic Developer (EcD) designation and or the BREI.

BURSARIES. To promote educational development and excellence, SEDA provides bursaries to members seeking training in community economic development.

3. Communications & Collaboration

INDUSTRY PROMOTION. Enhancing the importance and profile of the community economic development discipline via advertising and trade show participation.

INDUSTRY RECOGNITION. SEDA presents the annual Economic Development Awards of Excellence to recognize achievement in the field of community economic development.

BIMONTHLY & WEEKLY ELECTRONIC COMMUNICATION. SKYLINES, SEDA's bi-monthly newsletter provides research, success stories, information on agency programs, educational opportunities, and special events as well as other information helpful to those working to support provincial economic growth. Weekly ALERTS are generated as required to keep members informed.

ANNUAL DIRECTORY. A publication of member listings and economic development resources is developed annually.

ONLINE RESOURCES. SEDA Members may access the "Members only" area of this website to download the membership directory and other relevant resources.

LEADERSHIP. Promoting a collaborative process with other organizations to strengthen our shared interests and best practices.

4. Research, Development & Project Management

GAP ANALYSIS. SEDA initiates and manages pilot programs to address current and emerging issues.

PROJECT MANAGEMENT. SEDA is pleased to partner with the Government of Canada, the Province of Saskatchewan and other stakeholders to coordinate, support and deliver programs to increase economic capacity.

The Organization

As a provincial non-profit organization, SEDA provides direct support to economic development practitioners and community leaders via membership benefits. The increased support of corporate and governmental partners in recent years has enabled SEDA to implement projects which impact the provincial marketplace as a whole.

SEDA's provincial-directed approach to building economic capacity is a critical and holistic step in moving Saskatchewan forward. It is a collaborative process focused on maintenance of fundamental relationships. A provincial-directed approach leverages human capital by getting various networks to work together to exchange information, capitalize on emerging opportunities and align themselves around common goals.

This process of stakeholder engagement is critical to building unity-of-purpose, sense of ownership and empowerment amongst communities and organizations. SEDA is able to play a foundational role by developing linkages, provision of technical assistance and facilitation of knowledge exchange.

The board governs through policies that establish organizational aims or ends, governance approach, management limitations and define the board-Executive Director relationship.

SEDA is supported by a full time Executive Director and Administrative Assistant. Strategies outlined within this document are targeted to providing long term self-sufficiency and market stability for the organization.

Stakeholders and Allies

SEDA is linked directly into the issues of both rural and urban locales in Saskatchewan via our province's most valuable resource – its people – and their passion and commitment to building a viable future. The Association's membership base includes Regional Economic Development Authorities, Rural Development Corporations, Community Futures Development Corporations, municipalities, tourism groups, Crown Corporations, businesses and business organizations, as well as government and other agencies involved in community economic development.

Platinum Partners



**Saskatchewan
Ministry of
Enterprise and
Innovation**



**Ministry of
Energy and
Resources**

 **SaskPower**



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

Canada

Strategic Priorities

Strategic Priority 1

Objectives

Facilitate a cohesive network for economic development in the Province.

STRATEGIES

- Create communication channels to connect the diverse economic development practitioners in the province – linking practitioners to industry, government, and other stakeholders.
- Identify outside organizations that SEDA should be directly involved in that would enhance organizational pursuits.

Strategic Priority 2

Objectives

Provide relevant information to promote meaningful dialogue.

STRATEGIES

- Create forums for sharing and disseminating information to raise the level of dialogue on economic development issues.

Strategic 3 Priority

Objectives

Enhance the profession of economic development through the provision of training and education.

STRATEGIES

- Increase the impact of core training offerings on members and partners.
- Recognize achievement and excellence in economic development.
- Identify impediments to the growth of the profession.

Strategic 4 Priority

Objectives

Enhance corporate vibrancy – SEDA continues to be a dynamic and responsive Organization.

STRATEGIES

- Identify and pursue revenue generating opportunities that are relevant to SEDA.
- Create mechanisms that would develop stakeholder intimacy through ongoing feedback.
- SEDA continues to develop and practice good governance and positive organizational culture.

Plan Review and Update

The annual strategic planning process was held in Regina on May 5th 2008 with a follow-up meeting in Saskatoon on June 18, 2008 to finalize the updated direction for 2008 and 2009. The following Directors participated in the process:

John Parker	Sandra LeBarre	Larry Hiles	Shirley Ann Rogers
Kim Wondrasek	Keleah Herron	Russ McPherson	Chantelle Ernst
Mona Taylor	Bob Kayseas	Sylvain Charlebois	

The session was facilitated by Christopher Doll of NuGuru Consulting.

The plan's performance will be assessed by its effectiveness in achieving its goals and performance targets. To ensure the plan continues to provide a sharp focus and remain responsive to change it will be formally reviewed and updated annually and at any other time deemed necessary. Implementation of this plan is to be a fixed agenda item at meetings of the Board of Directors.
