

**Louisiana Economic Development Certification Program
Basic Course Detailed Description**

February 7-10, 2012

8:30 a.m. – 5:00 p.m.

LSU South Campus – National Guard Facilities

The Basic Economic Development Course is an introductory look at economic development in North America, with an emphasis on the state of Louisiana. Students are given an overview of the tools and techniques of modern economic development, including the professional specialties that have formed in the last 20 years.

Who Should Attend?

Professionals who wish to understand the building blocks of economic development and its role in positively affecting business and community growth. People who should attend include economic developers, attorneys, accountants, realtors, banking professionals, municipalities, county/parish councils, government officials, and staff members of organizations who wish to better understand how local, regional, and national economic development affects their business.

Specific Content for the Course Includes:

Perspectives on Economic Development

- A brief history of the economic development profession as it has evolved over the last 30 years.
- The role of business recruitment, business retention, and entrepreneurship in modern economic development.
- Anticipated trends and changes in economic development in the United States during the next decade.

Ethics in Economic Development

- The role that ethics plays in the economic development profession.
- The ethical standards adopted by the International Economic Development Council.
- Case studies of ethical decisions that economic development professionals face in the execution of their jobs.

Workforce Development

- The role that workforce development plays in business recruitment and retention.
- Federal and state programs for the support of industry training in Louisiana, including the Fast Start program for assistance to companies undergoing business expansions in Louisiana or business recruitment to Louisiana.
- How to work with companies to define their training needs.
- How to assemble an incentive package involving workforce training.

Retail/Downtown Development

- The role that retail and downtown development plays in modern economic development.
- Understanding the site selection process and market modeling that retailers use for selecting communities.
- Examples of successful downtown and retail development programs in the United States.



Executive Education

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Strategic Planning

- The importance of strategic planning in community economic development.
- The differences between community and organizational strategic plans.
- The elements of an effective strategic plan in economic development.
- Tools for building consensus on community visions and priorities.

Business Retention and Expansion (BRE)

- The important role that BRE plays in job generation at a regional and community level.
- Characteristics of effective BRE programs.
- Staffing and budget requirements for BRE programs.
- Software applications for tracking company calls and visits.
- Louisiana programs to support BRE activities.

Managing the Economic Development Organization

- Tools and techniques for the management of economic development organizations.
- Working with boards and volunteers in economic development.
- Effective budgeting and planning in economic development.
- Outcome based performance and effective measurement in economic development groups.
- Reporting to boards and commissions.

Economic Development Finance

- The role that loan and grant programs play in economic development organizations.
- Federal and state loan and grant programs in Louisiana for project, infrastructure, and real estate finance.
- A case study of the development of an effective loan package for a business expansion in Louisiana.

Target Marketing

- The role that marketing plays in economic development.
- Differences between image and attribute marketing in economic development.
- The importance of industry and company targeting in economic development.
- The elements of an effective target industry identification.
- Marketing tools and tactics for target industry marketing and prospecting.

Small Business & Entrepreneurship

- The role that small business plays in job creation in America.
- The evolution of research on small business's share of US job creation.
- The difference between small business and entrepreneurship.
- Tools and techniques for stimulating small business and entrepreneurship.

Corporate Site Selection Panel

- An overview of the process that corporations use to select facilities, factories, and distribution centers.
- The role that consultants and corporate real estate departments play in site selection.
- Actual case studies of corporate site searches and visits to candidate communities.
- What communities must do in advance to prepare for visits by site selectors.



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EXECUTIVE EDUCATION

Real Estate Development and Reuse

- The importance that prepared real estate plays in economic development.
- The attributes of effective industrial sites and buildings.
- The steps in development of industrial buildings and sites.

Community Development

- The importance of community development as an economic development tool.
- A definition of community development.
- Characteristics of effective community development programs and initiatives in US communities.
- Case studies of Louisiana community development planning.

This course serves as the equivalent to the International Economic Development Council's (IEDC) *Introduction to Economic Development* course in preparation for the IEDC Certification exam and the Louisiana Economic Development Certification Program.

Registration Information/ Fees

Registration is available online at executive.lsu.edu.

- Standard registration is \$645.00
- LIDEA member registration (membership to be verified) is \$595.00
- Registration and annual LIDEA membership fee is \$795.00

Cancellation Policy

All canceled program registrations are subject to a \$50 processing fee. A refund will be issued if WRITTEN notification is received no later than 30 days prior to the start of the program. No refunds will be issued 29 days before the start of the program. LSU reserves the right to cancel the program without penalty to participants.

Contact us at 225-578-9132 or at exed@lsu.edu.

Visit executive.lsu.edu to register.



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