STRATEGIC PLAN
The New York State Economic Development Council (NYSEDC) is the state’s principal, nonprofit, membership organization representing economic development professionals across the public, private and non-profit sectors. NYSEDC’s mission is to provide strong leadership that delivers cost-effective value to members through advocacy, professional development, communications, and networking. NYSEDC has been serving New York’s development professionals for more than 30 years.

OVERVIEW

NYSEDC provides numerous benefits to member organizations and development professionals. Our core services include:

- **Advocacy to local, state and federal government on issues affecting New York’s business climate and economic development programs.**
- **Advancement of economic development policies that create jobs, stimulate growth, and improve the quality of life in New York State.**
- **Educational and professional development programs for NYSEDC members to enhance their effectiveness as local/regional/state economic developers.**

The NYSEDC and its board of directors embarked on a bold and ambitious strategic plan to provide greater impact, strengthen our organization, and provide additional value to our members by building and expanding the economic development ecosystem. The board identified four key pillars that will lead the NYSEDC into the future.
Advocacy is at the core of the NYSEDC mission, providing a voice for members to further enhance economic activity across New York State. The NYSEDC advocates for our members at the local, state and federal levels through:

- **Advocacy Committee** - this group identifies key programs, legislation, and initiatives that the NYSEDC will support, oppose, and/or educate our membership about the impact they may have.
- Setting yearly priorities, taking an active role in the advocacy itself.
- Sending out a “call to action” on individual legislative items.
- Providing testimony at hearings, writing letters of support or opposition, and arranging individual meetings with key parties involved in specific priorities of NYSEDC members.
- Developing and proposing specific new legislative language and advocate for adoption.
- Building strong partnerships with “adjacent” groups (higher education, workforce, etc.) to act as a “force multiplier” for advocacy.

**EXPAND OUR MEMBERSHIP**

The strength of the NYSEDC has always been its membership. To continue serving as the state’s premier economic development organization and provide additional value to our members, we need to expand our footprint by leveraging new relationships and reaching out to new partners through:

- A membership/marketing committee - this group will identify potential new members and organizations with whom we can collaborate.
- Enhancing the NYSEDC brand through better marketing and public relations.
- Targeting specific industry clusters that will strengthen our organization, provide additional value, and increase awareness of the NYSEDC.
- Increasing our “value proposition” for all members and strategic partners.
- Lending the knowledge and expertise of our members to develop best practices and case studies that can be promoted and shared across the state.
- Identifying opportunities to speak with partner organizations, leveraging the best practice and case studies from across NYS.
As the leading economic development organization in NYS, it is vital that we serve as a hub of resources for our members. This means continually educating ourselves on ways we can strengthen, improve, and enhance economic programs and activities across New York State. We will become the leading policy development and think tank for NYS economic developers by:

• Creating a Policy Committee
• Working with IEDC to identify best practices and emerging best practices in economic development across the country.
• Partnering with other organizations to identity emerging trends and how to harness them for our purposes, with a focus on out-of-state emerging trends.
• Creating a resource center of best practices, case studies, and policy proposals in house.
• Educating the public on the value of economic development.
• Providing commentary to the press and growing our public relations on local, regional, state, and national economic development topics

The NYSEDC has provided our membership with high quality programming that gives them the tools to become better economic developers. The NYSEDC will continue hosting premiere events and provide additional workshops and seminars throughout the year by:

• Surveying our members on priorities for professional development requests and needs and adapting curriculum options based on those responses.
• Continuing to provide IEDC accredited courses for economic developers who are looking to achieve their certification.
• Identifying affiliate organizations with whom we can partner on shared programming.
• Developing an inventory of high quality programming already scheduled throughout the state that NYSEDC can associate with and co-brand.
• Creating webinars that our members can access regularly on specific programs or initiatives that are timely and high priority.