



North Carolina Certified: Moving the Needle of Statewide Economic Development through Professional Education and Recognition

Webinar Presentation for the North Carolina Economic Development Association
March 2, 2021

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Overview

North Carolina Certified Economic Developer

The ECU Economic Development Academy was developed in conjunction with North Carolina Economic Development Association to serve seasoned economic developers and those new to the field by providing, relevant and affordable continuing education opportunities as well as an accessible credentialing program.

The Academy is comprised of two instructional paths:

- **North Carolina Certified Economic Developer (NCCED) Program**
- **Honors Seminar in Economic Development**

Mission Statement

To expand the knowledge of economic development and its dynamics for professional practitioners, government officials, community leaders, and citizens to enhance decision-making and improve the economic competitiveness of North Carolina and its communities.

Why is a certification program needed for North Carolina economic developers?

- ▶ North Carolina lags behind most states in terms of providing continuing education and professional development to economic developers.

How was the program curriculum designed?

- ▶ A planning team
- ▶ Model programs used as foundation for framework
- ▶ ECU Division of Research, Economic Development and Engagement
- ▶ ECU Continuing and Professional Education
- ▶ Curricular content focus on challenges and opportunities facing North Carolina and its communities.

What is taught and Who are the instructors?

- ▶ ECU Faculty and seasoned Economic Developers with specific areas of expertise present on these topics:
 - ▶ Retention and Expansion
 - ▶ Innovation and Entrepreneurship
 - ▶ Attraction
 - ▶ Organization, Operation, and Strategy
 - ▶ Legal Framework
 - ▶ Data and Analytics

Retention and Expansion



Dr. Olga Smirnova
Associate Professor for the MPA program
Department of Political Science
East Carolina University



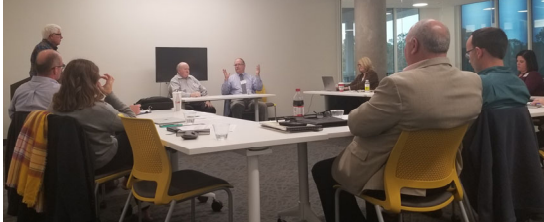
Innovation and Entrepreneurship



David Mayo
Director, Crisp Small Business Resource Center
Miller School of Entrepreneurship
East Carolina University



2019 Face-to-Face Launch



2020 Virtual Pivot



Attraction



James Amato
WRAL Digital Solutions

Panelists



Merrill Flood



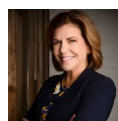
Donna Phillips



Joe Melvin



Merritt Atkins



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Organization, Operations, and Strategy



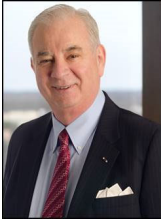
Dan Parks
Senior Strategist
Hayes Group Consulting, LLC



Charles Hayes
Senior Fellow in Residence
East Carolina University



Legal Framework



Ernie C. Pearson
Nexsen Pruet, LLC



Dave Efird
Counsel
Womble Bond Dickinson (US) LLP



Data and Analytics



Dr. Adam Jones
Associate Professor of Economics
Regional Economist
Department Chair
Economics & Finance
University of North Carolina Wilmington



How do I earn Certification?

- ▶ To become a Certified North Carolina Economic Developer, participants must complete 84 contact hours comprised of the following:
 - ▶ Data & Analytics (10 hours)
 - ▶ Innovation & Entrepreneurship (10 hours)
 - ▶ Retention & Expansion (10 hours)
 - ▶ Attraction (10 hours)
 - ▶ Legal Framework (10 hours)
 - ▶ Organization, Operation, & Strategy (10 hours)
 - ▶ IECD Basic Course offered by UNC Chapel Hill (24 hours)
 - ▶ Capstone Project

I'm interested! What's next?

- ▶ Participants will be able to register for all sessions via an online registration link
- ▶ Virtual session: \$295
- ▶ Sessions are open enrollment - anyone can attend.
- ▶ Participants who wish to earn Certification can indicate their interest at the time of registration.
- ▶ ECU Continuing and Professional Education will maintain a transcript for each participant to document progress toward certification completion.

Upcoming Courses

Innovation and Entrepreneurship

March 3-4, 2021

Organization, Operation, and Strategy

April 14-15, 2021

Honors Seminar, Chatham County

April 22, 2021