



## North Carolina Economic Development Career Trek

January 24, 2025

*The North Carolina Economic Development Association (NCEDA) will host students from colleges and universities around the state for a one-day seminar to learn from economic development professionals.*

### **Location:**

SPARK Axis Center  
4921 McCrimmon Parkway – Morrisville, NC

### **Student Learning Outcomes:**

1. Understand the role economic development plays in job creation and investment in communities by learning from state and local practitioners with varying levels of experience.
2. Learn from business leaders what important components go into the expansion process by hearing from business leaders directly.
3. Become aware of job opportunities available to them and what employers are looking for in qualified candidates.
4. Learn from the diverse group of professionals that support economic development including business development, project management, construction, tax, planning, government consulting, etc.

### **Target Student Population:**

A diverse group of undergraduate and graduate students that reflect the multidimensional population of North Carolina, including people of varying cultures, disabilities, genders, geographic regions (rural & urban), national origins, races, religions, sexual orientations, thoughts, and value systems. Likely undergraduate majors include business, marketing, government, economic development, or related fields, and graduate students in MPA or MBA programs.

### **Program Schedule – January 24, 2025:**

9:30 – 10:15 am	Students Arrive
10:15 – 10:30 am	Welcome / Program Overview
10:30 – 11:15 am	What is Economic Development Panel
11:15 – 11:30 am	Break
11:30 am – Noon	Project Presentation
Noon – 12:45 pm	Lunch and Networking
12:45 – 1 pm	Economic Development Industry Breakout Session Overview
1 – 3 pm	Economic Development Industry Breakout Sessions
3 – 3:10 pm	Closing Remarks / Site Tour Instructions
3:10 – 3:30 pm	Travel to Site Tour
3:30 – 4:30 pm	Site Tour
4:30 pm	Students Depart

### **Economic Development Industry Breakout Sessions:**

- *Workforce Development*
- *Engineering, Architecture, Construction*
- *Local Economic Development*
- *Business Development*
- *State & Local Government*
- *Consulting*
- *Utility Partners*
- *Marketing /Communications / Research*

### **Contact Information:**

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