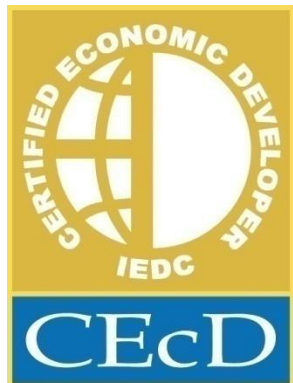


Certified Economic Developer (CEcD) Program

A Primer to the CEcD Exam Process: What You Need to Know



February 14, 2018

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The Power of Knowledge and Leadership

Kristen Fish, CEcD
Ivan Baker, CEcD





Kristen Fish, CEcD to Review:

- IEDC and CEcD Mission
- Purpose of exam
- What the exam isn't

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IEDC's Mission

Provide leadership and excellence in economic development for our communities, members and partners

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CEcD Program Mission

To advance and help assure a high overall quality of professional services in the economic development field

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- **How to Become Certified**
- **Certification for Canadian Practitioners**
- **Requirements to Sit for the CEcD Exam**
 - **Experience Requirement**
 - **Professional Development Requirements**
 - **First Requirement** – Attend a Basic Course
 - **Second Requirement** – Take 3 Cores Courses
 - **Third Requirement** – Take 2 Elective Courses of your Choice
- **NEW* A Primer to the CEcD Exam Process:**

[Link to IEDC Web site on Certification](#)

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Who Provides Professional Development?

- Practitioner Based Training Opportunities
- IEDC
 - IEDC offers 12 Courses
 - Offered at various locations
- Accredited Partners
 - BEDC
 - EDI, Georgia Tech
 - NDC, SIOR

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Broad Knowledge

- Exam tests both experience and knowledge
 - Multiple Choice = 100% knowledge
 - Essay = 50/50% knowledge/experience
 - Oral Interview = 100% experience
- Exam does NOT measure how well you do your job
- “I need to know everything my boss knows”



Kristen Fish, CEcD to Review:

- CEcD Program Requirements and Courses
- Program Application and Preparation

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CEcD Exam Requirements

- Minimum of four years of full-time economic development related experience
- Practitioners with five or more years of experience are entitled certain waivers
- Required to demonstrate developmental training in six course areas

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CEcD Exam Requirements (cont.)

- Beginning January 1, 2015, participation mandatory in “Primer to the CEcD Exam Process: What You Need to Know” either in-person at a Workshop or via webinar
- In-person workshops are available at the Annual and Spring Conferences each year.

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IEDC Training Courses

***Required Course for Exam plus two more electives**

- Introduction to Economic Development*
- Business Retention and Expansion*
- Economic Development Credit Analysis*
- Real Estate Development and Reuse*
- Managing Economic Development Organizations
- Neighborhood Development Strategies
- Technology-Led Economic Development
- Economic Development Marketing
- Entrepreneurial & Small Business Development Strategies
- Economic Development Planning
- Economic Development Finance
- Workforce Development



Exam Updates in 2016

- **Update to the Introduction to Economic Development Manual:**
Available in early fall to align with new exam rolled out in January 2016
- **Changes to MC/SA Section:** Candidates will be tested on core material from the four core manuals and two electives of candidates choosing.
- **Changes to Essay Section:** Candidates must answer the Business Retention & Expansion, Credit Analysis/Finance and Real Estate questions. Candidates may choose the two essay responses of seven elective questions.
- **Questions?**
 - Visit <http://www.iedonline.org/web-pages/professional-development/how-to-become-certified/> for more info
 - Email Marjorie Rose at mrose@iedonline.org

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Exam Application

- Complete CEcD application with resume
- Application deadline – *60 days prior to exam*
- Approval or non – approval notice
- \$540.00 for members, \$760.00 for non-members
- Fees cover exam and certification maintenance cost

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Ways to Prepare for the Exam

- Courses
- Manuals
- Study networks through LinkedIn or your State/Regional organization
- Mentors - **IEDC can assign mentors to approved applicants who are members**
- Non-IEDC prep course run by OU/EDI as an advance course (ouedi@ou.edu)
 - IEDC does not offer a prep course for the exam

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Training Manuals

- 2011 Edition, except 2015 Intro Manual
- In-depth reading for the courses
- Guidelines for ED professionals
- Manuals are included in registration fee
- \$55.00/members and \$75.00/non-members
- Manuals may also be ordered online:
www.iedconline.org.



Ivan Baker, CEcD to Review:

- Exam Format and Content
- Sample Questions
- Retake Information
- Recognition/Recertification
- Ethics
- Oral Exam Process

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Exam Format



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- Two-Day Process
 - Saturday
 - Multiple-Choice/Short Answer
 - 70 MC questions – 50 come from the core competency manuals and 20 come from the 2 electives of the candidates choosing (10 question each elective). 1 point each
 - 18 Short Answer – 10 come from the core competency 8 from each of the two electives
 - 10 Definitions (1 point each); 4 differentiation (2 points each); 4 short answer (3 points each)
 - Essay
 - 5 essays worth 20 points each.
 - Sunday
 - Oral Exam – only taken after candidate has passed both written portions of the exam

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Example of Essay Questions



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1. Many professionals must develop a win-win situation when faced with incentive requests from local expansion projects or relocation of new industry. Developing a cost benefit analysis for the company to prove that the community has the ability to offset negative aspects allows the public sector officials of the community to make better decisions regarding the provision of incentives, and to remain competitive with other communities. **List the elements and data needed to develop a cost-benefit analysis justifying public sector assistance.**
2. You are in a community of 25,000 people. A 30,000 square foot building is available for purchase. Your Board of Directors asks you to investigate the possibility of turning the facility into an economic development incubator. **Describe what you would do to determine the feasibility of an incubator at this site, including the readiness of the community to support such an initiative. Discuss the ingredients of a successful incubator program and how to keep capital costs low, especially in relation to the 30,000 square foot facility.**

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Example of Essay Questions (Cont.)

3. You are a Business Retention and Expansion (BR&E) Manager for a regional EDO. This EDO is responsible for administering all BR&E surveys for a six county region. This region is comprised of one urban center surrounded by rural municipalities. **Describe the process of developing, designing, deploying and evaluating a BR&E survey for this region.**
4. A real estate development project in your community has progressed seamlessly until now. The project is currently delayed due to the public approval process and contractor negotiations. **Describe points in the public approval process that are likely to create such delays. In addition, explain how the contract negotiation process between the public and private sector, as well as between private parties and members of the development team can also create delays.**



Examples of MC/SA Questions

1. Federal Procurement, export promotion, match-market analysis, management seminars and market research are tactics used in:
 - a) Retail attraction strategies
 - b) Tourism development
 - c) Manufacturing recruitment
 - d) Business development and retention

2. Which is NOT a function for which the Main Street Program was designed?
 - a) To produce increased levels of reinvestment and jobs.
 - b) To preserve and enhance the heritage of communities.
 - c) To renovate and utilize historic or unique buildings in a community.
 - d) To ensure that large urban areas secure CDBG monies.



Examples of MC/SA Questions (Cont.)

3. The most comprehensive approach for determining public opinion and qualifying results is through:
 - a) Focus Groups
 - b) Key-leader interviews
 - c) Formal Survey
 - d) Library and archival research
4. Mixed-use development:
 - a) Allows the developer to contract out each property separately decreasing overall liability
 - b) Is stringent with regard to timing and phasing of the project since there are multiple parties involved
 - c) Allows developers to diversify their investment and reduce their risk
 - d) Results in too much retail development
5. *Ex officio* members on a board of directors:
 - a) Are reserved for those who played a significant role in the organization in the past
 - b) Are community observers
 - c) Are the executive committee
 - d) Are able to participate on the board without the right to vote

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Examples of MC/SA Questions (cont.)

Definition

1. Mixed Use Zoning:
2. Tax Increment Financing:
3. What is Eminent Domain?
4. What is an Enterprise Zone?

Differentiation

1. General Partnership and Limited Partnership
2. Trade Credit and Line of Credit
3. Equity vs. Debt Financing
4. 501c3 and 501c6

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Examples of MC/SA Questions (cont.)

Short Answer

1. List three services of Special/Business Improvement Districts
2. What are two advantages and two disadvantages of a private sector BRE program?
3. Name three methods to measure and analyze the foundation of a local economy when doing an economic base analysis.

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Exam Retake Information

- Graders feedback for the essay portion
- Retake portion of the exam failed
- Retake application
- Retake fee for portion failed \$240.00/members and \$335.00/non-members



Recognition



- CECd Packet
 - CECd Lapel Pin
 - CECd Certificate
 - Congratulatory letter
 - Announcements (Press Release)

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Recertification

- 3 – year cycle
- Remain active in professional development in the economic development field
- Attend IEDC, regional, national and state events

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Ethics

- Adhering to a code of ethics is about maintaining a higher standard of conduct than rules or laws might dictate.
- *CEcDs are required to have two hours of ethics training each cycle*
- In addition to the ethics workshops offered at the Annual Conference and Leadership Summit, IEDC has a webinar option



Ivan to Review:

- Oral Interview Process

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Oral Exam Interview Overview

- Prepare like it's a job interview
- Use eye contact with the entire panel – not just the person who asked the question
- Share first-hand experience in competency areas
- Sample Questions:
 - *What is the biggest economic development challenge you faced, and how did you help resolve the problem?*
 - *What are the biggest changes you see in economic development over the next 10 years?*
 - *Why do you want to become a CEcD?*

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Question & Answer Session

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Upcoming Exam Dates in 2018

- Washington, DC – March 24-25, 2018
- Buffalo, NY – June 23-24, 2018
- Atlanta, GA – September 31-October 1,



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Contact Marjorie Rose for more
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