



Community Systems Digital Economic Development University

Program Overview and Costs

Why take this course?

Every day 90+% of site selection decisions, even in your own community, start online. As economic development budgets and staff time is stretched even thinner, EDOs face the prospect of not being able to service companies that are considering their area right now, or watch as companies in their area decide to move elsewhere without them even knowing.

The solution to these challenges is to develop a high performing economic development website and use related digital tools. But how is this accomplished cost effectively?

About Community Systems' Digital Economic Development University

Community Systems Digital Economic Development University is the first of its kind: A program specially designed to put the skills economic developers need to compete in today's digital age in the hands of economic developers at the lowest cost possible. The courses consist of 14 90-minute webinars, delivered online and recorded for future use, that are only open to participating communities.

All communities that participate in the program gain access to the live, instructor-taught courses as well as the session recordings. There is simply no other way to gain access to the skills and tools available than in these trainings.

About Community Systems' Digital Economic Development University Faculty

Community Systems' instructors are senior staff of Atlas Advertising and Community Systems, and have achieved some of the economic development industry's highest ratings while teaching for the International Economic Development Council, Georgia Tech Innovation Institute, Economic Development Association of Canada, and dozens of state association conferences. Faculty will also be joined by expert speakers in each of the key subject areas as needed.

Digital EDU instructors will be joined by senior industry leaders from organizations such as Tennessee Valley Authority, Metro Orlando, NC East Alliance, HTL Advantage, Greater Phoenix Economic Council, Team NEO, Rapid City Economic Development, Columbus 2020, and more.



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What Are Your Alternatives to Taking This Course?

Your alternatives to taking this course are:

1. Pay costly consultants to do this work for you
2. Spend as much as the entire course (and tools) in traveling to take specialized training courses from the same instructors teaching the courses here
3. Take additional staff time to work through what we have learned in 20+ years in the digital economic development industry
4. Wing it and hope that no one in your community holds you accountable for doing so

Why Get Certified?

- Being a Certified Digital Economic Developer comes with the following benefits:
 - Develop the best skills in the economic development industry to drive the future of the profession - managing your digital website, GIS, and CRM systems
 - Access to reduced rate software to drive your economic development website
 - Ability to attend future webinars at no cost
- All Certified Digital Economic Developers will be recognized at the Digital Economic Development Summit 3.0 at the fall of 2016

What Types of Certifications Are There?

- **Certified Digital EDO:** Given to an entire EDO, this certification signifies that your entire organization has the skills to compete in the digital world, including marketing, business development, research, and more
- **Certified Digital Marketer:** Given to an individual, this certification signifies that you have the core skills to market, generate leads, and increase digital engagement with your community using a wide range of digital tools
- **Certified Digital Business Developer:** Given to an individual, this certification signifies that you have the core skills to recruit and retain companies, convert leads, and advance deals in your community using a wide range of digital tools
- **Certified Digital Researcher:** Given to an individual, this certification signifies that you have the core skills to generate relevant property, demographic, and business data, along with the analytics and leads data to help the organization drive results, engage prospects, and more, using a wide range of digital tools



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What is Required to Get Certified?

- **Certified Digital EDO:** Given to an entire EDO. To become a Certified Digital Community, have one of your organization's members attend all 14 sessions offered in the fall of 2016 and pass all corresponding tests with a score of 80% or higher
- **Certified Digital Marketer:** Complete four or more of the digital marketing courses offered in 2016 and pass the corresponding tests with a score of 80% or higher
- **Certified Digital Business Developer:** Complete four or more of the digital business development courses offered in 2016 and pass the corresponding tests with a score of 80% or higher
- **Certified Digital Researcher:** Complete four or more of the digital research courses offered in 2016 and pass the corresponding tests with a score of 80% or higher

Is There a Cost to Get Certified?

Yes, there is a cost to get certified. These costs cover instructor time, bandwidth, curriculum creation, and other costs.

- **Cost to become a Certified Digital EDO:**
 - Attending all courses: \$1,000
- **Certified Digital Marketer:**
 - Attending four or more of the digital marketing courses: \$300
- **Certified Digital Business Developer:**
 - Attending four or more of the digital business development courses: \$300
- **Certified Digital Researcher:**
 - Attending four or more of the digital research courses: \$300



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Session Order and Descriptions

Course Number	Topic	Title / Description	Certification Track	Marketing Track	Business Development Track	Research Track	Date
1	Digital Strategy	Defining Your Digital Strategy: How to Use Digital Tools to Compete in the World of Today and Tomorrow	X	X	X	X	March 1, 2016 12:00-1:30 MST
2	Website Content Management	Telling Stories Online: How to Develop Relevant Economic Development Content For Your Community	X	X			March 16, 2016 12:00-1:30 MST
3	Property Data Management	Building an Attractive Property Inventory: DIY Data Collection, Working with Brokers and Local and National MLS Partners	X		X	X	March 29, 2016 11:30-1:00 MST
4	Demographic and Labor Market Data Management	Using Demographics and Labor Data to Tell Your Story: Building Your Demographic Data Library Using State, Local, and National Sources	X			X	April 13, 2016 8:30-10:00 MST
5	Demographic and Labor Market Data Management, Business Data Management	Using Your Largest Employers to Tell Your Story: Building Business Lists, Success Stories, and Testimonials from Your Community's Most Important Assets	X		X	X	April 26, 2016 11:30-1:00 MST
6	Website Design and Branding	Telling your Digital Story Visually: How Great Website Design Can Drive Conversations with Your EDO	X	X			May 10, 2016 11:30-1:00 MST
7	Website Content Management	Managing Your Digital Presence: Developing an Ongoing Content Management Competency in Your EDO	X	X			May 25, 2016 12:00-1:30 MST
8	Email Marketing Management	Driving Traffic to Your Website, and Your EDO Using Email Marketing Tools	X	X			June 8, 2016 12:00-1:30 MST
9	Digital Analytics	Setting Goals and Measuring the Performance of Your Economic Development Website	X	X	X	X	June 21, 2016 11:00-12:30 MST
10	Digital Lead Generation, Digital Prospect Responses	Using Digital Tools to Generate Leads to Your EDO	X	X	X		July 6, 2016 12:00-1:30 MST



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11	Search Engine Marketing Basics	Leveraging Search Engines to Drive Traffic to Your Economic Development Website	X	X			July 20, 2016 12:00-1:30 MST
12	LinkedIn for Economic Development	Using LinkedIn to Drive Prospect and Stakeholder Engagement	X		X		August 3, 2016 12:00-1:30 MST
13	CRM for Recruitment and Retention	Capturing Leads, Managing Recruitment and Retention Prospects Using Customer Relationship Management Tools	X		X		August 16, 2016 11:30-1:00 MST
14	Generating and Responding to Leads Using Digital Tools	Proactively Responding to Digital Prospects	X	X	X		August 30, 2016 11:30-1:00 MST
	Cost for Track		\$1,000	\$300	\$300	\$300	
	Cost per Session		\$90				