



STRATEGIC ACTION PLAN 2021-2022

Saskatchewan Economic Development Alliance

Our vision is to be a recognized leader in growing successful communities.
Five strategic imperatives enable us to fulfill our mission of accelerating generational prosperity.



Strategic Action Plan Framework

Develop

Helping members gain a competitive edge.

1. Increase awareness for SEDA's community consulting services.
2. Complete 2020-21 Rural Resilience Program.
3. Deliver Community Vitalization programming.
4. Support Economic Reconciliation Pilots.
5. With partners, develop a Regional Service Development Hub.
6. Evaluate opportunity to implement a community based enterprise training program.
7. Maintain focus on provision of core programs and products.
8. Continue development of our Steps to Success guidebook series and Tip Sheets.

Celebrate

Together with members and partners, we are creating Saskatchewan success stories.

1. Profile economic developers and elected leaders as ChangeMakers.
2. Recognize innovative and impactful practices through the annual awards program.

3. Profile Saskatchewan news stories in weekly Inspiration File.
4. Promote engagement in annual Economic Development Week and Indigenous Economic Development Day.

Inspire

Inspiring others is a competitive advantage.

1. Increase visibility as subject matter experts and innovators.
2. Increase information sharing about innovative practices and emerging trends.
3. Convene innovator staff from like-minded organizations to discuss common ground and potential collaboration.
4. Expand profile for SEDA Speakers Bureau and seek new presenters.

Educate

Shared learning results in an understanding of how we can act collectively to achieve a common goal.

1. Generate an organizational staffing and salary survey.
2. Increase participation in the Destination Creation Program.
3. Expand reach of existing professional development and certification programs.

4. Evaluate development of new special interest programs.
5. Explore delivery of independent third party offerings.
6. Adapt the “Economic Development Fundamentals for Elected Officials” to online delivery.
7. Adapt “Economic Resilience Workshop” for online delivery.
8. Evaluate potential for delivery of a community based (social enterprise) development program.

Connect

Facilitating conversations around purpose and common needs. Providing opportunities to co-create.

1. Deepen relationships amongst members to increase knowledge and capacity.
2. Host annual networking and learning forum.
3. Conduct annual outreach to members.
4. Expand SEDA Membership within target groups.
5. Continue relationship and partnership building.

Operate as a high impact organization within the Saskatchewan marketplace

Adaptive and innovative, modifying strategies as required to fulfill our mission.

1. Maintain a 'north star' orientation that is customer focused and committed to creating value for our members and partners.
2. Identify and pursue project management opportunities relevant to our mandate.
3. Build partnerships for shared services and shared spaces.
4. Increase online sales of training and resources.
5. Modify membership rates and establish tiered service level offerings.
6. Explore international partnerships and collaborations to support our vision and mission.
7. Strengthen relationship with the provincial and federal governments.