

# ***California Academy for Economic Development – ACE Certification***



## **Panel**

Kevin Ham, City of Vista Director of ED, CEcD – Introduction

Roger Dale, Managing Principal, The Natelson Dale Group – What is it?

Judie Scalise, Principal, ESI Corp, CEcD – How the Academy got here!

# ***California Academy for Economic Development – ACE Certification***



1. The California Academy for Economic Development
2. Once Upon a Time – August 2015 - The GOALS
  - Financial Stability
  - State Leader in Economic Development
  - Communications/Members/Needs/Relevant and Responsive
  - Training
3. Why training?
  - New practitioners
  - Challenges associated with other designations
    - Costs, locations, CA topics, time commitments, etc....

# ***Overview of Background Research and Program Recommendations***



**Roger Dale**

**The Natelson Dale Group, Inc.**



# ***Our assignment from CALED***

Develop framework for training/certification program:

- Assess need/demand
- Evaluate existing programs as models
- Define implementation parameters / next steps



# *Program features to consider*

- Maximum impact on profession
- Accessibility to under-served communities
- Focus on both technical skills and leadership development
- Positioning relative to existing (national) programs
- California-specific curriculum



# *Our research process*

- Outreach to a range of stakeholders
- Profiles of existing training/certification programs:
  - 7 national
  - 6 state-level
  - 10 specialized (university-based)
- Online survey of CALED members (55 responses)
- Interaction with CAED Regents



# *What people told us they want*

- Rigor: More than Basic Course but less than CEcD
- Certification and non-certification tracks
- Focus on unique skills needed in California
- Interactive courses: team building and collaboration
- Cutting edge thinking for NextGen of ED professionals
- Separate programs for other audiences



# *Preferences for program format*

- Offer accelerated completion (< 1 year)
- Retain Basic (Keys) Course as foundation
- Group advanced courses in “institute” format
- 9-10 days of total instruction (including Keys Course)
- Central/multiple locations
- Require certification test (but make it passable)
- Consider “capstone” project as alternative to test



# ***CAED Regents' perspective***



**Judie Scalise, CEcD**  
**Principal**  
**ESI Corporation**

# ***California Academy for Economic Development – ACE Certification***



Board of Regents Review Process:

- Academy's Vision
- Key Objectives
- Issues Addressed
- Program Launch