



# communityedge

Manitoba's CED Certification Program

*Connect · Plan · Thrive*



**MADE IN MANITOBA**  
CED Education



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The Economic Developers Association of Manitoba is proud to provide a Manitoba made community economic development program designed for educating development practitioners, elected officials, community leaders, CAO's and many others wanting to better understand what and how community economic development is pursued in Manitoba communities.

## 8 CORE COMMUNITY EDGE MODULES



### 1. Introduction to Community Economic Development

This module explains what CED is, identifies organizational structures, who is involved, and prepares your community's readiness towards embarking on CED.



### 2. Community Economics & Pre-Planning Analysis

This module covers understanding a local economy, how it works and using data and analysis in making the connections on proper planning.



### 3. CED Strategies

Discover Manitoba proven CED strategies and strategic actions for successful sustainable developments in community and population revitalizations, business and workforce expansions, tourism and culture growth, as well as regional partnerships.



### 4. Local Government Finance & Land Use Planning

Learn about responsible governance, budgeting, property taxes, development plans, zoning by-laws, provincial policies, and how together it relates and coordinates economic development and land use planning.



### 5. Strategic Planning

Learn how to use community engagement in the CED the strategic planning process and about planning traps to avoid. Review of popular strategic planning processes, and how to measure and evaluate results.



### 6. Communications

Learn different types of communication styles and media relations and how integrate them into developing a CED communication plan.



### 7. Marketing the Community

Learn about developing a community brand and creating a marketing plan, and how to effectively market a community with using media tools, events, and publicity to execute a the plan.



### 8. Operations & Project Management

Find out about project management, performance measurements, partnerships and networking [building relationships].



## MANITOBA COMMUNITY EDGE MODULE DELIVERY IN *YOUR* COMMUNITY

### INCREASE YOUR KNOWLEDGE OF HOW CED CAN HELP YOUR COMMUNITY

A Community Edge Certified trainer will deliver a module in your community for up to 15 people at a cost of \$1,500 per module. There will be an additional charge of \$150 per person after the 15 participants, up to a maximum of 20 people. Each participant will receive a certificate of completion after the training module. Each training module is scheduled for 4 hours.

#### **How to Apply for a Module:**

The community host confirms the event date through Community Edge request for training through EDAM. EDAM invoices the community for the session. Registration will be online shortly, however in the meantime, please contact EDAM directly at 204-803-7041 or email [edammanitoba@gmail.com](mailto:edammanitoba@gmail.com) if you would like delivery of any of the modules in your community.

### MORE MANITOBA MADE MODULES UNDER DEVELOPMENT:

- Financial Analysis
- Business Retention & Expansion
- Working with Indigenous Communities
- Accessibility
- Cooperatives
- Advanced Performance Measurement
- Business Investment & Attraction
- Business Planning and Business Analysis
- Tourism

# CERTIFICATION STREAMS FOR PROFESSIONALS



## CERTIFICATION PROCESS

Take eight core Community Edge modules & provide five CED project examples using the template provided by Community Edge. Practitioner must have actively participated in the CED project.

Cost is \$150 per module for EDAM Members and \$200 for Non-EDAM Members. Practitioners will then have to meet standards of maintaining Community Edge CED Certification.



## CERTIFICATION CHALLENGE

Applicants must have a minimum of ten years experience in CED, provide ten CED project examples as per the EDAM template, showing the use of at least five CED skills.

Cost is \$500 for the challenge certification process. Applicants must also meet necessary requirements of maintaining CED Certification.



## MAINTAINING COMMUNITY EDGE CERTIFICATION

Must be an EDAM member in good standing and:

- Must attend at least 1 EDAM/EDAC conference within a 1 year period, **or**
- Take 1 advanced Module or EDAM recognized training within a 1 year period.

