

# 2020 STRATEGIC PLAN



## VALUE OF MEMBERSHIP

**CEDAM's membership is active and equitably represents Michigan's communities and legislative districts**

1. CEDAM will work with a consultant to define and develop goals for equitable representation
2. CEDAM will seek to engage current members as well as non-traditional organizations and grassroots organizers in events and membership
3. CEDAM has members in each legislative district
4. CEDAM clearly defines member benefits to promote engagement

## COMMUNICATIONS

**CEDAM is the trusted voice for equitable community development in Michigan, connecting members, policymakers and funders to strengthen communities**

1. **Storytelling:** CEDAM tells member stories for policymakers, funders and other members, approaching issues through the lens of equity
2. **Connections:** Members are connected to each other and key industry stakeholders
3. **Trusted:** CEDAM members and local and statewide media use CEDAM as a trusted source for industry news and best practices

## BUILDING MEMBERS' CAPACITY

**CEDAM works to increase its members' organizational capacity to serve their communities, improve socio-economic outcomes, and advance racial and gender equity initiatives**

1. **People:** Invest in the next generation of community economic development leaders
2. **Expertise:** Provide relevant trainings on member-identified and emerging priorities
3. **Resources:** Identify and connect members with people, knowledge and funding

## PUBLIC POLICY

**Through membership engagement, CEDAM seeks to influence state and federal policies which promote and enhance community-based economic development activities in Michigan**

1. CEDAM will engage members to set policy priorities and influence policymakers
2. CEDAM is a valued resource for elected officials
3. CEDAM is connected to national networks to help shape innovative new policies in Michigan

## MISSION

CEDAM supports its diverse membership to create vibrant, sustainable and resilient communities. We enhance locally-driven community economic development efforts through training and resources, technical assistance, capacity building and policy advocacy.

## VISION

Michigan has healthy, vibrant, inclusive communities. CEDAM members are at the forefront in advocating, collaborating and delivering sustainable community-building programs to empower low- to moderate-income and marginalized populations. CEDAM members maintain relationships with policy makers and community leaders and are engaged in the legislative process. The legislature and units of government are active partners in identifying and responding to their communities' needs. CEDAM members utilize our resources to remain connected, effective and informed.