



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	6/3/2025
ITEM TITLE:	Consider and take appropriate action on Texas Certified Economic Developer Program.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND:

As professional standards in economic development continue to evolve, it's important that we invest in certifications that not only enhance our capacity but also make practical sense for our community. While the International Economic Development Council (IEDC) certification has long been considered the standard, its high cost, low pass rates, and complex renewal requirements have prompted many economic developers to seek a more accessible and state-relevant alternative.

The Texas Economic Development Council (TEDC) now offers its own credential the Certified Texas Economic Developer (CTED), which addresses many of those concerns while focusing specifically on the needs and dynamics of Texas communities. The program has received strong support from professionals who have completed it, with many recommending completion within one calendar year to streamline the process.

The CTED program consists of eight distinct course modules, all of which must be completed to earn certification. Importantly, modules 1 through 7 can be taken in any order, giving participants the flexibility to enroll in courses based on availability rather than a set sequence. Only the final module—a capstone-style Project/Group Exercise—must be taken last.

The eight course modules are:

1. Leadership and Professionalism
2. Strategic Planning
3. Innovative Strategies for Business Retention & Expansion
4. Advanced Real Estate Development & Reuse
5. Innovation and Entrepreneurial Strategies
6. Talent Ecosystem and Workforce Development
7. Advanced Economic Development Finance
8. Project/Group Exercise (requires completion of modules 1–7 prior to enrollment)

Estimated Program Costs:

- Application Fee (one-time, paid to TEDC): \$150
- Course Fees (paid to TEEX):

- 4 courses at \$920 (8-hour sessions) = \$3,680
- 4 courses at \$1,032 (12-hour sessions) = \$4,128
- Estimated Total Course Cost: \$7,808
- Travel Costs:
 - All courses are held onsite at the TEEX campus in College Station
 - A one-night hotel stay is typically required for 4 courses, and a two-night stay for the other 4
 - There are several affordable lodging options near the facility

While some participants choose to complete the program within a year, the CTED program is also designed with flexibility in mind. The eight-course sequence can be spread over multiple fiscal years, which makes it a manageable investment for our budget planning.

In summary, the CTED program offers a Texas-specific, cost-effective, and professionally valuable certification path that strengthens our economic development toolkit. I recommend that the board consider allocating funds for this certification in our upcoming budget to support professional development and long-term impact for the Wolfforth EDC.

EXHIBITS:

TEDC Flyers

COUNCIL ACTION/STAFF RECOMMENDATION: