

## ***Economic Development Strategic Planning***

Monday August 15, 2022



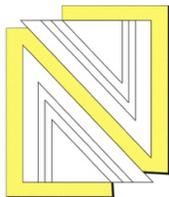
### **Instructors:**



### ***Michelle Geller, Economic Development Manager City of Oceanside***

Michelle Geller has worked in the public sector since 2002, and has served as the economic development manager for the City of Oceanside since November 2019. Prior to that Michelle had the opportunity to work in a variety of local government roles including marketing and communications, federal grant administration, neighborhood outreach and business development for the cities of Escondido and Sunnyvale. Michelle holds a bachelors' degree in English from Chico State University and a Masters of Public Administration from Cal State Long Beach. Michelle serves on the boards of Visit Oceanside, MainStreet Oceanside and the San Diego North Economic Development Council, and is a member of the first cohort of Accredited California Economic Developers through Fresno State University. Hailing from the Bay Area, Michelle lives in Oceanside with her husband and 13-year-old son.

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### ***Roger Dale, Managing Principal The Natelson Dale Group, Inc.***

Roger Dale has 34 years' experience in local and regional economic development consulting. His background encompasses the fields of economic development, real estate development, regional economic analysis, environmental and land use policy, financial forecasting, and renewable energy. His project experience with TNDG includes preparation of regional-scale

economic development strategic plans, real estate market forecasting, demographic research and modeling, fiscal impact analysis, cost/benefit assessment, redevelopment, business retention/attraction, and workforce development program assessments. In 2018, Roger and his team prepared the original needs assessment and business plan for the ACE program on behalf of CALED and the California Academy for Economic Development. Roger received his B.A. in Economics from Claremont McKenna College in Claremont, California. He also holds a master's degree in Resource and Environmental Economics from the University of California at Riverside.

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## **Course Description:**

This advanced course in economic development strategic planning will explore this topic in theory and practice. Course instruction will include a review of the importance of strategic planning for economic development, technical tools, studies, data collection, and analysis to assist in developing strategies. How to engage stakeholders to support implementation of desired plans and techniques used to monitor progress of implementation and measurement of plan effectiveness will also be covered in this course.

## **Course Core Competencies:**

- Understand the importance of strategic planning for economic development
- Review of the types of technical studies, data collection, and analysis that may be included in a comprehensive strategic planning processes (e.g. SWOT analysis, target industry/cluster analysis, real estate market projections, employment data, consumer expenditures, retail leakage, business climate and quality of life)
- Stakeholder engagement and consensus building and understanding the importance of maintaining a culture of inclusion
- Defining vision, goals, objectives and measurable action items
- Organizational structure (including external partnerships and alliances) to support effective implementation
- Monitoring implementation, celebrating success, and defining appropriate measurement metrics

## **Student Outcomes:**

After successful completion of this course, students will have:

- An understanding of the importance of the strategic planning process for economic development
- A working knowledge of the tools and techniques to implement a strategic planning process, including community systems building, data collection approaches and developing a culture of inclusion

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- Acquired the skills to develop vision, goals and strategic objectives in a plan and understand the approaches used to support the strategic planning process for effective implementation including monitoring and measurement tools to track progress

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