NCEDA Foundation 2025 Fellowship Program Proposal
Randolph County Economic Development Corp.

The Randolph County Economic Development Corporation (RCEDC) is a 501c (6) public-private nonprofit organization representing the entire county and its nine municipalities. The mission of the organization is to support a growing health economy so that residents have diverse quality job opportunities through the attraction of new businesses to the area and the retention and expansion of existing business and industry.

Project Description

An organizational strategic plan is essential for effectively addressing community needs. The Randolph County Economic Development Corporation (RCEDC) is currently in the third year of its five-year strategic plan which focuses on Business Retention and Expansion, Workforce Development, New Business Recruitment, Product Development, and Marketing and Research. As we approach the fourth year, we aim to evaluate our progress and identify future priorities. With the upcoming retirement of our Marketing and Research Manager, this is a pivotal moment for reflection and planning. We believe the NCEDA Fellowship Program offers a valuable opportunity during this transition. The Fellow would review and assess the current strategic plan, collect data on recent growth and development, and evaluate its impact on the community. Based on their findings, they would develop a proposal to guide and gauge our progress over the next five years and also inform our next capital campaign that will help secure funding for future initiatives. This process will involve engaging with local officials, private sectors partners, and industry leaders to gather insights and inform our strategic direction.

Project Objectives

The goal of the NCEDA Fellowship is to give the selected Fellow hands-on experience in all areas of economic development while also helping the EDC. The Fellow will take a close look at the EDC's current plans and programs, engage with local business leaders and community officials, and gather feedback on what's working and what could be improved. Based on what they learn, the Fellow will create a report and presentation with suggestions for future goals. These materials will help the EDC plan its next round of fundraising by focusing on the areas that matter most to the community.

Deliverables:

- **Feedback Collection:**
  - Engage public and private sector investors to assess real and perceived benefits of current campaign goals.
  - Engage public and private sector investors and other community leaders to gather insight and feedback regarding future planning and initiatives.
- **Strategic Analysis**
  - Evaluate the current strategic plan.
  - Recommend updates for the next five-year plan.
- **Presentation Document:**
  - In collaboration with RCEDC staff, develop recommended strategic goals and objectives for the next five-year strategic plan and the capital campaign which will fund the plan.
- **Final Report:**
  - Summarize findings and recommendations and present to stakeholders.

- **Program of Work Review:**
  - Identify new focus areas.
  - Assess applicability of current initiatives for future growth.

The project presents a unique opportunity for a motivated Fellow to have a meaningful impact on Randolph County's economic future. By evaluating our current strategic plan, engaging with key stakeholders, and recommending forward-thinking initiatives, the Fellow will help shape the next phase of our development efforts. Their insights will be instrumental in ensuring our programs continue to align with the evolving needs of our community and in guiding our upcoming capital campaign.