Course Number | PLAN 503  
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Course Credit(s) | 3.0  
Course Title | Planning for Community Economic Development  
Term | Summer 2018  
Days/Dates/Times | Wednesday, May 16\textsuperscript{th} – 1:00 to 7:00pm  
| Tuesday, May 29\textsuperscript{th} – 1:00 to 7:30pm  
| Wednesday, May 30\textsuperscript{th} – 1:00 to 7:30pm  
| Friday, June 1\textsuperscript{st} – All Day – Field Trip  
| Tuesday, June 5\textsuperscript{th} – 1:00 to 7:30pm  
| Wednesday, June 6\textsuperscript{th} – 1:00 to 7:30pm  
Location | Room 150, West Mall Annex  
Instructor | William Trousdale  
Office | 604-228-1855 x1  
Telephone | N/A  
Email | william@ecoplan.ca  
Office Hours | TBA

**Short Course Description**  
This course will focus on the planning process, examining key issues such as how to get started, community engagement (stakeholders and public participation), situation assessments, visioning, issues identification, objective elicitation/structuring, option evaluation/prioritization, action planning, implementation and monitoring and evaluation.

**Course Format**  
This is not a lecture class. While I will provide some lectures, this class is designed to promote learning through multiple methods. You will be listening and engaging a great deal with your colleagues in a classroom setting and in working groups, you will be working on your presentation and training skills. Do not expect to sit and listen to me talk. You will be challenged to participate and engage in many different ways.

**Course Overview, Content and Objectives**  
There is little wonder that municipalities, First Nations, non-government, the private sector and civil society are demanding better ways to achieve community economic development (CED) or local economic development (LED). Massive transformations are taking place in the global economy resulting from trade liberalization, privatization, technology and enhanced telecommunications. At the same time, local governments face increased democratic reforms and greater decentralization. This is evident in many international settings, but also in Canada. The significance of these changes is that citizens, local organizations and local governments now face formidable challenges, greater opportunity, and growing responsibility to actively address the economic health of municipalities and the livelihood of their residents as a core component of a sustainable future.
The focus of this course is on how to conduct strategic planning for community (or “local”) economic development (LED or CED). Strategic planning for CED is a pragmatic and powerful tool that is in increasing demand by organizations, community groups and local governments around the world. It involves wise resource use, integrating values and anticipating change. At a minimum, it offers a way to improve the necessary interaction among business, government, labour and the poor. If done well, it provides a way to clarify competitive advantages, identify cooperative opportunities, craft innovative options and generate strategies that better achieve local priorities.

**Learning Outcomes**

1. Improve the student’s knowledge and capacity in strategic planning and community/local economic development.
2. Provide ‘hands-on’ experience for the student in training and presentations (designing and running a session)
3. Provide the student with simulated ‘hands-on’ experience and tools to help in designing and running a multi-stakeholder process and developing a CED Strategy.
4. Provide insight into First Nations, local organizations and municipal planning in Canada and international planning.

**Course Description and Concepts**

The course will be pragmatic and interactive, keeping with a “learning by doing” philosophy. Students will work together to apply strategic planning tools and techniques to community economic development as well as commentary on specific CED applications. There will also be a strong case study element that will contextualize the application of strategic planning for CED in a variety of contexts, e.g., First Nations, Canadian municipal and international. This course will focus on the planning process, examining key issues such as how to get started, community engagement (stakeholders and public participation), situation assessments, visioning, issues identification, objective elicitation/structuring, option evaluation/prioritization, action planning, implementation and monitoring and evaluation. Specific CED actions such as organizations (cooperatives, business associations, public private partnerships), clustering, incubators, business support, entrepreneurship, policy and by-law, etc. will be explored.

This course will explore the basic concepts of negotiation theory, decision analysis, group decision making and behavior research as they affect training, facilitation and presentations in a strategic planning for CED context.

**Additional Course Requirements**

None.

**Attendance**

Regular attendance is expected of students in all their classes (including lectures, laboratories, tutorials, seminars, etc.). Students who neglect their academic work and assignments may be excluded from the
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final examinations. Students who are unavoidably absent because of illness or disability should report to their instructors on return to classes.

**Evaluation Criteria and Grading**

Learning Expectations
You are expected to leave this course with a sound understanding of a model of strategic planning based on structured decision and process support, a basic understanding of local economic development and improved skills required to be successful as a professional planner (e.g., training skills, presentation skills, communication skills, evaluation skills, writing skills).

Supporting your learning
Your learning is the highest priority. You will receive all of my attention during course hours. Contacting me with questions outside of class hours is welcome, however due to my other responsibilities and the short course time period immediate responses should not be expected (despite raised expectations in our instant response digital world). Therefore, you are encouraged to come to class with questions of substantive, personal or logistical nature. There will be time at the beginning of class, during our break and after class to address your questions or issues.

Lectures and your expectations
This is not a lecture class. While I will provide some lectures, this class is designed to promote learning through multiple methods. You will be listening and engaging a great deal with your colleagues in a classroom setting and in working groups, you will be working on your presentation and training skills. Do not expect to sit and listen to me talk. You will be challenged to participate and engage in many different ways.

Standards by which you will be assessed
This course is designed as a practical training course. The focus will be on learning and improving. You will be evaluated on a regular basis throughout this course by both your colleagues and by me as your instructor. It is recognized that this is a learning session; therefore trying new things will be encouraged - regardless of how well they turn out. It is understood that you are training to become a professional planner, and it is not expected that you have years of real-world experience. Therefore, final assessment will be based on your ability as a graduate student to demonstrate you are well prepared, have sound knowledge of your subject and display and ability to communicate to your audience. Final assessment in terms of grades will be provided only at the course and will be based on the following:

- **Class Participation** 15%
- **Delivery of training material to the class of a step in the strategic planning process, as discussed in Promoting Local Economic Development through Strategic Planning Training Series** 25%
- **CED Tool, Alternative or Action**
  - Delivery of a short presentation 20%
- **A CED strategy for Fictionalle – The Municipal**
Simulation Tool (team exercise)
- Presentation of strategy 20%
- Written Strategy Summary Document 20%

Course Organization
The course outline and materials
This course is structured around the modules outlined in the EcoPlan International/UN-Habitat’s jointly developed four-part training series: Promoting Local Economic Development through Strategic Planning (apologies ahead of time for the typos – I am looking forward to 2nd edition). I use this material because I wrote it and I am familiar with it. As intelligent students, you will understand that there are other approaches and methods. I encourage you to explore these. During the limited course time you are expected to try to gain a deeper understanding of this material rather than a more broad compare and contrast of other methods/approaches.

Supplemental Materials
PowerPoint starter slides and/or Excel program to support for the training session
Samples of LED Strategies (used for class evaluation)

Recommended Reading
- Value Focused Thinking (Ralph Keeney)
- Getting to Yes (Roger Fisher and William L. Ury)
- Smart Choices (John S. Hammond, Ralph L. Keeney, and Howard Raiffa)
- Thinking, Fast and Slow (Dan Kahneman)
- Structured Decision Making: A Practical Guide to Environmental Management Choices (Gregory, R. et.al.)
- Local Economic Development, Blair, J.P.
- Planning Local Economic Development: Theory and Practice. Blakely, E.J. and Bradshaw, T.K.
- Technology and Economic Development. Malecki, E.J.