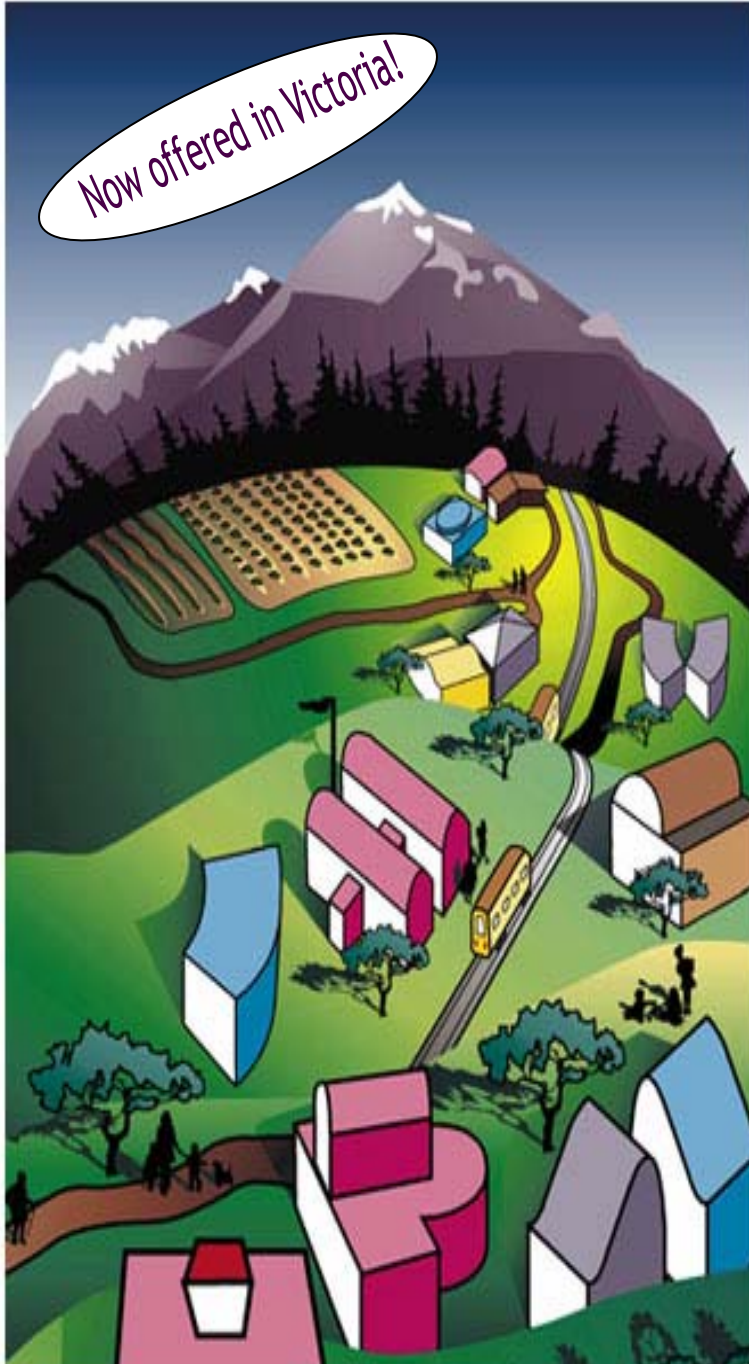


# SIMON FRASER UNIVERSITY



CERTIFICATE PROGRAM FOR

## Community Economic Development Professionals

Simon Fraser University's certificate program is for professionals working in community economic development who want to increase their skills and knowledge in the field. Our instructors are practitioners with many years of experience and a special knack for sharing their expertise.

The eight courses offered in the program are organized to provide opportunities for thoughtful exploration and practical learning in the critical elements of CED values and principles, enterprise development, financing, planning and research, community participation and sustainability. The range of courses provides an excellent grounding for practitioners in a variety of workplaces and settings.



**SIMON FRASER  
UNIVERSITY**

Centre for Sustainable Community Development

## COMMUNITY ECONOMIC DEVELOPMENT (CED)

is an inclusive and participatory process by which communities initiate and generate their own multiple bottom-line solutions to economic problems by:

- stabilizing local economies
- creating long-term employment
- contributing to the health of the natural environment
- building on local resources and capacities
- increasing community control and ownership.

As an alternative to conventional approaches to economic development CED focuses on developing sustainable communities based on the relationship between economic factors and social, environmental and cultural elements of community well-being and resilience.

## THE CENTRE FOR SUSTAINABLE COMMUNITY DEVELOPMENT

Established in 1989, the Centre's goal is to encourage accountable, sustainable and appropriate community economic development in BC. It provides research, training and advisory services to the CED sector in BC through a team of associates drawn from the university and professional CED practitioners. The Centre also operates an award-winning website, which offers extensive CED resources to the community. Further information on the Centre is available on their website at [www.sfu.ca/cscd](http://www.sfu.ca/cscd)

## LEARNING CREDITS

The SFU Certificate Program for CED Professionals now offers Planning Institute of British Columbia (PI BC) Learning credits. You can earn up to 56.0 CPD LU's for the entire 8 courses of the Certificate program and/or 7.0 CPD learning credits for one course.

## PARTICIPANTS

The program is for participants who have some personal frame of reference and/or career experience related to CED.

Courses are designed to enhance the knowledge of experienced participants as well as to provide a basis for practice for newer practitioners. It will be of particular interest to those who are:

- staff or volunteers in economic development organizations such as Community Futures Development Corporations, economic development associations, aboriginal organizations and economic development corporations, credit unions and cooperatives
- employees in the corporate sector where there is interest in community sustainability and corporate social responsibility
- staff or volunteers in nonprofit organizations such as foundations, anti-poverty organizations and housing societies
- employees in government departments with an interest in CED, such as industrial adjustment, sustainable resource management, retraining and social welfare

Certificate program graduates are granted official SFU alumni status.

## ADMISSION

Admission to the program is determined by an assessment of the candidate's academic qualifications, work experience and interest in the field.

Those who wish to take individual courses only will be able to register on a space- available basis.

## GENERAL ENTRY REQUIREMENTS

The certificate program is open to individuals with an undergraduate degree or the equivalent and professional or volunteer experience in a CED setting.

The program is also open to candidates who can demonstrate substantial practical experience and who do not have degree level qualifications.

Candidates with degree level qualifications who lack practical experience but are interested in working in the field of CED will also be considered for admission.

## INSTRUCTORS AND INSTRUCTIONAL METHODS

Faculty are associated with the Centre for Sustainable Community Development at SFU and bring expertise and practical experience in CED to the courses.

Instructional methods include lectures, small group discussions, participant presentations and assignments. Participants will be provided with precourse required reading and will be expected to prepare a brief case study to use in the course. They are also expected to complete written post-course assignments. The case study approach allows participants to focus their learning on issues and opportunities in their own communities, and to integrate their workplace experience throughout the program.

## CERTIFICATE REQUIREMENTS

Participants are required to complete all eight courses and assignments and also a final Learning Assessment Summary in consultation with the Program Director.

*"The CED courses at SFU have proven to be an invaluable asset for my staff who have participated. They not only get instruction from highly qualified instructors but, in most cases, from instructors who are still working at the grass roots level in CED."*

- Ray Gerow, Manager, Prince George Aboriginal Business Development Centre

## OBJECTIVES OF THE PROGRAM

The eight courses listed below are organized to provide opportunities for thoughtful exploration and practical learning in the critical elements of CED values and principles, enterprise development, financing, planning and research, community participation and sustainability. The range of courses provides an excellent grounding for practitioners in a variety of workplaces and settings.

## CONTEXT

### *Local Development and the Global Economy*

Globalization has transformed the way economies operate. Consolidation of ownership and control, increasing mobility of capital and the liberalization of trade relationships are presenting major challenges for regional and local economies. This course explores how communities utilize sustainable community development principles and processes to draw on their own assets and make their communities more resilient.

### *Sustainable Community Development and CED*

Many of our most critical global issues (climate change, depletion of natural resources) are rooted in national, regional and local policies and practices. This course explores specific community issues and options for solutions that contribute to sustainable community development in the context of CED.

## MODELS

### *Social Enterprise and CED*

Social enterprises operate with multiple bottom lines. They generate revenues and create significant social and environmental value. Social enterprises grow out of community processes and vary in purpose. Some create revenue for a non-profit; others create enabling and participatory work places for the most disadvantaged. This course will assist students to understand the concept, characteristics and types of social enterprise as well as provide planning tools for venture selection, organizational systems and structures, for-profit/mission-based cultural challenges and measurements of success.

### *Co-operative Models for CED*

The development of co-operatives for employment, processing, marketing, retail sales or ownership of community resources or other assets are attractive options for communities and individuals as a way to put sustainable community development principles into practice. This course examines the types of co-operatives, their benefits and the development process that underlies their success.

### *CED Approaches to affordable housing*

A community's housing stock has a major influence on its economic, social and environmental health. The course provides an overview of different planning processes for affordable housing, such as the integrated design process and taking stock of existing housing assets and deficits. Students will also learn how to measure social, economic and environmental outcomes of different types of housing.

## PROCESSES

### *Developing CED enterprises*

Creating, purchasing or investing in an enterprise requires a systematic approach. This course focuses on venture development starting from regional economic analysis through a series of steps including selection criteria, feasibility studies, and business planning.

### *Community Participation in CED*

The involvement of community members and organizations is a critical feature of community economic development. This course explores the principles of community participation, the community participation continuum, and elements of a successful community participation plan. The course includes both the theory of community participation and practical implementation tools.

### *Financing CED*

Raising and leveraging investment is an essential skill for CED practitioners. This course will assist students to prepare a funding and financing package. Course content includes commercial financing (mainstream and alternative sources of debt and equity, including venture capital and grants). The essentials of balance sheets, income statements and cash flow projections will also be covered.

## REGISTRATION INFORMATION

To register for the certificate program please complete the accompanying certificate application form and return it with the application fee.

## REGISTRATION DEADLINES:

All courses require pre-reading and preparation before the first class. To allow time for distribution of materials, the registration deadline is 21 days before the course begins.

**COURSE FEE:** The course fee is \$350 per course. In addition, there is a \$25 non-refundable application fee for the certificate program.

**SUBSIDIES:** Register for eight courses and pay for only seven. Contact Eileen Gillette, BCYukon Coordinator of CCEDNet if you require a bursary (Contact information below)

## INCOME TAX RECEIPTS:

Please let us know in advance of registration if an official income tax receipt is required.

## CANCELLATION POLICY:

Cancellation of your registration at least two weeks before the beginning of a course will result in a full refund. Cancellation less than two weeks before the course start date is non-refundable, but we are pleased to accept substitute registrants. Your original tax receipt must be returned in order to process any refunds, transfers or substitutions.

## COURSE SCHEDULE/ INFORMATION

Participants are able to complete the full certificate within one year. Each class consists of fifteen hours of instruction.

## FOR MORE INFORMATION:

Nicole Chaland, Learning and Development Director  
Canadian CED Network  
Telephone 250-386-9980 ext 103  
Email nchaland@ccednet-rcdec.ca

Melanie Conn, Program Director  
Simon Fraser University  
Telephone 604-736-0935  
Email mconn@sfu.ca

*“This type of professional development in CED can really help in putting together workable ideas that achieve financial, social & environmental results.”*

- Dave Mowat, CEO, VanCity Credit Union

*“I was continuously impressed by the quality of instructors who are actively engaged in their respective fields.”*

- Participant, CED certificate program

Participants are able to complete within one year. Each course consists of 15 hours of instruction and a brief assignment. Classes are held at the Canadian CED Network Office in downtown Victoria.

To register for a course, complete and return the online form: [www.sfu.ca/cscd/ced/register.htm](http://www.sfu.ca/cscd/ced/register.htm)  
 All forms can be faxed to: 250.386.9984  
 Visit: [www.sfu.ca/cscd/ced](http://www.sfu.ca/cscd/ced)

## COURSE SCHEDULE FOR 2007 & 2008

All courses will be delivered in downtown Victoria

Course	Instructor	Victoria Office
<b>Fall 2007</b>		
Community Participation & CED	Jan Taylor and Kerri Klein	September 21-22
Developing CED Enterprises	Victor Cumming	October 19-20
Social Enterprise & CED	Michelle Colussi	November 23-34
<b>Spring 2008</b>		
Financing CED Projects	Derek Gent	January 11-12
Cooperative Models for CED	Melanie Conn and Marty Frost	March 7-8
CED Approaches to Affordable Housing	Nicole Chaland and Pascale Lavoie-Scott	May 9-10

**For more information:**

**Nicole Chaland**

Learning and Development Director  
 The Canadian CED Network (CCEDNet)  
 (250) 386-9980 Ext. 103  
[nchaland@ccednet-rcdec.ca](mailto:nchaland@ccednet-rcdec.ca)

# REGISTRATION FORM September 2007 - May 2008

Name \_\_\_\_\_

Organization \_\_\_\_\_

Title \_\_\_\_\_

Address  home  business \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Day phone \_\_\_\_\_ Evening phone \_\_\_\_\_ Fax \_\_\_\_\_

Date of Birth (needed for computerized registration only) \_\_\_\_\_ Email \_\_\_\_\_

## CERTIFICATE PROGRAM STATUS

- Enclosed is my application to the certificate program.
- I have already been accepted into the certificate program.

## PLEASE REGISTER ME IN THE FOLLOWING COURSE(S):

### FALL 2007

- Community Participation & CED, September 21-22 (\$350)
- Developing CED Enterprises, October 19-20 (\$350)
- Social Enterprise and CED, November 23-24 (\$350)

### SPRING 2008

- Financing CED Projects, January 11-12 (\$350)
- Co-operative Models for CED, March 7-8 (\$350)
- CED Approaches to Affordable Housing, May 9-10 (\$350)

## TOTAL ENCLOSED:

\$ \_\_\_\_\_

Payment of the course fee(s) must accompany this form.

## PAYMENT IS BY:

- Cheque (made payable to Canadian CED Network)
- Please invoice my company. Purchase order

# \_\_\_\_\_

- VISA  MasterCard

Account number \_\_\_\_\_ Expiry date \_\_\_\_\_

Payment for the course fee(s) must accompany this form. Please return this registration form to:

### NICOLE CHALAND

*Learning and Development Director*  
Canadian CED Network  
Certificate Program for CED Professionals  
211-620 View St.  
Victoria, BC V8W 1J6  
Or fax to (250) 386-9984

## INSTRUCTORS 2007-2008

- **Nicole Chaland**  
Co-operative Development  
Initiative Coordinator  
The Canadian Community  
Economic Development Network  
Victoria, BC
- **Michelle Colussi**  
Centre for Community Enterprise  
Victoria, BC
- **Melanie Conn**  
Director, Certificate Program for  
CED Professionals, Simon Fraser  
University
- **Victor Cumming**  
Westcoast CED Consulting,  
Vernon, BC
- **Derek Gent**  
Investment Manager for Social  
Enterprises,  
Vancity Capital Corporation
- **Rich Goulet**  
Investment Manager, Community  
Futures  
Development Association of BC
- **Marty Frost**  
DevCo
- **Pascale Lavoie-Scott**  
Agente de développement économique  
Société de développement économique  
de la Colombie-Britannique- Bureau de  
Victoria Economic Agent of  
development  
Company of economic development of  
the Colombia-British Office of Victoria
- **Sean Markey**  
Assistant Professor, Explorations  
Simon Fraser University
- **Jan Taylor**  
Coordinator of the Building Cohesion in  
Health Care Project

## ADVISORY COMMITTEE

The certificate program for CED Professionals is advised by an interdisciplinary committee, representing both academic and professional perspectives:

- **Melanie Conn**, Program  
Director, Certificate Program  
for CED Professionals, SFU
- **Melinda Entwistle**, Executive  
Director, Vancouver Economic  
Development Commission
- **Derek Gent**, Investment  
Manager for Social Enterprises,  
VanCity Capital Corporation
- **Ray Gerow**, Manager, Prince  
George Aboriginal Business  
Development Centre
- **Glenn Mandziuk**, Executive  
Director, Osoyoos Business  
and Community Development  
Centre
- **John Restakis**, Manager, BC  
Co-operative Association
- **Mark Roseland**, Director,  
Centre for Sustainable  
Community Development  
Centre, SFU
- **Garth Stiller**, Manager, Client  
Services Delivery - Network  
Partnerships, Western  
Economic Diversification  
Canada - BC Region
- **Pieter van Gils**, Director of  
Economic Development,  
Ecotrust Canada

## COUNCIL FOR THE ADVANCEMENT OF NATIVE DEVELOPMENT OFFICERS (CANDO)

We are pleased that the certificate program has been articulated with two of CANDO's competencies within the Certified Aboriginal Economic Developer Technician Level. Please contact CANDO for more information at: 780-990-0303 or email: cando@edo.

*"I have found that I can immediately apply the information from every single course in my work; the program has made a huge difference in developing my confidence"*

- Participant, CED certificate program

*"It's not only the learning - the synergies & networks that are created add value to the program."*

- **Garth Stiller**, Western Economic Diversification Canada, BC Region

[www.sfu.ca/cscd/ced](http://www.sfu.ca/cscd/ced)  
[www.ccednet-rcdec.ca](http://www.ccednet-rcdec.ca)

We appreciate the generous contribution by Coast Capital Savings Credit Union to the delivery of the Program in Victoria



# Certificate Program for CED Professionals

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## APPLICATION FORM

Name \_\_\_\_\_

Position/Title \_\_\_\_\_

Organization \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

To contact me, please use my  business address  home address

Telephone (day) \_\_\_\_\_ Telephone (evening) \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Date of Application \_\_\_\_\_

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EMPLOYMENT Describe your job and company or organization (attach a current resume)

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EXPERIENCE Please describe other CED professional or volunteer experience

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Describe your academic background (degrees, diplomas, certificates)

Institution	Year	Type of education / training	Degree / Certificate

Other relevant training or professional development

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EDUCATIONAL OBJECTIVES How do you hope to benefit from enrolling in this program?

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#### FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY

The University collects your personal information under the authority of the University Act (RSBC 1996, c. 468, s. 27(4)(a)). The information is related directly to and needed by the University to administer and operate non-credit programs, workshops and courses. The information will be used to register you in the appropriate non-credit program, monitor your academic progress and send you information about University programs. It will also be used to issue certificates and diplomas for eligible students. If you have any questions or requests about the collection and use of this information please contact Christina Lai, Simon Fraser University, Burnaby, BC V5A 1S6, telephone: 604.291.5849, email: [chrislai@sfu.ca](mailto:chrislai@sfu.ca).

Personal information collected by the University for non-credit certificate and diploma programs is also related directly to and needed by the University to administer and operate its alumni programs and services. The information will be used to register non-credit certificate and diploma program graduates as members of the SFU Alumni Association. This, and other information held by the University, will be disclosed to Alumni Relations and University Advancement in order to inform you about the benefits of University and Alumni Association career, educational and social programs; to provide you with information about alumni products and services; to facilitate alumni participation in university research projects, alumni surveys and fund raising and development activities; and, to administer elections for university and alumni association governing bodies. The University may also disclose this information, under strict confidentiality agreements, to outside agencies solely for the provision of mailing or telephoning services on behalf of the University or the Alumni Association. If you have any questions or requests about the collection, use or disclosure of this information, contact the Director of Alumni Relations, Simon Fraser University, Burnaby, BC V5A 1S6, telephone 604-291-4154, e-mail [alumni@sfu.ca](mailto:alumni@sfu.ca), or visit the Alumni Association web site at [www.sfu.ca/alumni/](http://www.sfu.ca/alumni/).

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Signature

#### APPLICATION FEE

A non-refundable application fee of \$25 is required upon application. Payment of the application fee is made by:

- cheque (payable to the Canadian CED Network)     money order     VISA     MasterCard  
 purchase order no. \_\_\_\_\_

Account Number \_\_\_\_\_ Expiry date \_\_\_\_\_

Cardholder's name (if different from applicant) \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

#### RETURN ADDRESS

Please return your completed application form and fee to:

**NICOLE CHALAND**

*Learning and Development Director*

Canadian CED Network

Certificate Program for CED Professionals

211-620 View St.

Victoria, BC V8W 1J6

Or fax to (250) 386-9984