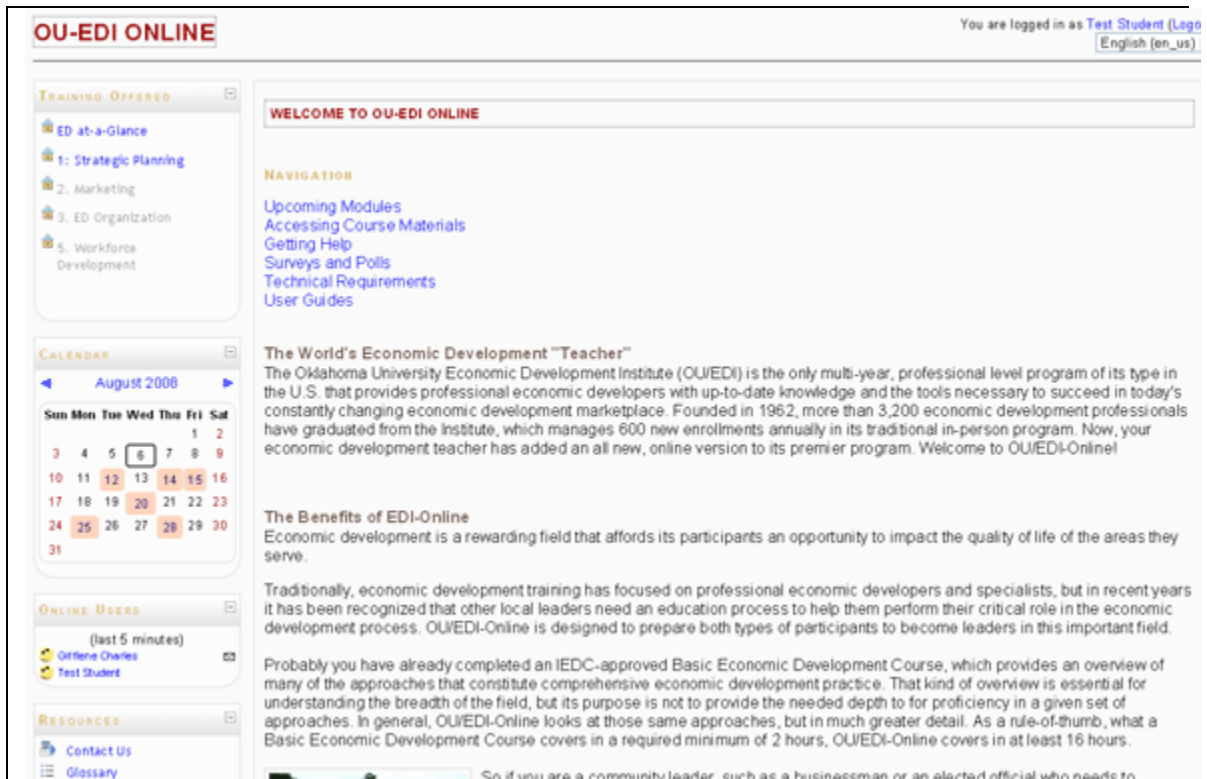


Congratulations!

Your New EDI-Online account has been processed successfully.

As a newly confirmed participant, you now have the ability to enroll in the courses for which you have registered. The course enrollment key is "xxxx".

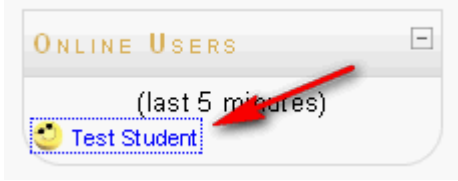

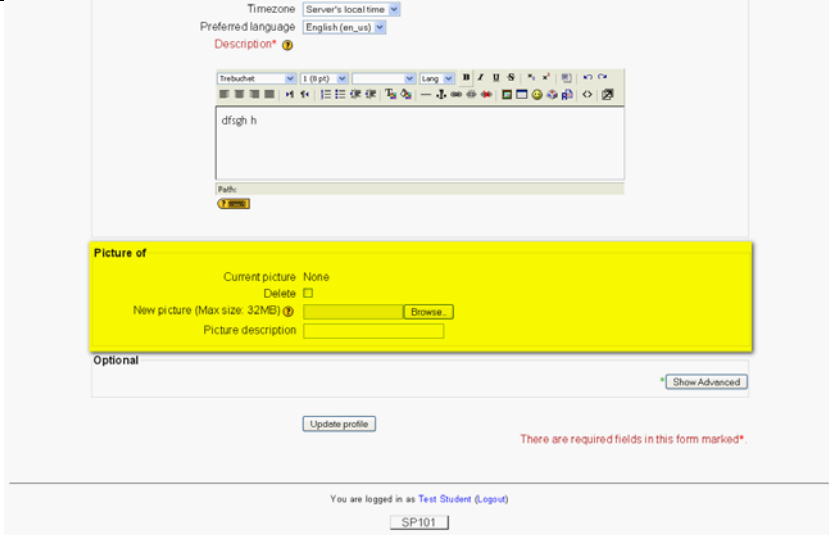
Upon successfully logging in, you will be presented with the OU/EDI-Online main page.



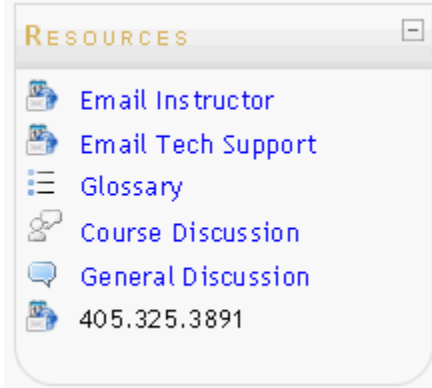
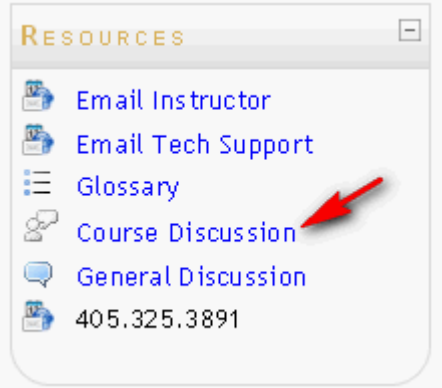
The screenshot shows the OU-EDI ONLINE main page. At the top left is the logo and the text "OU-EDI ONLINE". At the top right, it says "You are logged in as Test Student (Logout)" and "English (en_us)". The page is divided into several sections:


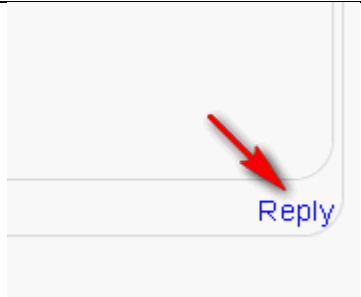
- TRAINING OFFERED:** A list of training modules: ED at-a-Glance, 1: Strategic Planning, 2: Marketing, 3: ED Organization, and 5: Workforce Development.
- CALENDAR:** A calendar for August 2008. The 6th, 14th, 15th, 20th, 21st, 28th, and 29th are highlighted in orange.
- ONLINE USERS:** A section titled "(last 5 minutes)" showing two users: "Giffene Charles" and "Test Student".
- RESOURCES:** A section with links for "Contact Us" and "Glossary".
- WELCOME TO OU-EDI ONLINE:** A large section with a "NAVIGATION" menu containing links for "Upcoming Modules", "Accessing Course Materials", "Getting Help", "Surveys and Polls", "Technical Requirements", and "User Guides".
- The World's Economic Development "Teacher":** A paragraph introducing the OU/EDI program, stating it is the only multi-year, professional level program of its type in the U.S. and has added an online version to its premier program.
- The Benefits of EDI-Online:** A paragraph explaining that economic development is a rewarding field and that OU/EDI-Online is designed to prepare participants to become leaders in this field.
- Traditionally, economic development training...** A paragraph discussing the evolution of economic development training from professional specialists to include local leaders.
- Probably you have already completed an IEDC-approved Basic Economic Development Course...** A paragraph explaining the depth of the OU/EDI-Online program compared to a basic course.

1. Read the information on that page as it contains valuable information about how the site works and how to access your courses.
2. Enroll in the course for which you have registered. (Use the enrollment key which was provided to you)
3. Click on your name in the "Online Users" block to edit your profile. We recommend that you add a current photo of yourself.

<p>1.</p> 	<p>2.</p> 
<p>3.</p> 	


4. Return to the course's main page and under the "Resources" block
 - a. Select "Course Discussion"
 - b. Select the "Introductions" topic
 - c. Reply to the post with an introduction of yourself.

<p>1.</p> 	
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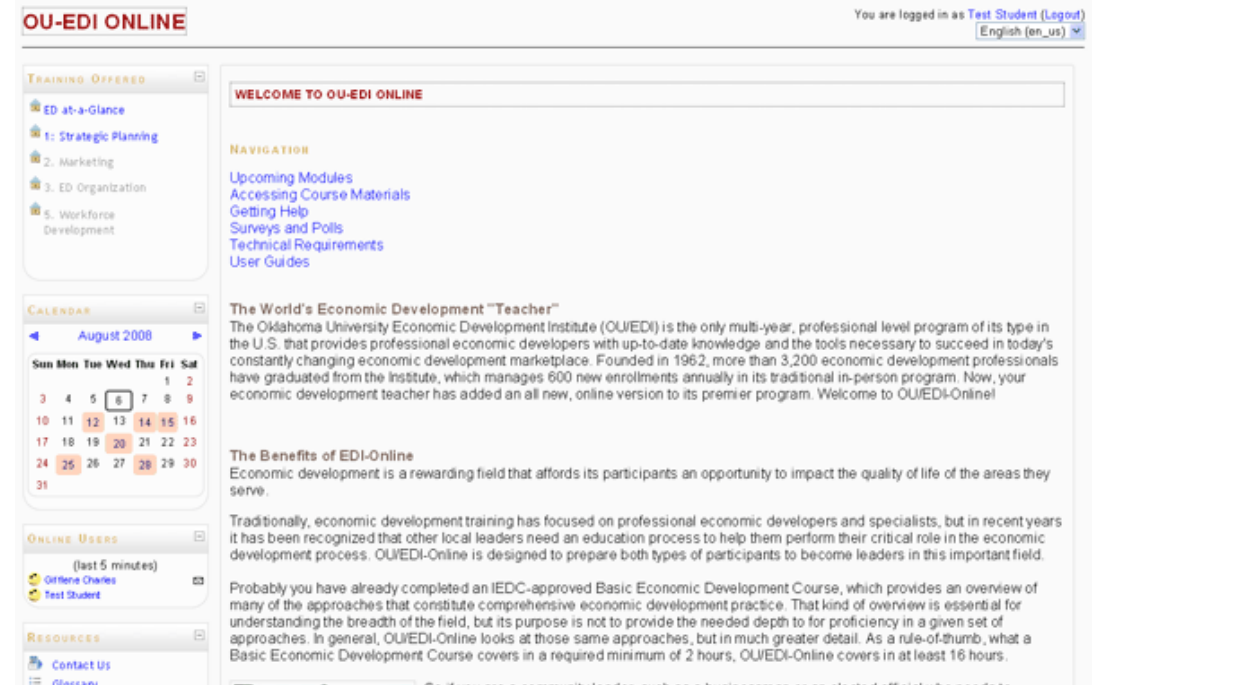
<p>3.</p> 	<p>4.</p> 
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- Return to the main page by clicking on "OUEDI" in the breadcrumbs navigation at the top of the page.
- Select the course for which you've registered in the "Training Offered" block, and read the course introduction material. It will help you understand the course works.

1.



2.



OU-EDI ONLINE You are logged in as [Test Student \(Logout\)](#)
[English \(en_us\)](#)

TRAINING OFFERED

- ED at-a-Glance
- 1: Strategic Planning**
- 2. Marketing
- 3. ED Organization
- 5. Workforce Development

CALENDAR

August 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

ONLINE USERS (last 5 minutes)

- Giffene Charles
- Test Student

RESOURCES

- Contact Us
- Glossary

WELCOME TO OU-EDI ONLINE

NAVIGATION

- Upcoming Modules
- Accessing Course Materials
- Getting Help
- Surveys and Polls
- Technical Requirements
- User Guides

The World's Economic Development "Teacher"

The Oklahoma University Economic Development Institute (OUEDI) is the only multi-year, professional level program of its type in the U.S. that provides professional economic developers with up-to-date knowledge and the tools necessary to succeed in today's constantly changing economic development marketplace. Founded in 1962, more than 3,200 economic development professionals have graduated from the institute, which manages 600 new enrollments annually in its traditional in-person program. Now, your economic development teacher has added an all new, online version to its premier program. Welcome to OUEDI-Online!

The Benefits of EDI-Online

Economic development is a rewarding field that affords its participants an opportunity to impact the quality of life of the areas they serve.

Traditionally, economic development training has focused on professional economic developers and specialists, but in recent years it has been recognized that other local leaders need an education process to help them perform their critical role in the economic development process. OUEDI-Online is designed to prepare both types of participants to become leaders in this important field.

Probably you have already completed an IEDC-approved Basic Economic Development Course, which provides an overview of many of the approaches that constitute comprehensive economic development practice. That kind of overview is essential for understanding the breadth of the field, but its purpose is not to provide the needed depth to for proficiency in a given set of approaches. In general, OUEDI-Online looks at those same approaches, but in much greater detail. As a rule-of-thumb, what a Basic Economic Development Course covers in a required minimum of 2 hours, OUEDI-Online covers in at least 16 hours.

So if you are a community leader, such as a businessman or an elected official who needs to



3.

A sidebar menu titled "TRAINING OFFERED" with a close button. It contains a list of training items, each with a house icon: "ED at-a-Glance", "1: Strategic Planning", "2. Marketing", "3. ED Organization", and "5. Workforce Development".

4.

A screenshot of a Moodle course page for "STRATEGIC PLANNING FOR ECONOMIC DEVELOPMENT". The page is viewed by a "Test Student" who is logged in. The course ID is "OUEDI > SP101".

STRATEGIC PLANNING (with a close button)

- ED Home
- SP Home
- Lesson 1
- Lesson 2
- Lesson 3
- Lesson 4
- Lesson 5
- Lesson 6
- Lesson 7
- Lesson 8
- Lesson 9
- Lesson 10

RESOURCES (with a close button)

- Email Instructor
- Email Tech Support
- Glossary
- Course Discussion
- General Discussion
- 405.325.3891

ONLINE USERS (with a close button)

(last 5 minutes)

Test Student

TIPS FOR SUCCESS (with a close button)

TOPIC OUTLINE (with a close button)

WELCOME TO STRATEGIC PLANNING

[About the Instructor](#)
[Overall learning Objectives](#)
[Course Outline](#)
To complete each lesson follow these steps
[Course Schedule](#)
[Getting Help](#)
[Using Moodle](#)

Strategic planning has emerged as a critical component to a community's or region's effective economic development. This process provides a blueprint for growth and development, aiding the community or region in getting a clearer picture of its socioeconomic situation, determining what it desires for its future, and deciding how it will achieve that future. The purpose of "Strategic Planning for Local and Regional Development" is to provide an introduction to this important planning process.

ABOUT THE INSTRUCTOR

David R. Kolzow, Ph.D.

Dr. Kolzow is currently President of Team Kolzow, Inc., an economic development consulting firm out of Franklin, Tennessee. Previously, he served as Executive Director of the Tennessee Leadership Center, which is part of Tennessee Tomorrow based in Nashville, Tennessee. From 1999 to 2003, he served as the Chair of the Department of Economic Development and Planning at the University of Southern Mississippi. From 1997 to 1999 he was a Principal at Lockwood Greene Consulting in Greer, South Carolina, and also served as Principal in charge of Economic Development for Fluor Daniel Consulting from 1995 to 1997. From 1986 to early 1995, he was President of the firm of Kolzow & Associates Inc., a site selection and economic development consulting firm based in Tucson, Arizona. Other past positions include Vice President of the Greater Tucson Economic Council, Manager in Real Estate Advisory Services for Laventhol & Horwath, Vice President in charge of Development Advisory Services for PHH Fantus, and Assistant Vice President with Real Estate Research Corporation. Dr. Kolzow also was on the faculty of DePaul University and Northeastern

UPCOMING EVENTS (with a close button)

ADMINISTRATION (with a close button)

Grades

You are logged in as Test Student (Logout)

If you have further questions about using the site, please email EDI at edi@ou.edu.

Again, Welcome and Good Luck!

Sincerely,

EDI