

## Chapter Work Plan for 2010-2012

Adopted: July 27, 2010

### Strategic Objective: Help Planners Plan

*Advance the art and science of planning by providing opportunities for professional development in order to build strong communities that improve the quality of life for all Virginians.*

<u>Action</u>	<u>Lead Board or Committee Responsibility</u>	<u>Time Frame</u>	<u>Approved Budget</u>	<u>Status</u>
1. Conduct a Chapter Conference/Annual Meeting for all members as a professional development and networking event. Choose conference theme and solicit session proposals that are timely and relevant. Select session proposals that can be registered for CM credits. Offer Planning Law and Ethics Courses for CM credits. Seek event sponsors to offset costs.	VP-Chapter Affairs, President, Section Host Committee, Chapter Administrator	Annually	61,542	
2. If resources are available, conduct a regional symposium to improve accessibility for professional development opportunities. Provide sessions that offer Certification Maintenance (CM) credits. Seek event sponsors to offset costs.	Host Section, VP-Chapter Affairs, Chapter Administrator	Annually, opposite Chapter conference	4,000	
3. Offer Section events that offer professional development and networking opportunities. Register Section events for CM credit. Seek event sponsors to offset costs.	VP-Chapter Affairs, VP-Sections, Section Directors, AICP Professional Development Officer	Minimum one event annually per Section.	5,000	
4. Purchase annual APA CM Audio Conference Series and make available through the Chapter's Lending Library.	AICP Professional Development Officer	Annually	300	
5. Underwrite all or a portion of APA Audio Conference Series purchases by regional planning agencies to enable participation by Chapter members at no cost.	AICP Professional Development Officer	Ongoing	400	

6. Promote and conduct an AICP exam preparation program, and provide support for exam candidates. Purchase exam preparation materials for sale to exam candidates.	AICP Professional Development Officer	Bi-annually and ongoing.	100	
7. Inform AICP members of certification expiration dates and encourage certification maintenance.	AICP Professional Development Officer	Ongoing	No cost	
8. Promote availability and use of APA's Policy Guides as resources for planning and decision-making.	VP-Legislation & Policy	Ongoing	No cost	
9. Create discussion groups (in person or online bulletin board) organized around topics in <i>Journal of the American Planning Association</i> , <i>Planning</i> magazine or books relevant to the profession.	TBD	Ongoing	No cost	
10. AICP Professional Development Officer travel to Annual Conference PDO Meetings and other AICP training events	AICP Professional Development Officer	Annually and as available	1,150	
11. Registration and Annual Fee for Chapter and Section CM credit activities.	AICP Professional Development Officer	Annually	1,000	
12. Seek partnerships with allied organizations for professional development events.	VP-Chapter Affairs, Section Directors	Ongoing	No cost	

**Strategic Objective: Help Virginia Plan**  
*Promote sound planning and decision-making in Virginia.*

<u>Action</u>	<u>Lead Board or Committee Responsibility</u>	<u>Time Frame</u>	<u>Approved Budget</u>	<u>Status</u>
1. Maintain an active Legislative & Policy Committee and solicit new interest. Conduct committee meetings and regular correspondence with committee members.	VP-Legislation & Policy	Ongoing	400	
2. Maintain and actively manage the Chapter's contract with a legislative and policy consultant.	VP-Legislation & Policy, Board	October 2010 - September 2012	16,350	
3. Prepare and adopt an annual Legislative & Policy Agenda.	VP-Legislation & Policy, Legislative Committee, Board	Summer-Fall 2010, Summer-Fall 2011, Summer-Fall 2012	No cost	
4. Offer education, technical assistance, and expert testimony for study committees and key legislative committees. Conduct research on best practices and prepare white papers on important and timely issues. Where appropriate, adopt Chapter positions.	VP-Legislation & Policy, Legislative Committee, Board	During General Assembly Session and otherwise as needed	No cost	
5. Prepare and distribute to all Chapter members an annual report for the membership on General Assembly Actions affecting planning enabling authority in Virginia.	VP-Legislation & Policy (w/Legislative & Policy Consultant)	By May 1, 2011; by May 1, 2012	Part of consultant's contract	
6. Prepare and promote an annual update of Chapter publication, <i>Managing Growth and Development in Virginia: Tools Available to Localities</i> , to include all actions from the most recent General Assembly Session.	VP-Legislation & Policy (w/Legislative & Policy Consultant)	By October 1, 2010 and October 2011.	Part of consultant's contract	Complete 10/1/10.
7. Seek perspectives and guidance from the Planning Directors Section on key legislative and policy issues.	VP-Legislation & Policy, Planning Directors Section Chair	As needed	No cost	
8. As resources allow, attend the annual APA Federal Policy and Program Briefing. Coordinate a delegation to participate in annual APA Planner's Day on the Hill	VP-Legislation & Policy	Fall 2010 and Fall 2011	1,100	Complete 10/10

9. Build or strengthen relationships with allied organizations on matters of mutual legislative or policy interest. Coordinate positions with allied and related organizations to achieved a broader and unified voice.	President, VP-External Affairs, VP-Legislation & Policy, Legislatve Consultant, Chapter Administrator	During General Assembly Session and otherwise as needed	No cost	
10. Recognize state legislators and administrators that have promoted sound planning in Virginia with an awards presentation.	VP-Legislation & Policy, VP-External Affairs, Awards Program Chair	March 2009 and March 2010 as part of Annual Conference	Part of Chapter Awards Program	

**Strategic Objective: Make Planning and Planners Matter**

*Promote the value and advance the credibility of planners among elected and appointed officials, the public, and related professions.*

<u>Action</u>	<u>Lead Board or Committee Responsibility</u>	<u>Time Frame</u>	<u>Approved Budget</u>	<u>Status</u>
1. Maintain an Awards Program that recognizes excellence in Virginia Planning. Use local press releases to recognize Award Winners. Support nominations of Awards Program winners for National APA Awards.	VP-External Affairs, Awards Committee Chair	Annually	1,800	
2. Promote APA's National Community Planning Month celebration. Ask Governor to issue proclamation in Virginia. Recognize planned events on Chapter website and in Chapter newsletter.	President, VP-External Affairs, Newsletter Editor	Fall 2010 and Fall 2011	25	Governor issued proclamation in 2010.
3. Conduct outreach to allied organizations (e.g. Rural Planning Caucus, CPEAV, ASLA, AIA, ULI, and CPEAV) to promote awareness of about APA and the Chapter and seek partnerships in Chapter and Section events.	President, VP-External Affairs, President, Section Directors	Ongoing	No cost	
4. Establish or strengthen partnerships with other allied organizations on matters of mutual interest and to grow membership.	President, VP-External Affairs, VP-Legislation & Policy, Legislative Consultant, Chapter Administrator	Ongoing	No cost	
5. Purchase allied conference sponsorships.	VP-External Affairs		Secure CPC grant cost TBD	
6. Create talk points or presentaton for members to use for general citizen education or when participating in Career Day events. Encourage Board and member participation in Career Day events.	Ethnic and Cultural Diversity Committee Chair, VP-External Affairs		No cost	
7. Promote the use of APA's Policy Guides as resources for decision-making.	VP-Legislation & Policy	Ongoing	No cost	
8. Coordinate a delegation to participate in annual APA Planner's Day on the Hill	VP-Legislation & Policy	Fall 2010 and Fall 2011	No cost	Completed Fall 2010

9. Review and expand FAICP nomination support procedures. Assist candidates in nomination preparation.	AICP PDO, Past President, FAICP Nominating Committee - to be appointed	Ongoing	No cost	
10. President or designee travel to represent Chapter upon request.	President or designee	As needed	150	
11. Solicit assistance from APA in marketing the benefits of planning to our communities and of APA as an organization.	VP-External Affairs		No cost	

**Strategic Objective: Meet Membership Needs**

*Offer services that help our members advance their individual careers and better serve their customers.*

<u>Action</u>	<u>Lead Board or Committee Responsibility</u>	<u>Time Frame</u>	<u>Approved Budget</u>	<u>Status</u>
1. Support Section activities; require a minimum of one Section activity annually.	VP-Sections, Section Directors, Board	Ongoing	5000	
2. Maintain website with timely information and content updates as needed.	Board, VP-External Affairs, Webmaster	Ongoing	750	
3. Use email blasts no less frequently than monthly to all members for timely information dissemination regarding Chapter news, activities, and professional development opportunities.	VP-External Affairs	At least monthly	No cost	
4. Publish Chapter newsletter an an electronic format quarterly with content informing members of planning news and issues in Virginia and nationally, Board activities, and member news.	Newsbrief Editor, VP-External Affairs,	Quarterly	No cost	
5. As resources allow, contract professional graphic layout/design services for newsletter production so that newsletter editors can focus on content/editing.	VP-External Affairs, Newbrief Editor	Annually	2,000	
6. Administer the Chapter listserve to promote research and information sharing among members. Explore options for enhancing this service to respond to subscriber preferences.	VP-External Affairs; Membership Director	Ongoing	No cost	
7. Encourage research and development by members of best practice white papers on issues relevant to the profession and timely to planning issues in Virginia.	TBD	Ongoing	No cost	
8. Conduct bi-annual member survey to assess membership needs and opportunities.	Membership Director	Spring 2012	No cost	
9. Explore opportunities to provide services to Planning Commissioners in partnership with the Virginia Citizens Planning Association.	President, VP-External Affairs, Membership Director	Ongoing	No cost	

**Strategic Objective: Get Planners Involved**

*Engage all facets of the Chapter membership in Chapter activities and leadership development.*

<u>Action</u>	<u>Lead Board or Committee Responsibility</u>	<u>Time Frame</u>	<u>Approved Budget</u>	<u>Status</u>
1. Support Section activities.	VP-Sections, Section Directors, Board	Ongoing	5,000	
2. Provide an Annual Report to the Membership at the Annual Conference and post on Chapter website to keep members abreast of Chapter activities and opportunities for involvement.	Board; Webmaster	Summer 2011; Spring 2012	400	
3. Maintain website with timely information and content updates as needed.	Board, Webmaster	Ongoing	750	
4. Use email blasts no less frequently than monthly to all members for timely information dissemination regarding Chapter news, activities, and professional development opportunities.	VP-External Affairs	At least monthly	No cost	
5. Create discussion groups (in person on online bulletin board) organized around topics in <i>Journal of the American Planning Association</i> , <i>Planning</i> magazine or books relevant to the profession.	TBD, VP-External Affairs for online services	Ongoing	No cost	
6. Continue to demonstrate leadership in ethnic and cultural diversity and awareness by encouraging and promoting diversity within our profession in order to be more reflective of the communities we serve.	Board, Ethnic and Cultural Diversity Committee Chair, ECDC Committee, Planning Directors Section	Ongoing	1,850	
7. Create Speaker's Forum to facilitate resolution of community planning issues that disproportionately affected minority populations.	ECDC Committee Chair, ECDC Committee		No cost	
8. Encourage diversity in Chapter leadership.	President, Past-President, Teller Committee	Ongoing	No cost	

9. Create curriculum for members to use when participating in Career Day events. Encourage Board and member participation in Career Day events.	Ethnic and Cultural Diversity Committee Chair, VP-External Affairs	Ongoing during school year	No cost	
10. Welcome new Chapter members with correspondence from the Chapter, to include information about the Chapter and membership services, publications, and opportunities for member involvement in Chapter activities.	Membership Director	Ongoing	Postage	
11. Increase membership among private sector professionals and allied organizations and offer services that are attractive to these professionals.	Membership Director	Ongoing	No cost	
12. Promote Chapter only membership for non-renewing APA members.	Membership Director, Planning Directors Section Chair	Ongoing	No cost	
13. Establish a Young Planners Group for Professional planners age under the age of 35.	TBD		No cost	
14. Consider establishing a differentiated Young Planners Annual Conference registration rate.	VP-External Affairs		No cost	
15. Seek involvement of Student Planners, university faculty, Young Planners, and Planning Directors in Annual Conference planning and Section events, Chapter newsletter production, and in general support of implementing the Chapter's Strategic Plan.	Board, Planning Directors Section Chair, Newsletter Editor		No cost	
16. Conduct university visits with Student Planning Organizations to talk about the benefits of involvement with APA, the Chapter and about the profession. Offer mentoring opportunities. Encourage Student Planning Organization involvement with APA Leadership and Chapter activities.	Membership Director, Planning Directors Section Chair, Student Representative		750	
17. Involve Planning Students and university faculty in Section activities. Creating Section-based "Campus Support Groups".	Section Directors		No cost	
18. Administer a high quality nominations and elections process. Encourage contested races to generate greater interest in leadership positions.	Past President, Teller Committee		No cost	
19. Prepare a Chapter Leadership succession manual to assist with biennial Board transitions.	Past President, President		No cost	

**Strategic Objective: Support APA**

*Create opportunities to further APA's Mission, Values, Goals and Objectives, and Development Plan through Chapter leadership and activities.*

<u>Action</u>	<u>Lead Board or Committee Responsibility</u>	<u>Time Frame</u>	<u>Approved Budget</u>	<u>Status</u>
1. Chapter President or proxy to attend Fall and Spring APA Leadership Meetings. Only one meeting required.	President	Fall 2010, Spring 2011, Fall 2011, Spring 2011	1,200	Complete Fall 2010
2. Incorporate APA Development Plan Goals and APA Initiatives when reviewing and updating the Chapter's Strategic Plan and preparing a Work Plan, as appropriate.	President, Board	Summer/Fall 2010	No cost	Complete
3. Reflect APA's current "Super Topic" in the Annual Conference theme. Also consider for Section events and Chapter newsletter content.	VP-Chapter Affairs, Section Directors, Newsletter Editor		No cost	
4. Apply "Minimum Chapter Performance Criteria" to Chapter administration where feasible.	Board and Chapter Administrator	Ongoing	No cost	
5. Promote APA's National Community Planning Month celebration. Recognize Chapter and local efforts on Chapter website and in Chapter newsletter.	President, VP-External Affairs, Webmaster, Newsletter Editor	Annually in September and October	25	
6. Attend the annual APA Federal Policy and Program Briefing. Coordinate a delegation to participate in annual APA Planner's Day on the Hill	VP-Legislation & Policy	Fall 2010 and Fall 2011	1,100	Complete Fall 2010