

Chapter Board Work Plan for 2008-2010 Adopted: December 12, 2008

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>Budget</u> |
|--|---|---------------------------------------|---------------|
| 1. Conduct an Annual Conference 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 credit. Offer Planning Law and Ethics Courses for CM credit | VP-Chapter Affairs, President, Section Host Committee, Chapter Administrator | March 2009 and March 2010 | |
| 2. Conduct a mini-conference for Eastern Shore members to improve accessibility for professional development opportunities. Provide or support training opportunities that offer Certification Maintenance (CM) credit for AICP members. | Hampton Roads Section, VP-Chapter Affairs, Chapter Administrator | Fall 2009 | |
| 3. Offer Section activities that offer professional development opportunities and CM credit. Register Section events for CM credit. Charge event fees or seek event sponsors to offset event costs. | VP-Chapter Affairs, VP-Sections, Section Directors, AICP Professional Development Officer | Ongoing | |
| 4. Purchase annual APA Audio Conference Series to establish a lending library available to all members. | AICP Professional Development Officer | Summer 2008, Summer 2009, Summer 2010 | |
| 5. Underwrite all or a portion of APA Audio Conference Series purchases by regional planning agencies to encourage participation by Chapter members. | AICP Professional Development Officer | Ongoing | |

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| 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 | In conjunction with Annual Conference as other opportunities are made available. Exam prep materials to be kept stocked on a continuous basis. | |
| 7. Inform AICP members of certification expiration on December 31, 2009 and encourage certification maintenance. | AICP Professional Development Officer | Summer 2009 | |
| 8. Promote availability and use of APA's Policy Guides as resources for planning and decision-making. | VP-Legislation & Policy | As needed | |
| 9. 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 | |
| 10. AICP Professional Development Officer travel to Annual Conference PDO Meetings and other AICP training events | AICP Professional Development Officer | Spring 2009, Spring 2010 and as needed | |
| 11. Registration and Annual Fee for Chapter and Section CM credit activities. | AICP Professional Development Officer | Fall 2008, Fall 2009 | |

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>Budget</u> |
|---|---|--|---------------|
| 1. Maintain a Legislative & Policy Committee; solicit new members as needed. Conduct committee meetings and regular correspondence with committee members. | VP-Legislation & Policy | Ongoing | |
| 2. Maintain and actively manage the Chapter's contract with a legislative and policy consultant. | VP-Legislation & Policy, Board | October 2008 - September 2010 | |
| 3. Prepare and adopt an annual Legislative & Policy Agenda. | VP-Legislation & Policy, Legislative Committee, Board | Summer-Fall 2008, Summer- Fall 2009, Summer-Fall 2010 | |
| 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 | |
| 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, 2009; by May 1, 2010. | |
| 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, 2008; by October 1, 2009. | |
| 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 | |
| 8. 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 2008, Fall 2009 | |

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| <p>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.</p> | <p>President, VP-External Affairs, VP-Legislation & Policy, Legisltive Consultant, Chapter Administrator</p> | <p>During General Assembly Session and otherwise as needed</p> | |
| <p>10. Recognize state legislators and administrators that have promoted sound planning in Virginia with an awards presentation.</p> | <p>VP-Legislation & Policy, VP-External Affairs, Awards Program Chair</p> | <p>March 2009 and March 2010 as part of Annual Conference</p> | |

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>Budget</u> |
|---|--|--|---------------|
| 1. Maintain an Awards Program that recognizes excellence in Virginia Planning. Create an award category that reflects the Annual Conference theme to recognize excellence associated with that theme. Use local press releases to recognize Award Winners. Support nominations of Awards Program winners for National APA Awards. | VP-External Affairs, Awards Committee Chair | Fall-Spring 2008-2009, Fall-Spring 2009-2010 | |
| 2. Promote APA's National Community Planning Month celebration. Ask Governor to issue proclamation in Virginia. Recognize Chapter and local efforts on Chapter website and in Chapter newsletter. | President, VP-External Affairs, Newsletter Editor | Fall 2008, Fall 2009 | |
| 3. Conduct outreach to Citizens Planning Education Association of Virginia to promote awareness of and encourage participation in Chapter events. | VP-External Affairs, President, Planning Directors Section Chair | Ongoing | |
| 4. Establish or strengthen partnerships with other allied organizations on matters of mutual interest. | President, VP-External Affairs, VP-Legislation & Policy, Legislative Consultant, Chapter Administrator | Ongoing | |
| 5. Co-sponsor 2009 Annual Conference with VAZO. | VP-Chapter Affairs, President | March 2009 | |
| 6. Encourage participation of related organizations in Section events as speakers or attendees. | VP-Sections, Section Directors | Ongoing | |
| 7. Develop a Speakers Bureau or list and offer speakers to related organizations. | TBD, VP-External Affairs | Ongoing | |
| 8. 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 | |

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| 9. Promote the use of APA's Policy Guides as resources for decision-making. | VP-Legislation & Policy | Ongoing | |
| 10. Coordinate a delegation to participate in annual APA Planner's Day on the Hill | VP-Legislation & Policy | Fall 2008, Fall 2009 | |
| 11. Establish FAICP nomination support procedures. Assist candidates in nomination preparation. | Past President | Winter 2008-2009, Winter 2009-2010 | |
| 12. President or designee travel to represent Chapter upon request. | President or designee | TBD | |
| 13. Purchase allied conference sponsorships. | VP-External Affairs | TBD | |

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>Budget</u> |
|---|--|--|---------------|
| 1. Reorganize Chapter Sections to create more Sections that provide greater accessibility to and involvement by members. Recruit new Section Directors. Build capacity in new Sections. Support growth and activities of existing Sections. | VP-Sections, Section Directors, Board | September 2008; ongoing. | |
| 2. Contract with new web designer to update website with new logo and maximize functionality of website as desired by the Board (e.g. enhance opportunities for Board members to update content directly as needed, etc.). Monitor website credit card usage fees and recommend adjustments to website operation as needed. Update content of website as needed. Actively manage web designer contract. | VP-External Affairs; Chapter Administrator | Fall 2008 | |
| 3. Maintain website with timely information and content updates as needed. | Board | Ongoing | |
| 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 | |
| 5. Publish Chapter newsletter quarterly with content informing members of planning news and issues in Virginia and nationally, Board activities, and member news. | Newsbrief Editor, VP-External Affairs; Chapter Administrator | Fall 2008; Winter 2009; Spring 2009; Fall 2009; Winter 2010; Spring 2010 | |
| 6. Take Chapter newsletter "to the next level" with regard to design and layout to enhance professionalism of the publication. Explore opportunities and costs for contracted assistance for newsletter layout and make recommendation to the Chapter Board. | Newsbrief Editor, VP-External Affairs | Fall 2008-Spring 2009; make recommendation in June 2009. | |

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| 7. 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 (w/web designer); Membership Director | Ongoing | |
| 8. 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 | |
| 9. Provide timely and relevant publications for members. | TBD | Ongoing | |
| 10. 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, VP-External Affairs for online services | Ongoing | |
| 11. Conduct member survey on the Website, at Annual Conference, and by direct mailing to assess membership needs and opportunities. | Membership Director | 2009 | |
| 12. Explore opportunities to provide services to Planning Commissioners in partnership with the Virginia Citizens Planning Association. | President, VP-External Affairs, Membership Director | 2009 | |

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>Budget</u> |
|---|--|--------------------------|---------------|
| 1. Reorganize Chapter Sections to create more Sections that provide greater accessibility to and involvement by members. Recruit new Section Directors. Build capacity in new Sections. Support growth and activities of existing Sections. | VP-Sections, Section Directors, Board | September 2008; ongoing. | |
| 2. Provide an Annual Report to the Membership at the Annual Conference and include in Chapter newsletter to keep members abreast of Chapter activities and opportunities for involvement. | President | Spring 2009; Spring 2010 | |
| 3. Maintain website with timely information and content updates as needed. | Board | Ongoing | |
| 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 | |
| 5. 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, VP-External Affairs for online services | Ongoing | |
| 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 | |
| 7. Create Speaker's Forum to facilitate resolution of community planning issues that disproportionately affected minority populations. | ECDC Committee Chair, ECDC Committee | 2009 | |
| 8. Encourage diversity in Chapter leadership. | President, Past-President, Teller Committee | Fall 2009-Winter 2010 | |

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| 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 | |
| 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 | |
| 11. Increase membership among private sector professionals and offer services that are attractive to these professionals. | Membership Director | Ongoing | |
| 12. Promote Chapter only membership for Planning Officials and non-renewing APA members. | Membership Director, Planning Directors Section Chair | Ongoing | |
| 13. Establish a Young Planners Group for Professional planners age under the age of 35. | Membership Director | 2009 | |
| 14. Consider establishing a differentiated Young Planners Annual Conference registration rate. | Board | Fall 2008 | |
| 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 | Ongoing | |
| 16. Conduct University visits with Student Planning Organizations in early Fall to talk about the benefits of involvement with APA and the Chapter. Offer mentoring opportunities. Encourage Student Planning Organization involvement with APA Leadership and Chapter activities. | Membership Director, Planning Directors Section Chair, Student Representative | Fall 2008; Fall 2009 | |
| 17. Involve Planning Students and university faculty in Section activities. Creating Section-based "Campus Support Groups". | Section Directors, Membership Director, AICP Professional Development Officer | Ongoing | |
| 18. Administer a high quality nominations and elections process. Encourage contested races to generate greater interest in leadership positions. | Past President, Teller Committee | Fall 2009-Winter 2010 | |
| 19. Prepare a Chapter Leadership succession manual to assist with biennial Board transitions. | Past President, President | 2009 | |

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>Budget</u> |
|---|--|--|---------------|
| 1. Chapter President or proxy to attend Fall and Spring APA Leadership Meetings. Only one meeting required. | President | Fall 2008, Spring 2009, Fall 2009, Spring 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 | Fall 2008, Summer 2009, Summer 2010 | |
| 3. Reflect APA's current "Super Topic" of Green Communities in the Annual Conference theme. Also consider for Section events and Chapter newsletter content. | VP-Chapter Affairs, Section Directors, Newsletter Editor | March 2009 and ongoing | |
| 4. Apply "Minimum Chapter Performance Criteria" to Chapter administration where feasible. | President, Board | Ongoing | |
| 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, Newsletter Editor | Fall 2008, Fall 2009 | |
| 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 2008, Fall 2009 | |
| 7. Consider opportunities to apply recommendations from Young Planners Task Force report to APA Board of Directors in 2009 when it is made available to Chapters. | TBD | 2009 - 2010 | |

Strategic Objective: Maximize Operational Efficiency*Employ quality administrative oversight and procedures to realize operational efficiencies.*

| <u>Action</u> | <u>Lead Board or Committee Responsibility</u> | <u>Time Frame</u> | <u>Budget</u> |
|--|---|------------------------|---------------|
| 1. Conduct quarterly Board meetings. | President | Quarterly | |
| 2. Conduct bi-annual Board transition retreat. | President | June 2010 | |
| 3. Continue to use consultant or paid contractual services as is prudent and beneficial to realizing the goals and objectives of the Chapter to enable the Board to focus on setting policy and decision-making. Identify opportunities where additional contractual services should be sought. Execute and maintain contracts in a timely manner, and actively manage such contracts. | Board, Chapter Administrator | Ongoing | |
| a. Draft and execute new Administrative Services Contract for the period October 2008- September 2010. | Board, President, Chapter Administrator | September-October 2008 | |
| b. Draft and execute new Web Design and Hosting Contract | VP-External Affairs, President, Chapter Administrator | Fall 2008 | |
| c. Draft and execute Legislative and Policy Consultant Contract for the period October 2008 - September 2010 | VP-Legislation & Policy, President | September 2008 | |
| d. Explore contracted services for graphic design for Chapter publications and advertising needs. | VP-External Affairs, President, Chapter Administrator | Fall-Winter | |
| 4. Seek volunteer assistance from the General Membership in performing Board leadership duties to avoid leadership burnout. Form new committees as needed. | Board, Other Chapter and APA Leadership | Ongoing | |
| 5. Maintain high quality and accessible Chapter financial accounting standards, practices, and records and other operational records. Ensure timely receipt and payment of contractor and vendor invoices. Maintain compliance with APA Financial Management and Reporting Guidelines, and other APA reporting requirements. | Chapter Administrator, Treasurer | Ongoing | |

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| 6. Prepare quarterly updates to the Chapter membership list upon receipt of membership information from APA. Disseminate quarterly updates to Section Directors. | Chapter Administrator, Membership Director, VP Sections | Quarterly | |
| 7. Prepare Board meeting minutes for review and action by the Board and provide a summary of Board meeting actions to the newsletter editor and post to Chapter website. | Secretary | Quarterly | |
| 8. Purchase a laptop and flashdrive for Board meeting minutes preparation by Secretary. May be used by other Board members as needed for executing Board duties. | Secretary | Fall -Winter 2008 | |
| 9. Provide timely correspondence with the Board on matters of administrative, operational or fiscal concern, and seek expedient resolution. | Chapter Administrator, Board | Ongoing | |
| 10. Support new Board initiatives | Board | TBD | |