



American Planning Association
California Chapter

Making Great Communities Happen

PDO Team Conference Call **January 22, 2014 11am** **SUMMARY OF TEAM CALL DISCUSSION**

Chapter Team:

Betsy McCullough, VP for Professional Development; **Kim Brosseau**, AICP Coordinator; **Carey Fernandes**, Programs Coordinator; **Bob Leiter**, FAICP Coordinator; **Lance Schulte**, Regional VI AICP Commissioner; **Laura Murphy**, New Horizons Enterprise, Chapter Staff

Section PDOs:

Rob Terry (Central); **Lilly Rudolph** (Central Coast); Julie Rynerson Rock (Inland Empire); **Jonathan Nettler** (Los Angeles); Steve Gerhardt (Los Angeles AICP); **Tania Sheyner** (Northern); **Don Bradley** (Northern, AICP); Matt Foulkes (Orange); Maryann Marks (Orange AICP); Scot Mende (Sacramento Valley); Matt Gelbman (San Diego); **Asha Bleier** (San Diego AICP)

[people on the call]

INFORMATION ITEMS OR QUICK SHARING

1. **Team Update or Changes** – See attached 2014 PDO Team Contact List

The team list was attached to the agenda. Betsy will add Asha Bleier's contact info.

2. **CM Event Evaluation Form Update**

Betsy reported no progress at the Chapter Presidents Council level [or from APA National staff]. Betsy will post on the Chapter PDOs website asking whether other Chapters are interested in pursuing this change prior to Brooke Peterson taking the item to CPC.

3. **AICP Scholarships** – See attached 2013 Final AICP Scholarship Summary; see attached 2014 AICP Scholarship Summary [through May]

Betsy referred to the 2014 [through May] scholarship summary attached to the agenda and noted that there were only 4 applicants for the 4 scholarships again this time. She referred to the email sent on January 21st which had the final summary of 2013, including how many of the scholarship awardees who did not end up taking the exam, or deferred taking it. It was suggested that applicants be reminded that there are limited resources and that they should be sure they are applying to take the exam before they apply for the scholarship. Also, there was general support for the idea of asking applicants – and suggesting to them – that they apply Early Bird decision so that if there is a defect in their application that there will be time to correct it and resubmit for that exam period.

4. **AICP Exam Passers** –

Betsy's January 21st email had the names of those who passed in the Chapter by Section. Betsy is pursuing the overall number of how many in the Chapter took the exam, and those numbers by Section to help the PDOs understand the relationship between training session attendees and actual exam-takers. The names of those who passed has been given to Dorina Blythe to put into the forthcoming Cal Planners, and Section PDOs are free to use the names now.

5. **Training Session Information to Laura Murphy**

Betsy asked that Laura Murphy be provided with Sections' AICP Exam training information as soon as it is developed. Laura just sent an email asking for basic information about the sessions so she can post it to the Chapter calendar.

Lance Schulte, our Region VI AICP Commissioners, provided the following information & wise words on the refresh of the upcoming AICP exam:

It was minor tweaks to reflect current times, technologies and data. Questions referencing old data (like older census data) or old technologies were updated and any questions shown via statistical analysis and other evaluations to not perform as well in testing knowledge (such as being significantly too hard or too easy) were evaluated and refreshed or replaced as needed. The professional testing company we retain manages the evaluation process. The process is similar to other updating and refreshing done over the years by other tests like SAT, ACT and other professional exams.

The AICP exam suggested reading list APA/AICP website provides good guidance on the areas and issues of the exam. Also in late March an on-line AICP exam prep tool kit will be available to members via the APA/AICP website. The exam preparation information and materials on the website were updated to reflect the refresh.

The fundamentals of planning and AICP don't change that much and using examples of current issues, data and technology in testing those fundamentals is the basis of the exam.

DISCUSSION ITEMS

6. **Discussion of Section-Produced CM Events** – See attached list that is being attached to the 2013 Annual Report

On the December call, there was interest expressed in discussing successful ½ or full day training sessions that were produced in 2013 for purposes of adapting the topic or speakers by another Section.

Due to there being only 4 Section representatives able to be on the call, this item was postponed to the next call on March 26.

Betsy did indicate that the Section Directors at the Board retreat this past weekend saw the 2-page summary of CM events and were impressed by it.

Betsy indicated that she and Laura Murphy would wait toward the end of the calendar year to start collecting Sections' CM event information from the APA National website and review with Section PDOs. Betsy asked everyone to please keep track of attendance at each event. It would have been a great addition to the annual report to be able to include the number of attendees at each event and in total, but we did not have a consistent count among Sections in 2013 so if the numbers can be collected this year, it will be added to the annual report section.

7. **Co-Sponsorship Form and Procedures** – See attached Co-Sponsorship package

Betsy indicated that she reviewed the Board report at the Board Retreat this past weekend. Board members were positive about this form being finalized. Their comments focused on enhancing the discussion about any Section or the Chapter co-sponsoring a multi-part event and that the list of items shouldn't just be a checklist of available ways to co-sponsor, but should be portrayed as what we are looking for if we agree to co-sponsor an event.

Betsy will revise the form, then share the updated form at a monthly Executive Board Call and re-distribute to the Section PDOs.

8. **Webinars** – See Report to the Board presented at the retreat, and the attached memo that was previously distributed to Section PDOs.

Betsy reported that she and Dave Ward presented the webinar issue at the Board Retreat this past weekend based on a proposal from the Section Directors to record for future use some annual conference sessions with law and ethics particularly in mind. Additionally, if the Chapter can develop a capacity to support webcasts or recording of sessions for listening on CDs, we can provide much added benefit to our members who may be remote from the majority of Section CM events.

Betsy indicated that the Board supported the report recommendation to form a committee to put together a proposal for conference sessions and to look at a program overall for the chapter. The Board agreed to the Section Directors' recommendation of receiving a progress report at the June Board [telephone] meeting, with final proposal to be presented at the Board meeting in October at the annual conference.

Bob Leiter, who has produced several webinars in association with APA National's Regional Planning Division, offered thoughts about webcasting services and producing CDs.

Bob Leiter volunteered to assist and Carey Fernandes indicated she would also participate. Dave Ward will participate and will poll other Section Directors for their interest. At the Board retreat, Carol Barrett volunteered to be on the committee, and Lilly Rudolph indicated she felt that Maggie Ide would also be involved. Laura Murphy will have an interest in this program's implementation as our CM credit manager.

Betsy indicated she would assemble the materials she had and make contact among the key participants as the process gets underway.

NEXT CALL: March 26. [Rest of 2014 dates: May 28; July 23; September 24; December 3]

COMMENTS FROM CHAPTER PDO TEAM MEMBERS - none

SECTION REPORTS

Central

Central Coast – retreat this weekend!

Inland Empire

Los Angeles – retreat this weekend! Will set dates for AICP Exam training

Northern

Orange

Sacramento Valley

San Diego – dates for San Diego's AICP Exam training have been set



American Planning Association
California Chapter

Making Great Communities Happen

PDO Team Conference Call

March 26, 2014 11am

Call in Number: 877-216-1555; Passcode 711367#

Chapter Team:

Betsy McCullough, VP for Professional Development; Kim Brosseau, AICP Coordinator; **Carey Fernandes**, Programs Coordinator; **Bob Leiter**, FAICP Coordinator; Lance Schulte, Regional VI AICP Commissioner; **Laura Murphy**, New Horizons Enterprise, Chapter Staff

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INFORMATION ITEMS OR QUICK SHARING

- 1. Team Update or Changes** – Revised since January. Need to update Rob's & Starla's phone numbers
- 2. CM Event Evaluation Form Update** – no update
- 3. AICP Exam Passers and new Fellows of AICP** - names have been distributed and are being published in upcoming Cal Planner. Bob Leiter explained the outcome of the FAICP process and number of nominations and successful candidates in the Chapter. We had 4 be accepted, 3 coming from the Chapter process and 1 from a Division.
- 4. CM & AICP Training Session Information to Laura Murphy** – keep them coming! Betsy urged PDOs to continue to provide Laura Murphy with 2014 AICP Exam training dates and other offerings from Sections that you would like to advertise to a wider audience and Laura can post them to the Chapter calendar.
- 5. Last Minute AICP Law & Ethics Opportunities** – the Chapter is a member of a consortium called the "Planning Webcast Consortium" accessed via the Utah Chapter website. There are free Law and Ethics sessions posted there for listening by individuals plus there are upcoming webinars that your members may access since the California Chapter is a member of the consortium.

The website is: <http://www.utah-apa.org/webcasts>

Betsy indicated that as part of the “Webinar Project” we are currently investigating what capabilities this system has for us in our pursuit of having post-conference access to recorded conference sessions.

6. **Co-Sponsorship Form** – the Chapter Board approved the use of the Co-Sponsorship form drafted with the input of the Section PDOs. Betsy indicated that the Board approved the form for use by Chapter and Sections. Particularly note the more detailed request for information and guarantee of benefit to APA members for multi-part events – e.g., conferences and 2-day trainings.
7. **Closing Out Last Reporting Period CM Credit Log** – see APA website for this new requirement for AICP members. <http://www.planning.org/cm/endreportingperiod.htm>

Betsy indicated that this is a newly instituted requirement for this most recent reporting period. If someone doesn't close out their record it looks like they keep accruing for the prior period. Once you close it out, what someone accrues after the December 31 date will accrue to this period, unless they were still trying to make up credits for the last period – then they will be used first to fill out that last period, then accrue to this period.

Betsy indicated she would send each PDO the latest status report of who National APA says has not completed/recorded their 2012-2013 CM credits yet. Note that “0” means someone has achieved their credits but hasn't closed out their past log. Then, at the end of April, Betsy will distribute to each Section the names of people who have lost their AICP status due to either failing to record credits achieved, or who actually failed to achieve credits.

The May meeting will include a discussion about the reinstatement procedure for those who lost AICP status.

8. **Ability to Re-listen to the Same CM Session in a Future Period.** This is currently allowable and a member has trouble logging the second listening, contact APA National at AICPCM@planning.org

Betsy clarified that, as of this time, someone can reuse the same CM session in a subsequent reporting period if it is still available for use through Distance Learning. Not a good practice to use regularly, but available in case of a crunch.

9. **Access to AICP Exam Test Takers by Exam Date.** Betsy indicated that the Chapter PDO has access to a list of Section members eligible to take the AICP exam each period. So there are names of anyone eligible to take that test and the names of those who are in the application process and what their status is. The attachment lists the codes that National APA uses when names are active for a particular Exam Testing Period. This list doesn't mean that those people are taking the exam that time. If they have qualified for the exam and defer it, their name shows up multiple times; they can defer for up to 3 years, so their name will keep appearing until they take it or their approval expires. The codes also change during the application period: from submitted and not reviewed all the way to being approved. Key takeaway point for Section PDOs is that you can inquire of the Chapter PDO as you are preparing to do training or when the applications are due to National, and you can see if you want to reach out to the individuals who are approved or tentatively approved or in the process of thinking about taking the exam. As with other info, this is not to be published or publicized, but once someone replies to you, you can put them in touch with each other.

DISCUSSION ITEMS

10. Discussion of Section-Produced CM Events

On the December call, there was interest expressed in discussing successful ½ or full day training sessions that were produced in 2013 for purposes of adapting the topic or speakers by another Section. This discussion was delayed from January due to there being only 4 Section PDOs on the call and instead, on the March call, was briefly discussed as part of Section reports.

Note: As discussed on the call in December, in 2014 Laura and Betsy will try to collect CM Event information from Section PDOs only in the fall to assemble in time for the 2015 Annual Report.

HOWEVER, NOTE: In 2014, please collect attendance information for your events in 2014; we were unable to include attendance in the 2014 Annual Report since we did not have it from all Sections.

11. FAQs/Best Practices on the Chapter Website – There have been many tidbits or memos distributed to the Section PDOs over the last year, both with the bi-monthly agendas and by separate memo. Laura Murphy and I are looking for your thoughts on what/how much should be posted in a Section that would be labels “For Section PDOs”, accessible under Professional Development or perhaps in the Board Binder.

This will be a discussion item in May. Betsy and Laura will go through past agendas and memos to PDOs and list them to see if any requests for additional topics are made.

NEXT CALL: May 28. [Rest of 2014 dates: July 23; September 24; December 3]

SECTION REPORTS [I’m just capturing some basics; this is really the time for PDOs to talk to each other on the call...]

San Diego

Sacramento Valley – Scot discussed the Section’s AICP exam prep workshop and their [very successful] speaker series. They offered 50 CM through this series last year.

Orange

Northern

Los Angeles – Steve mentioned the Section’s exam prep session and indicate a reorganization of the Section Board to put the PDO position in a Programs subgroup of the Board.

Inland Empire - Julie indicated that IE was reorganizing like LA is; they have a new YPG group; they will have a webinar in May [sorry – lost the rest of it Julie]

Central Coast – Lilly indicated they are holding 1 AICP Exam prep session in Venture and 1 in San Luis Obispo. No other trainings lined up. Mentioned wireless law.

Central



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California Chapter

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PDO Team Conference Call

May 28, 2014 11am

Call in Number: 877-216-1555; Passcode 711367#

Chapter Team:

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INFORMATION ITEMS OR QUICK SHARING

1. Team Update or Changes – Updated since March -

An updated list was attached to the agenda and Betsy will add Marissa Aho to the distribution since she will be the new Region VI AICP Commissioner

2. CM Event Evaluation Form Update – update from APA National Conference

Betsy explored what she thought was a change in policy by APA National at the Atlanta conference about ‘paper CM forms’ based on information from APA staff that the only requirement of AICP members was to log in to claim their credits. This turned out not to be true, so an evaluation separate from CM logging is still required for AICP members. Log in sheets can be electronic. Betsy offered for her and Laura to investigate developing a model ‘survey monkey’ for each Section as CM provider to use and Section PDOs on the call were enthusiastic.

3. Fellows of AICP – Gail Goldberg gave remarks on behalf of the inductees -

Gail was chosen as the spokesperson for the incoming class of 40 inductees. After the ceremony, so many came up to her and lauded her comments and asked for a copy that it has been widely distributed. A copy of Gail’s remarks were attached to the agenda.

4. CM & AICP Training Session Information to Laura Murphy – keep them coming!

5. Reminder AICP Law & Ethics Opportunities – the Chapter is a member of a consortium called the “Planning Webcast Consortium” accessed via the Utah Chapter website. There are free Law and Ethics

sessions posted there for listening by individuals plus there are upcoming webinars that your members may access since the California Chapter is a member of the consortium.

The Chapter just renewed our membership in the consortium. As we develop our own webinar program within the chapter, if you have a session that you think might be of interest to 1000 listeners around the country, let Betsy or Laura know and we will put you in contact with the Consortium.

The website is: <http://www.utah-apa.org/webcasts>

6. **Closing Out Last Reporting Period CM Credit Log** – see APA website for this new requirement for AICP members. <http://www.planning.org/cm/endreportingperiod.htm>
7. **Ability to Re-listen to the Same CM Session in a Future Period.** Update from APA National: despite information to the contrary earlier, this practice IS NOT ALLOWED. AICPCM@planning.org is the email address if issues arise.

Betsy clarified that APA National allows an individual to listen to a Distance Learning session more than one time, but may only claim it for CM credit one time.

8. **AICP Exam Scholarship Information for the November 2014 Exam** –

Betsy attached the documents that were prepared for Chapter members promoting the November AICP Scholarship process and opportunity. Info has been emailed out and posted on the Chapter website and Section PDOs should feel free to use this info in your own emails or postings.

DISCUSSION ITEMS

9. **Reinstatement Policy** –

Betsy indicated lists of those needing to go through reinstatement process expected mid-May and may be distributed separately from this agenda to Section PDOs. [update: Section PDOs received this information from Betsy on Thursday, May 29, 2014].

The group reviewed the Reinstatement Policy information that Betsy had downloaded from National's website. It was asked whether we could find out which members lapsed the last period and Betsy said she'd investigate.

10. **FAQs/Best Practices on the Chapter Website** –

Betsy presented a compilation of topics that have been discussed by Section PDOs over the past 1 ½ years. The topics will be posted under the Professional Development section of the Chapter website. There will not be any confidential information posted, readers will be referred to original sources to assure most up-to-date information, and items will be dated. Laura and Betsy will determine how to separate information that is of interest to members in general vs what is important to Section PDOs: hopefully information helpful to everyone is already on the website, but we will check. Next step is to start assembling the information.

NEXT CALL: July 23. [Rest of 2014 dates: September 24; December 3]

- **NOTE: BETSY WILL BE ASKING IF THE JULY 23 MEETING CAN BE MOVED ONE WEEK LATER BY SEPARATE EMAIL**

COMMENTS FROM CHAPTER PDO TEAM MEMBERS

Bob Leiter and Betsy are working on revising FAICP Chapter Guidelines and information.

SECTION REPORTS activities were discussed among PDOs, not all listed here

San Diego – thus far 4 individuals are known to have passed the AICP exam in May

Sacramento Valley – AICP speakers series is ongoing; AICP workshop August 2

Orange – AICP workshop w/YPG group on June 26

Northern – no report

Los Angeles – no report

Inland Empire – successful Awards program; had technical difficulty with a webinar, lessons to be learned

Central Coast – Section conducted a webinar on healthy communities; and held a MIMBY [Movies in My Back Yard]

Central – 2 passed the AICP exam which is great participation from the Section



PDO Team Conference Call

July 28, 2014 11am

Call in Number: 877-216-1555; Passcode 711367#

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INFORMATION/DISCUSSION ITEMS

- 1. Team Update or Changes** – Marissa Aho, Region VI AICP Commissioner
- 2. AICP Credit Requirement Change for Life Members – BELOW**

All PDOs received the information found below under #2 regarding a reduction in CM requirements for Life Members after they apply! Betsy will put something into the Cal Planner in a future issue, but PDOs should feel free to use any of the information in the email below to distribute to members. The same information is found on the APA National website. There was a discussion about how to phrase a message addressed to Life Members where the minimum age requirement is 65. It was suggested that something could be addressed to AICP members who have been APA members 25 or more years and say that a new CM credit reduction is available to those qualifying members and they could keep it in mind for now or for future use.

3. Situations for Self-Reporting CM credits

Betsy indicated that she has become aware of several situations in which self-reporting CM credits can be a solution to a problem situation

- If someone attends only a portion of an event approved for a certain number of CM credits, and they must leave early – e.g., attend 2 of 4 hours – then they may self-report 2 CM credit. Describe it as what time you attended and respond to the self-reporting criteria.
- Ethics CM can also be self-reported!! The goal would be to be able to describe the relationship of the ethics session discussion to the AICP Code of Ethics and Behavior to the degree possible.

4. Section Activities Tracking Reminder

Last year the Chapter asked Section PDOs for quarterly updates on their CM provider activities. Betsy indicated that for 2014 it would only be requested one time – by December 1 for inclusion in the 2014 Chapter Annual Report. Betsy asked that everyone keep track of attendance during the year for events to be ready to turn the requested information in by December 1. Include attendance so that it can be used to count a total number of member-earning hours.

5. Matrix of Chapter & Section AICP Exam Scholarships Given for May and November 2014 - BELOW

Betsy referred to the matrix attached to the agenda for Item #2. The Chapter gave out many fewer scholarships from the Chapter & Sections combined in 2014 than in 2013 despite enhanced promotion from the Chapter and the Sections through AICP Exam Training sessions.

6. Report Out on Assisting AICP Members Who Lost Their Status at the End of 2013

Betsy described the interactions she had with AICP members who were on the list from APA National who had lost their AICP status. She spoke to about 1/3 of the 80 members on the list whose AICP membership lapsed.

- Some retired.
- A number indicated that they could not keep up with the CM requirements [and thought them onerous in # and in cost].
- Others said they were already reinstating.
- A number indicated that they had never heard from APA that they were in danger of lapsing; that they didn't get the multiple emails from APA National that I know were sent out; and that they weren't warned of being in the grace period and that they'd lose their AICP status; and that they didn't get the email extending the grace period. I also presume they are saying they did not hear from you all when I know most of you were able to call or email those in danger of lapsing individually.

Betsy indicated that this was the year of the bulk of APA members having AICP 2-year terms ending so it is a larger number – presumably – than next year will be.

So, for next cycle, Betsy encouraged Section PDOs to continue to contact individuals who you know are active, or who are about to become Life members [with their reduced CM requirement] or are about to retire [who have no CM requirement] so that they do not mistakenly lapse.

Section PDOs agreed that members who expressed surprise that their AICP had lapsed despite multiple advisories from APA National and from Section PDOs must take responsibility for monitoring their CM credit status.

7. May 2014 AICP Exam Passers for California Chapter - BELOW

Nationwide 527 individuals took the May AICP Exam and 345 passed for a national pass rate of 65%.

In the California Chapter, 49 members passed the May AICP Exam however APA National staff is unable to provide our pass percentage [i.e., they cannot tell me how many individuals failed the exam]. Only the following analysis can be performed on the information provided by APA National staff:

Section	PDO Notified of the Number of Passers	PDO Notified of Number Eligible to Take the May 2014 Exam but Unknown

		How Many Took the Exam
Central	2	3
Central Coast	0	1
Inland Empire	1	6
Los Angeles	10	20
Northern	23	34
Orange	1	7
Sacramento Valley	3	4
San Diego	9	14
	49 Passed in Chapter	89 Eligible for May 2014 Exam

LATE ADDITION: EMAIL FROM APA NATIONAL AT THE TIME OF THE 7/28 SECTION PDO MEETING:

Hi Betsy, apparently I included ASC applicants in the AICP list posted to the website (another Prometric report issue I forgot to correct.)

The ASC examinees' names will be posted to the website later this week and acknowledged in the Interact next week. The CEP examinees were notified a few weeks ago and the designation was added to their APA account but I mailed the letters to the CTP and CUD applicants on Friday. The scoring process took longer since the CTP and CUD exams were new.

Here is the list of new CA ASC members:

Keith John Woodcock, AICP	CEP	CAC
Gordon R. Gaste, AICP	CEP	CASD
Lance Unverzagt, AICP	CEP	CASd
Nityananda Basu, AICP	CTP	CAL
Alexander E. Kalamaros, AICP	CTP	CAL
Theresa A. Szymanis, AICP	CTP	CAN
Catherine P. Lafata, AICP	CTP	CAN
Linda M. Jackson, AICP	CTP	CAN
Tim A. Erney, AICP	CTP	CAO
Jeff R. Schwein, AICP	CTP	CAS

REVISED 7/28/14 PER SECTION PDO CALL

2014 APA California AICP EXAM REDUCED FEE SCHOLARSHIP DISTRIBUTION

Rev.July 28, 2014

BAM:AICP:2014 AICP Exam Scholarship Distribution.28July2014

		SCHOLARSHIP APPLICATIONS RECEIVED	SECTION SCHOLARSHIPS AWARDED	CHAPTER SCHOLARSHIPS AWARDED
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SECTION	SECTION SCHOLARSHIPS AVAILABLE Updated July 2014	MAY 2014	NOVEMBER 2014	MAY 2014	NOVEMBER 2014	MAY 2014	NOVEMBER 2014
Central	**5 annually @ \$300 ea	0	0	0	0	0	0
Central Coast	^Unlimited # @ \$100/passers	0	0	0	0	0	0
Inland Empire	\$270 in PD budget but for general purposes	0	2	n/a	n/a	0	2
Los Angeles	*2/exam @ \$360 ea	3	1	0	0	3	1
Orange	^2/exam @ \$100/passers	0	0	0	0	0	0
Northern	**5 annually @ \$360 ea	0	1	0	1	0	0
Sacramento Valley	None at this time	0	0	n/a	n/a	0	0
San Diego	*2 annually @ \$360 ea [rev Dec 2013]	1	0	0	0	1	0
Total		4	3	0	1	4	3

PENDING ITEMS

Betsy indicated that the following two items are still on the “To Do” list.

8. FAQs/Best Practices on the Chapter Website

9. Sample M Evaluation Survey Monkey

NEXT CALL SEPTEMBER 24

Most PDOs on the call indicated they were attending the annual conference. Betsy will send an email to see how many of the entire group are attending. If some are not attending, could there be a phone line for them to call in and participate?

The last 2014 date for a Section PDO call is December 3.

COMMENTS FROM CHAPTER PDO TEAM MEMBERS

Betsy indicated she will not be running for Vice President of Professional Development but will run for Vice President of Conferences.

SECTION REPORTS — not summarized here



PDO Team Conference Call
September 24, 2014 11am
Call in Number: 877-216-1555; Passcode 711367#

Chapter Team:

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INFORMATION/DISCUSSION ITEMS

1. Team Update or Changes – Betsy announced the incoming VP of Professional Development – Terry Blount. Terry joined the call

2. Board & Conference De-Brief –

There were approximately 1300 attendees (including single day) at the Anaheim conference – a slightly larger than expected attendance number. Kim Brosseau reported that there were 80-100 attendees at her AICP Prep workshop. Asha Bleier and Rob Terry were on the panel. Betsy indicated that Jim Dreinan, new APA Executive Director, spoke to the Chapter Board on Saturday and expressed support. Betsy indicated that the Chapter is developing a California Great Places award program – look for initiation in 2015; the FAICP Chapter Guide – presented with supporting documents – were approved by the Board. Carol Barrett of CPF presented a “working together” document that discusses how CPF and the Sections can work together creatively to raise funds for CPF scholarship in non-traditional [i.e., non-auction] ways while offering CM credit for Section members. Betsy will send out the report to the Board regarding CPF-Section relationships to PDOs. In addition to content as discussed by the Board, the opportunity to have Sections record a CM session where they have an in-person audience and register it for later use as Distance Education is a possible additional way for Sections to create funds for CPF scholarships [other than Auction contributions].

3. REMINDER – CM Section Activities Summary of Events by Section for Chapter Annual Report

Betsy asked everyone to please start assembling your Section’s information about your produced or co-sponsored CM sessions for 2014. This information is a good resource to show your Section your

accomplishments, it gives other Sections good ideas on CM event topics, and is part of the Professional Development portion of the Chapter Annual Report. Laura Murphy is re-sending the format to use.

Please send your Section summary to Laura by Thanksgiving so the compiled Professional Development Section of the report can meet the December 1 due date.

4. Scholarship Amounts from Sections in 2015

Betsy reminded everyone that the Chapter receives 8 scholarships from APA National to award to AICP candidates who can address certain financial conditions, and she has received confirmation that we will again receive 8 in 2015. The 2015 exam fee will be raised very slightly for the November 2015 exam.

Please schedule an item on your Section Board meeting to discuss the amount of your Section's scholarships for 2015. The Section scholarships can supplement the available number of Chapter scholarships if there are more than 4 [each exam] worthy applications.

5. 2013-2014 AICP Reporting Period – Members in Danger of Losing Status

Betsy sent PDOs an email with that Section's AICP members in danger of losing their AICP status at the end of 2014 due to lack of reported CM credits. There are 112 names on the list – a smaller list than at the end of 2013 which is the opposite & larger-member 2-year cycle to this one. Betsy asked PDOs to contact everyone on the list to remind them about recording their CM credits, or earning them. Remind them about opportunities through APA National or the Webinar Consortium. While AICP members should take personal responsibility for achieving and recording CM, a personal contact from a Section representative often is key. Use the opportunity to confirm that APA has the correct email address for your members.

Betsy indicated she received an email from APA National about the availability of the updated AICP Exam Prep 3.0 product. Betsy checked with APA National staff who indicated that the product is set up for individual purchase and use only.

6. Report out on Session Recording at the Conference

Betsy indicated that we made great progress toward our goal of recording some sessions from the 2014 conference for future Distance Education learning. The goal was originally to record sessions in 2015, and to record some this year, we are ahead of our original schedule.

Scot Mende reported that he was able to record about 5 sessions' audio and he is working on synching the PowerPoint slides to the audio.

The goal is to get these session registered with APA National for Distance Education and set up a registration system and have these sessions available for 2015.

7. Progress on Survey Monkey Progress paper CM Evaluation Form Substitute

Betsy reported that she is making progress and her goal is to set up the questions and send out a test survey to the PDOs. She can provide instructions on how to set one up for your Section events.

She indicated that she is still pursuing the conversion of the requirement for separate/paper CM forms to be part of the online CM-claiming process for AICP members. She has talked to Marissa Aho, the new District VI AICP Commissioner about this. In the meantime, please still use paper forms.

The availability of both paper CM forms and the Mobile App for Chapter Conference evaluation was discussed. It was mentioned that an email was send out daily at the APA National conference reminding everyone to sign up for their CM.

8. Marissa Aho – new AICP Commission District VI Representative

Marissa was unable to make the call today.

PENDING ITEMS

FAQs/Best Practices on the Chapter Website

YES, PROMISE, THESE WILL GET DONE THIS CALENDAR YEAR!!

NEXT CALL DECEMBER 3 - Last 2014 Date

COMMENTS FROM CHAPTER PDO TEAM MEMBERS

Carey Fernandes said she thought that the Ethics and Law CM credit sessions were well-spread throughout the conference to provide attendees a wide variety of options.

SECTION REPORTS

San Diego – Asha is getting ready for San Diego’s prep session workshop

Sacramento Valley – Scot reported on Sacramento Valley’s successful speaker series

Orange - Starla reported on sessions Planning for a Healthy Orange County; they have recently held a fund-raising golf tournament with the OC Planning Director’s association; and they have an upcoming PlaceMaking on a Budget workshop



PDO Team Conference Call
December 3, 2014 11am
Call in Number: 877-216-1555; Passcode 711367#

Chapter Team:

Betsy McCullough, VP for Professional Development; Kim Brosseau, AICP Coordinator; Carey Fernandes, Programs Coordinator; Bob Leiter, FAICP Coordinator; Marissa Aho, Regional VI AICP Commissioner; **Laura Murphy**, New Horizons Enterprise, Chapter Staff

Section PDOs:

Rob Terry (Central); **Lilly Rudolph** (Central Coast); **Julie Rynerson Rock** (Inland Empire); **Jonathan Nettler** (Los Angeles); Steve Gerhardt (Los Angeles AICP); **Tania Sheyner** (Northern); Don Bradley (Northern, AICP); Matt Foulkes (Orange); Starla Barker (Orange AICP); **Scot Mende** (Sacramento Valley); Matt Gelbman (San Diego); Asha Bleier (San Diego AICP)

INFORMATION/DISCUSSION ITEMS

1. Team Update or Changes

Jonathan Schuppert is taking over for Tania Sheyner as Northern Section PDO.

2. REMINDER – CM Section Activities Summary of Events by Section for Chapter Annual Report

Betsy reported that only Northern and San Diego sections have not submitted their summary. Northern reported they are in the process of compiling it. Betsy will contact the San Diego Section about their report.

3. Updates on Scholarship Amounts by Section for 2015

SECTION	SECTION SCHOLARSHIPS AVAILABLE IN 2014
Central	**5 annually @ \$300 each
Central Coast	^Unlimited # @ \$100/passers
Inland Empire	\$270 in PD budget but for general purposes
Los Angeles	*2/exam @ \$360 each
Orange	^2/exam @ \$100/passers
Northern	**5 annually @ \$360 each
Sacramento Valley	None at this time
San Diego	*2 annually @ \$360 each

*Inland Empire, Los Angeles, and San Diego Sections require proof from applicant that they paid for and that they passed the exam

**Neither Northern nor Central Sections require applicant to demonstrate passing to receive award; must prove they sat for exam

Betsy asked if any Section is changing their Section Scholarship amount for 2015. Julie indicated that Inland Empire is discussing it at their retreat this week. Betsy indicated that if any Section scholarships are to be awarded during the process this month for the May 2015 scholarship that the Section will be contacted before notification is given to a recipient.

4. Updated AICP Application Bulletin – <https://www.planning.org/certification/bulletin/>

APA National has updated the AICP Application Bulletin. They have shortened the application period and separated out collection of the application fee from the exam fee. Betsy suggested PDOs become familiar with the document but feel free to refer your candidates to APA National staff – aicpexam@planning.org is the address. Staff has changed so it may be safest to email the general address.

5. 2013-2014 AICP Reporting Period – Members in Danger of Losing Status

Betsy said that APA staff replied to her inquiry and said they would be sending out updated ‘in danger’ names this week. Betsy will pass names onto Section PDOs. Also included is going to be info about the last notification sent to the AICP member in jeopardy. While it is great service to members that Section PDOs remind them of their CM requirements, their continuing AICP status is not your responsibility!

6. Life Member CM Requirement Reduction

Betsy submitted an entry for the Cal Planner about the new reduced Life Member CM requirement. If someone is an ‘active’ Life Member of APA in good standing (dues paid? CM credits earned?) they may want to pursue an Exemption that allows them to meet only half of the CM credit required (16 CM credits, including 1.5 each of Law and Ethics). For details go to <https://www.planning.org/cm/exemptions.htm> for more information. For an Exemption for the 2013-2014 reporting period, the deadline for submitting an application is 12/31/2014.

7. Report out on Session Recordings at the Conference

We expect to be ready to go with 5 sessions from the Conference the first quarter of 2015. They’ll be available for 4 quarters, and in the meantime the 2015 conference committee will work with Terry to identify which ones will be recorded for 2015 and what system to use. Scott offered assistance to summarize the technical requirements of the program – thanks!!

8. Google Document to Replace Paper CM Evaluation Form – ATTACHED

Betsy indicated the Survey Monkey effort she attempted was a failure – she couldn't get it sent out! Also, a Survey Monkey account that provides the info that you would use it for could be an account that is not free. Betsy distributed the questions from a Google Survey she prepared in ½ hour. Section PDOs can create their own form in their Google account and use it various times. The revised Google form will be available through the Section PDO handbook and posted on the Chapter website in the Professional Development section.

9. Request from APA National for Details of Chapter Events

Please be ready to comment on the following request that I received from APA National about a National Events Calendar:

Chapter Professional Development Officers,

I am coordinating a new comprehensive calendar for all APA National, Chapter, and Division events. These events could be free or paid, offer CM or not. This would include webinars, live training, conferences, etc. We want APA members to have a one-stop-shop of all APA sponsored events.

In order for your events to be included you must provide the following: 1. Name of event 2. Date and time 3. Short, 1-2 sentence description of the event. Include type of event (webinar, live lecture, etc.) and if it offers CM or other CEU4. A URL of the webpage where someone can find out more info (if you have one)

Please email this information directly to me, bleitschuh@planning.org

After discussion, Section PDOs agreed that this approach to collecting CM event data did not benefit Chapter members and would be too much work for benefit received. Betsy will relay that response to National APA staff. In 2013 the Sections produced 89 events equating to 207 CM credits in addition to Chapter-produced events [primarily the annual conference].

10. PDO Handbook - FAQs/Best Practices

Betsy presented the PDO Handbook. PDOs commented it was comprehensive and would be helpful. Julie indicated that she agreed that it didn't seem to contain anything that was confidential that should be kept from Chapter members, so Betsy indicated that she will make a few minor edits and distributed it to Section PDOs and Laura Murphy and Terry Blount will oversee it being posted to the website.

PENDING ITEMS

Betsy indicated she completed all promised pending items for her term! She thanked Carey Fernandes, Kim Brosseau, and Bob Leiter for serving on the Chapter Professional Development team for the past 2 years.

Betsy thanks all Section PDOs for their time and effort over the last two years.

SECTION REPORTS – discussed, not reported here, with participation by Sacramento Valley, Northern, Los Angeles, and Inland Empire Sections.