**APA CALIFORNIA BOARD RETREAT NOTES**

|  |  |
| --- | --- |
| Why become a member of APA? |  |
|  | To Grow Professional Network | Mentorship | Free Student | Job Opportunities | For Support from Other Planners |
|  | Inspired By Planners | APA Defines Our Profession | To Gain Colleagues Respect | Social | Planners Understand Other Planners |
|  | For A New Perspective | Access To Information | To Become A “Professional” | For More Education | To Give Back |
|

|  |  |
| --- | --- |
| Why give back? |  |

 |
|  | To Share Experiences With Other Planners | To Share Wisdom Gained | For Future Planners |  |  |
|

|  |  |
| --- | --- |
| What do APA Members Value? |  |

 |
|  | Resources | Job Boards | Representation in Sacramento | CM Credits | Great, Cutting Edge Programs |
|  | Education | Networking | Professional Recognitions | Publications |  |
|

|  |  |
| --- | --- |
| Why become a leader in APA? |  |

 |
|  | Because Someone Asked | Care About Community | Increase APA Involvement | To Participate At The Local Level | Because APA Is The Source For Training |
|

|  |  |
| --- | --- |
| Conclusions |  |

 |
|  | 14 current APA California board members first became members as students. |
|  | 18 current APA California board members were asked to lead. |
|  | Some schools do a better job to promote APA than others. |
|  | If you aren’t at the table, you are ON the table. |

|  |  |
| --- | --- |
| Top Issues | Lead |
|  | Reaching A Wide Range of Planners- Private Sector- Allied Professionals- Planning Commissioners |  |  |  | State -> Sections |
|  | Training Non APA Members & Decision Makers |  |  |  | Sections -> State -> Sections |
|  | Membership Growth* Students
* Non Students
* Commissions & Boards
 |  |  |  | Sections |
|  | Advocacy |  |  |  | State |
|  | Strengthen Partnerships/Relationships |  |  |  | State & Sections |
|  | Job Tools * Resources
* Best Practices
 |  |  |  | State & Sections |
|  | Conference |  |  |  | State |
|  | Website |  |  |  | State |
|  | Membership Retention |  |  |  | State -> Sections |
|  | Lead & Organize |  |  |  | State |
|  | Increase AICP Membership |  |  |  | National -> State -> Sections |
|  | Communicating Ethical Framework* Adapting
* Proactive
* New Tools
 |  |  |  | State & Sections |
|  | Education |  |  |  | State & Sections |
|  | Awards/Recognition* Spreading Good News
* PR Program
 |  |  |  | State & Sections |
|  | Branding |  |  |  | State |
|  |  |  |  |  |  |
|  | SUMMARY: Communication, Leadership Development, Promoting Planning Value Still Relevant as Overarching Organizing Principals |
|  |  |  |  |  |  |

|  |  |
| --- | --- |
| Policy & Legislation |  |
|  | Hot Issues* Water
* Climate Change
* Cap & Trade
* Alternative Energy
* Sustainability
 |  | 2 |  |  |
|  | Tools for Members* Creation of library/tool box online
* Model Ordinances – Especially for Water
* Sustainability Champions Program
* Online/links to Resources and Policies
* post/highlight proposed legislation
 |  | 22 |  |  |
|  | CEQA |  |  |  |  |
|  | Legislative Conference |  | 9 |  |  |
|  | APA California – One Voice lobbying |  |  |  |  |
|  | Partner with other organizations* League of California Cities
* CSAC
 |  | 2 |  |  |
|  | Update and Improve Public Hearing Process |  | 6 |  |  |
|  |  |  |  |  |  |
|  | SUMMARY:  |
|  | * APA California should explore the idea of a Legislative Conference
* APA California should examine the Public Hearing Process and provide input into how the change the process
* APA California should seek out policy and legislation partners
* The Hot Issue for APA California should be WATER
* APA California should post and highlight proposed legislation.
 |  | 96222 |  |  |

|  |  |
| --- | --- |
| Awards & Recognition |  |
|  | Section Level assistance * Applications
* Sample submittals
* Private vs Public
 |  | 4 |  |  |
|  | Recognition: * External – Need to do a better job
* Internal – Recognize all section winners, survey jury, APA membership to non-APA members
 |  | 14 |  |  |
|  | FAICP/PEN* Inform members early that it is a FAICP year, include PEN, FAICP, etc. into CA
 |  | 1 |  |  |
|  | Task Sections to think of potential award nominees, People and Projects |  |  |  |  |
|  | Involve YPG/YEP |  | 1 |  |  |
|  | Do web searches to final potential submittals |  |  |  |  |
|  | Certified Planning Commissions |  |  |  |  |
|  | Certified Planning Departments |  |  |  |  |
|  | Utilize winners throughout the Sections as “Best Practices” |  | 3 |  |  |
|  |  |  |  |  |  |
|  | SUMMARY:  |
|  | * APA California needs to improve External and Internal processes for recognitions – Telling the story
* APA California needs to provide more assistance with the awards process
* APA California needs to do a better job of utilizing award winners throughout the section and Chapters.
* APA California needs to inform members early about FAICP and PEN
 |  | 14431 |  |  |

|  |  |
| --- | --- |
| **Conference** |  |
|  | **Balance Filled and Fee Time AM to PM****Overbooked and Under-Engaged*** **Evening Programming – Book Reviews, Planning Movies, etc.**
 |  |  |  |  |
|  | **Costs*** **Breakfasts**
* **Opening Reception – On vs Off Site cost considerations**
* **Registering for meals**
 |  | **3** |  |  |
|  | **Conference Experience begins at registration** |  |  |  |  |
|  | **Organic/Pop-Up Sessions** |  | **3** |  |  |
|  | **Student/Young Planner regular events** |  |  |  |  |
|  | **Opening Video** |  | **1** |  |  |
|  | **Introduce more creative programming** |  |  |  |  |
|  | **Assimilating Students*** **Mentor for the conference**
 |  | **5** |  |  |
|  | **Use Board Events to*** **Education**
* **Leadership Recruitment**
 |  | **1** |  |  |
|  | **Good Hotel Bar** |  |  |  |  |
|  | **Ice Breaker Activities*** **Pin Trading**
* **Scavenger Hunt**
 |  | **1** |  |  |
|  | **Student Poster Sessions*** **Program a year in advance**
 |  | **1** |  |  |
|  | **Facilitated Discussions** |  |  |  |  |
|  | **Use of Divisions/Division Resources** |  |  |  |  |
|  | **Philanthropic event** |  |  |  |  |
|  | **Team Building Events for people to meet** |  | **6** |  |  |
|  | **SUMMARY:**  |
|  | * **APA California should incorporate events to allow for people to meet – Team Building and Ice Breakers**
* **APA California needs to actively assimilate students into the conference program. Maybe incorporate “Mentor Match” program**
* **APA California should look at other types of sessions that are organic, such as Pop-Up sessions or Facilitated Discussions**
* **APA California should examine conference costs, such as meals and opening reception**
 |  | **6****5****3****3** |  |  |

|  |  |
| --- | --- |
| Professional Development |  |
|  | More Topics needed |  |  |  |  |
|  | Greater Geographical Distribution |  | 2 |  |  |
|  | More Basic Training for Newer Professionals |  | 4 |  |  |
|  | Mentors Needed |  | 1 |  |  |
|  | Cross Training Across Disciplines |  | 1 |  |  |
|  | More On-Demand Opportunities* Not necessarily eligible for CM credit
 |  | 1 |  |  |
|  | On-The Road Opportunities* Visiting Planning Departments/Local Visits
 |  | 4 |  |  |
|  | Opportunities that are Family Friendly |  |  |  |  |
|  | Visiting Campuses-Meeting with Students/FacultyPop-Up Sessions |  | 3 |  |  |
|  | Opportunities for Non-Planners |  |  |  |  |
|  | Educational Session on new/recent/older Legislation |  | 4 |  |  |
|  |  |  |  |  |  |
|  | SUMMARY:  |
|  | * APA California needs to provide more basic training aimed at new professionals
* APA California should explore On-the Road training opportunities, taking the training to the members
* APA California should explore professional development opportunities aimed at legislation
* APA California should reach out to students and facility on campus
 |  | 4443 |  |  |

|  |  |
| --- | --- |
| Boards and Commissions |  |
|  | Grow Membership* Leadership needs to be involved
* Programs to grow membership are in place
* Promote low cost for value
* 1 pager to outline benefits of membership
* Duplication of programs in different formats and Platforms
* Sign-up all local agency decision-makers (i.e. Commissions, Boards, & Councils)
 |  | 5 (3)(2) |  |  |
|  | Survey to determine program needs |  | 1 |  |  |
|  | Access to programs & Training |  | 3 |  |  |
|  | City Attorney involvement |  |  |  |  |
|  | Focus on Planning Topics instead of legal topics or process |  |  |  |  |
|  | History of Commissions |  | 1 |  |  |
|  | Sections should be the provider of much of the training |  |  |  |  |
|  | Model a program to be used in different Sections and Regions |  |  |  |  |
|  | Advocate Institute |  |  |  |  |
|  | Printed Marketing material |  |  |  |  |
|  | Planning Commission Day at the Conference  |  | 6 |  |  |
|  | Short videos on current topics/trends |  |  |  |  |
|  | Certified Planning Commission Program |  | 2 |  |  |
|  |  |  |  |  |  |
|  | SUMMARY:  |
|  | * APA California should include a Planning Commission Day at the annual conference
* APA California should concentrate on growing Commission and Board membership
* APA California should examine ways to provide access to programs and training for Commissions and Boards
* APA California Should create a Certified Planning Commission program
 |  | **6****5****3****2** |  |  |

|  |  |
| --- | --- |
| Universities and Young Planners |  |
|  | Work with YPG’s |  |  |  |  |
|  | Mentor Match-Up |  |  |  |  |
|  | Not a lot of Continuity with Students or Consistency with the UniversitiesNeed Planning Representative in the Universities |  |  |  |  |
|  | Best Practices for how to engage students* How & When
 |  | 5 |  |  |
|  | Young Planners vs. Emerging Professionals* Need to follow the YPG Model
 |  |  |  |  |
|  | Challenges with YPG needs vs. Student needs* Different needs for each group
* Have enough programming for both
* Address cross-cultural needs
* Different from Section to Section
 |  | 1 |  |  |
|  | Get Practicing Planners on Campus |  | 3 |  |  |
|  | Sections do not receive enough funds to support all students |  |  |  |  |
|  | Collaboration with Planning Clubs |  | 1 |  |  |
|  | Scholarships for Young Planners to attend Conferences |  | 1 |  |  |
|  | Challenge of groups using APA Branding without official recognition* How to encourage enthusiasm
* National process for student reps and clubs
 |  |  |  |  |
|  | Get Academics more involved in APA* Chapter and Sections need to go to the campuses more often to work with academics
 |  | 8 |  |  |
|  | Reach out to researchers on related planning topics |  | 1 |  |  |
|  |  |  |  |  |  |
|  | SUMMARY:  |
|  | * APA California needs to focus on getting Academics more involved in APA
* APA California to create a tool kit on how to engage students.
* APA California needs to get more practicing planners on campus to interact with students and academics
 |  | 853 |  |  |

|  |  |
| --- | --- |
| Marketing |  |
|  | Retention and Promotion |  |  |  |  |
|  | AICP – Frustration dealing with National |  |  |  |  |
|  | Build Student relationships (Assimilation) |  |  |  |  |
|  | YPG/YEG* Mentorship
* Award membership
 |  | 1 |  |  |
|  | Engaging Managers (Those in Charge of Planning functions) to grow membership |  | 2 |  |  |
|  | Sponsorships* Show more love – Attention All Year
* Thank you letters
* Discount @ Chapter Level if sponsoring at a Section level
* Recognize on-going sponsors for years of sponsorship (Letter from President, Marketing participation
* Branding
 |  | 8 |  |  |
|  | Partnerships* Collaborate with other organizations
* AEP, ULI, USGBC, SPUR, etc.
 |  | 3 |  |  |
|  | Divisions* Not a high priority
* Adds another layer
 |  |  |  |  |
|  | Benefit FAQs/Info Sheets* APA vs. Membership in other organization
* Make it easier to update contact info
 |  | 1 |  |  |
|  | Surveys with relevant topics* Important feedback
* Show members how we addressed topics (Part of Annual Report, Cal Planner, Conference…)
 |  | 4 |  |  |
|  | On-line suggestion box |  |  |  |  |
|  | Media Tool Kit |  |  |  |  |
|  | Push Chapter Only Membership |  | 1 |  |  |
|  | Push Awards program |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  | SUMMARY:  |
|  | * APA California should re-examine Sponsorship Relationships
* APA California Should conduct surveys on relevant planning topics and share results with the membership
* APA California should grow partnerships with other organizations
* APA California needs to engage those who are in charge of the planning functions in Agencies and Firms.
 |  | 8432 |  |  |

|  |  |
| --- | --- |
|  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  | SUMMARY:  |
|  |  |  |  |  |  |