**APA CALIFORNIA BOARD RETREAT NOTES**

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| 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. | | | | |

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| 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 |
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|  | SUMMARY: Communication, Leadership Development, Promoting Planning Value Still Relevant as Overarching Organizing Principals | | | | |
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| 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 |  | 2  2 |  |  |
|  | 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. |  | 9  6  2  2  2 |  |  |

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| 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 |  |  |
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|  | 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 |  | 14  4  3  1 |  |  |

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| **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** |  |  |

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| 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/Faculty  Pop-Up Sessions |  | 3 |  |  |
|  | Opportunities for Non-Planners |  |  |  |  |
|  | Educational Session on new/recent/older Legislation |  | 4 |  |  |
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|  | 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 |  | 4  4  4  3 |  |  |

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| 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 |  |  |
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|  | 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** |  |  |

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| Universities and Young Planners | | | | |  |
|  | Work with YPG’s |  |  |  |  |
|  | Mentor Match-Up |  |  |  |  |
|  | Not a lot of Continuity with Students or Consistency with the Universities  Need 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 |  |  |
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|  | 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 |  | 8  5  3 |  |  |

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| 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 |  |  |  |  |
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|  | 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. |  | 8  4  3  2 |  |  |

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