

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		
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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
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Conclusions

	<p>14 current APA California board members first became members as students.</p> <p>18 current APA California board members were asked to lead.</p> <p>Some schools do a better job to promote APA than others.</p> <p>If you aren't at the table, you are ON the table.</p>				
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Top Issues

Lead

Reaching A Wide Range of Planners	State -> Sections
<ul style="list-style-type: none"> - Private Sector - Allied Professionals - Planning Commissioners 	
Training Non APA Members & Decision Makers	Sections -> State -> Sections
Membership Growth	Sections
<ul style="list-style-type: none"> - Students - Non Students - Commissions & Boards 	
Advocacy	State
Strengthen Partnerships/Relationships	State & Sections
Job Tools	State & Sections
<ul style="list-style-type: none"> - Resources - Best Practices 	
Conference	State
Website	State
Membership Retention	State -> Sections
Lead & Organize	State
Increase AICP Membership	National -> State -> Sections
Communicating Ethical Framework	State & Sections
<ul style="list-style-type: none"> - Adapting - Proactive - New Tools 	
Education	State & Sections
Awards/Recognition	State & Sections
<ul style="list-style-type: none"> - Spreading Good News - PR Program 	
Branding	State
SUMMARY: Communication, Leadership Development, Promoting Planning Value Still Relevant as Overarching Organizing Principals	

Policy & Legislation

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

Awards & Recognition

Section Level assistance	4
- Applications	
- Sample submittals	
- Private vs Public	
Recognition:	14
- External – Need to do a better job	
- Internal – Recognize all section winners, survey jury, APA membership to non-APA members	
FAICP/PEN	1
- Inform members early that it is a FAICP year, include PEN, FAICP, etc. into CA	
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	14
- APA California needs to provide more assistance with the awards process	4
- APA California needs to do a better job of utilizing award winners throughout the section and Chapters.	3
- APA California needs to inform members early about FAICP and PEN	1

Conference

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

or Facilitated Discussions	
- APA California should examine conference costs, such as meals and opening reception	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	1
- Not necessarily eligible for CM credit	
On-The Road Opportunities	4
- Visiting Planning Departments/Local Visits	
Opportunities that are Family Friendly	
Visiting Campuses	3
-Meeting with Students/Faculty	
Pop-Up Sessions	
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	4
- APA California should explore On-the Road training opportunities, taking the training to the members	4
- APA California should explore professional development opportunities aimed at legislation	4
- APA California should reach out to students and faculty on campus	3

Boards and Commissions

Grow Membership	5
- Leadership needs to be involved	(3)
- Programs to grow membership are in place	
- Promote low cost for value	(2)
- 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)	
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	6
- APA California should concentrate on growing Commission and Board membership	5
- APA California should examine ways to provide access to programs and training for Commissions and Boards	3
- APA California Should create a Certified Planning Commission program	2

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	5
- How & When	
Young Planners vs. Emerging Professionals	
- Need to follow the YPG Model	
Challenges with YPG needs vs. Student needs	1
- Different needs for each group	
- Have enough programming for both	
- Address cross-cultural needs	
- Different from Section to Section	
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	8
- Chapter and Sections need to go to the campuses more often to work with academics	
Reach out to researchers on related planning topics	1
SUMMARY:	
- APA California needs to focus on getting Academics more involved in APA	8
- APA California to create a tool kit on how to engage students.	5
- APA California needs to get more practicing planners on campus to interact with students and academics	3

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	8
- 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	
Partnerships	3
- Collaborate with other organizations	
- AEP, ULI, USGBC, SPUR, etc.	
Divisions	
- Not a high priority	
- Adds another layer	
Benefit FAQs/Info Sheets	1
- APA vs. Membership in other organization	
- Make it easier to update contact info	
Surveys with relevant topics	4
- Important feedback	
- Show members how we addressed topics (Part of Annual Report, Cal Planner, Conference...)	
On-line suggestion box	
Media Tool Kit	
Push Chapter Only Membership	1
Push Awards program	

SUMMARY:

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| - APA California should re-examine Sponsorship Relationships | 8 |
| - APA California Should conduct surveys on relevant planning topics and share results with the membership | 4 |
| - APA California should grow partnerships with other organizations | 3 |
| - APA California needs to engage those who are in charge of the planning functions in Agencies and Firms. | 2 |