Attachment # G-3



**TO: APA California Chapter Board**

**FROM: Betsy McCullough, AICP, Vice President of Professional Development via Dave Ward, APA California Section Director Central Coast**

**DATE: APA California Chapter Board Retreat, January 2014**

**SUBJECT: Webinars: Developing a Post-Conference Series and Chapter Webinar Capability**

Recommended Action:

*Review and support the work program proposed by the Section Directors related to post-conference use of selected Chapter Conference sessions. Support the general discussion about webinars as a resource to Chapter members who are less able to attend enough live events to attain their required CM.*

*Establish the subcommittee as recommended to develop a strategy to gain post-conference benefit from key conference sessions, and receive progress-toward-implementation reports during 2014. Support the pursuit of a Chapter-led program of webinar capability for Chapter and Section CM events.*

Background:

Developing a capacity for Chapter-produced or Chapter-supported webinars will increase our members’ access to CM events. As discussed in the September 23, 2013, attachment, a program for general use is an effort well worthwhile. While APA National currently has a pilot program that at some point would allow Chapters or Sections to utilize their technology, this is a project that seems within the capability of the Chapter Board, Section Directors, and interested members to develop.

Fiscal Impact:

There will be an as-yet-undetermined fiscal impact for either a recording service or recording equipment for conference sessions or for Chapter or Section-produced sessions. This cost will be developed for the 2015 budget. Partial cost could be recovered through reasonable CM unit charge to members viewing the webinars.

Attachments:

* Section Directors’ Proposal on page 2 of this report
* September 23, 2013, 2-page discussion presented to Section PDOs on their bimonthly call

**Section Directors’ Proposal for an Annual Post-State Conference Webinar Series**

Our successful state conferences are based on significant time and energy to create informative professional development sessions with panel teams often consisting of technical experts from across the state. There is the preparation by the Conference Program Committee on session selection/coordination and the hard work by the panels to create and execute the sessions. Then it is over. How can we capture some of this conference work effort to the benefit of our Section membership unable to attend conferences due to cost, work and family obligations? While we want to promote and ensure conference attendance remains high priority, wouldn’t it be beneficial to bring back a small slice of that conference education/training to our local Sections—have the conference circulate, so to speak, throughout the State educating and providing good “PR” on the interesting sessions CA APA Conference pulls off year to year. Could a Post-State Conference Webinar Series be viable? Let’s explore the concept.

**Webinar Series Logistics:**

1. Number – Select 5-6 CM sessions; at least one Ethics and one Legal (suggest the Leg Update) for AICP CM effort.
2. Which Sessions – Look to Conference Programs Committee to recommend which sessions to select
   1. Diverse topics
   2. Coordinate year-to-year topics
   3. Focus on a subject track
3. How – Schedule all these sessions to be in same conference room for easier facility coordination and recording.
4. Coordination – Determine the pre, during and post Conference effort – who, what, how, when.
5. Funding sources
   1. Section/State partnership
   2. Section contributions by members attending
   3. Solicit Sponsorships
6. Availability – Series available for 1.5 years to Sections. Possibly a CD set to each Section PDO or maybe online demand?

**Work Plan:**

January 2014 Retreat: Create subcommittee (PDO VP, Section Director representatives, interested members)

By June 2014 Board Meeting:

* Research National’s effort on previous conference session recordings
* Discuss with reps from recent/current Conference Program Committees; discuss with Conferences VP, Professional Development VP, and Conference Coordinator
* Determine what venders and/or conference facilities provide this technical expertise
* Establish budget and funding opportunities and constraints

By October 2014 Board Meeting:

* Draft Board proposal for consideration. Review/Coordinate draft with Conferences VP, Professional Development VP, and Conference Coordinator
* Possible launch at 2015 or 2016 conference.