

**ATT-B-6. STRATEGIC PLAN – IMPLEMENTATION WORK PROGRAM UPDATE**

**Communication:** Embed better communication to our members and to the public in everything we do

PRIORITIES	2014 ACTIONS	BOARD ASSIGNMENTS AND DEADLINES	PROGRESS
1. Generate high quality content for website and <i>CalPlanner</i> from all Section/Board activities	<b>SHARE BEST PRACTICES</b> <ul style="list-style-type: none"> <li>Use Section/Board sessions for takeaway of best practices that can be put on the website</li> </ul>	<b>Portfolio:</b> VP of Public Information, VP Admin, VP Conferences, VP Professional Dev, Section Directors <b>DEADLINES:</b> <u>June:</u> Update to Board	<b>CalPlanner content quality has been significantly updated and improved. Content is more current and relevant.</b>  <b>Website content quality has been improved. Still a work in progress.</b>  <b>Section-specific content should continue to be emphasized and expanded.</b>
2. Innovate to create more opportunities for the public to engage with us as an organization	<b>1 - USE WORDLE CREATIVELY</b> <ul style="list-style-type: none"> <li>Put on postcard and/or other formats</li> <li>Include as part of APA's marketing and branding</li> <li>Use Sacramento Section's Wordle as template</li> </ul> <b>2 - OUTREACH TO PLANNING COMMISSIONERS</b> <ul style="list-style-type: none"> <li>Include in Conference Manual a suggestion that the Host Committee invite local planning commissioners to a plenary session.</li> </ul>	<b>Portfolio 1:</b> VP Marketing, YPG Rep and Committee to be set up to create Chapter Wordle <b>DEADLINES:</b> <u>June:</u> Draft to Board  <b>Portfolio 2:</b> VP Conferences & Planning & Board Rep <b>DEADLINES:</b> Include with next round of Conf Manual	<b>1- Draft Wordle designs have been designed. Part of Draft PR Program.</b>          <b>2- Included in the attached Conference Manual Update (see ATT-O-4).</b>

3. Integrate FAICP recognition into both Annual Conference and Chapter activities	<b>FAICP RECOGNITION</b> <ul style="list-style-type: none"> <li>Integrate FAICP recognition at conference/session</li> </ul> <b>INVITE TO STUDENT LUNCH</b> <ul style="list-style-type: none"> <li>Invite FAICP fellows to attend student lunch at conference</li> </ul>	<b>Portfolio:</b> VP Prof Dev and VP Conferences <b>DEADLINES:</b> <u>June:</u> Report to Board on plan <u>July/August:</u> Send out invites	<b>This will be fully implemented this year. FAICPs will be recognized at the Opening Plenary session.</b>
5. Enhance our profile and visibility such that APA is THE authority on planning to members, nonmembers we want to recruit, and other related professionals/opinion leaders we want to familiarize with APA	<b>MEDIA KIT AND FOCUSED OUTREACH TO MEDIA USING POSITIONS ON LEGISLATION</b> Create targeted media list and outline for Media Kit/Focused Legislative Outreach: <ul style="list-style-type: none"> <li>Create fact sheet of positions on important planning issues that we have THE expertise in - post on website as part of Media Kit</li> <li>Create strategy for using with reporters</li> <li>Update list of APA spokespeople</li> <li>Provide similar info to legislators and staff so know who to contact when developing/working on/deciding positions on legislation</li> <li>Use Leg Review Team positions to control the message</li> </ul>	<b>Portfolio:</b> VP Policy & Leg, VP Public Information, VP Marketing <b>DEADLINES:</b> <u>June:</u> Outline of Media Kit to Board <u>September:</u> Board to determine next steps and budget implications for 2015	<b>In progress. PR Program was adopted and continues to move forward (se ATT-L-1).</b>
6. Promote planning in the	<b>SEE ABOVE</b>		

mainstream media			
7. Increase communication between Sections and Chapter	<b>CATALOGUE SECTION LIAISONS</b> <ul style="list-style-type: none"> <li>Look for overlap and duplication</li> </ul>	<b>Portfolio:</b> VP Prof Dev, all VP's <b>DEADLINES:</b> <u>June:</u> Report to Board	<b>Completed/on-going.</b>

**Leadership for Change:** Equip our members to be leaders in change management. Be innovators and risk takers.

PRIORITIES	ACTIONS	ASSIGNMENTS AND DEADLINE	PROGRESS
8. Partner with affiliated groups – Young Planners, students, FAICP, CPR, CPF, PEN	<b>JOINT MEETINGS</b> <ul style="list-style-type: none"> <li>Set up joint meetings with CPR, CPF, PEN</li> <li>Start with meetings at conference while members already in one place</li> <li>Ask PEN to evaluate their role as an affiliate (Brooke)</li> <li>Ask Roundtable to include current APA President as ex-officio on mailing lists so the Chapter is aware of their activities (Carol – immediately)</li> <li>Use PEN &amp; CPR in pre-conference programs (Kurt and Betsy)</li> </ul>	<b>Portfolio:</b> President and President-Elect or as specified under Actions <b>DEADLINES:</b> <u>June:</u> Report progress to Board  <u>September:</u> Hold at least one meeting at conference	<b>In progress as follows:</b> <ul style="list-style-type: none"> <li><b>A joint meeting is scheduled at this year's 2014 Conference between APA, CPR, CPF and PEN.</b></li> <li><b>Brooke and PEN are coordinating regarding PEN's role as an affiliate.</b></li> <li><b>Brooke is on the Roundtable mailing list and attended their August quarterly meeting. Significant support and the Roundtable made a commitment to partnering on upcoming actions identified in Number 10 and 16 below.</b></li> <li><b>PEN and CPR have been included in the pre-conference programs.</b></li> </ul>
9. Create specialized training at	<b>1 - SET UP YPG SESSIONS IN</b>	<b>Portfolio 1:</b> YPG	<b>In progress:</b>

the annual conference	<p><b>CONFERENCE MANUAL</b></p> <p><b>2 - PROVIDE PLANNING COMMISSIONER TRAINING</b></p> <p><b>3 - CONTINUE LEADERSHIP PRE-CONFERENCE TRAINING</b></p>	<p>Rep, Ben, Section YPG Reps</p> <p><b>Portfolio 2 &amp; 3:</b> VP Conferences, VP Prof Development, Commission &amp; Board Rep, CPF and Roundtable</p> <p><b>DEADLINES:</b> <u>June:</u> Report to Board</p>	<p><b>1 - Conference Manual Update (see ATT-O-4) includes recommends that several sessions in each Session Block at the Conference be identified as being of particular interest to our newer planners. Conference program will identify these sessions with an AICP Exam Prep Session continues to be offered with particular advice to newer planners about preparing for the exam.</b></p> <p><b>2- For the second year, 3 sessions are included in the 2014 Conference Program. These 3 sessions are logically ordered and placed in the conference to allow attendance at all 3. Other sessions that are likely to be of high interest to Board &amp; Commission members are also identified for them to attend.</b></p> <p><b>3- For the second year, Leadership training is included in the 2014 Conference Program as a pre-conference training session by the same experts who presented in 2013. Anticipated to be offered on a continuing basis.</b></p>
10.Cultivate leaders in planning and in APA through Section Boards and activities	<p><b>1 - ESTABLISH LEADERSHIP ACADEMY</b></p> <ul style="list-style-type: none"> <li>• Use CPR, PEN &amp; Sections as resources</li> <li>• State-led focus</li> <li>• Define audience (citizens, YPG, professionals seeking growth, mid-level planners seeking director/leader positions)</li> </ul> <p><b>2 - WORK WITH SECTIONS AND CONFERENCE HOST</b></p>	<p><b>Portfolio 1:</b> President, Aaron, CPR</p> <p><b>Portfolio 2:</b> President-Elect,</p>	<p><b>PEN and CPR are committed to partnering with APA to pursue the concept of a leadership academy. The membership of both affiliate groups expressed strong interest. This is a key agenda item for the joint meeting at the conference.</b></p>

	<b>COMMITTEES TO IDENTIFY POTENTIAL NEW LEADERS FOR STATE BOARD POSITIONS</b>	Section Directors, Host Committee Chairs <b>DEADLINES:</b> <u>June:</u> Report to Board	
11. Transfer Annual Conference Content to Other Formats	<b>TRANSFER CONFERENCE SESSION TO DIFFERENT FORMATS - WEBINARS</b>  <b>USE CONFERENCE PROPOSALS IN DIFFERENT SETTINGS</b> <ul style="list-style-type: none"> <li>• Modify conference session proposal form to ask submitters selected or not if they would be interested in presenting the session to Sections or in other settings</li> <li>• Let them know that Sections may contact them</li> </ul>	<b>Portfolio:</b> VP Prof Dev, VP Conferences & Task Force to be set up (as outlined in minutes) <b>DEADLINES:</b> <u>June:</u> Update to Board	<b>In progress. Report adopted in June 2014 outlines a two-phase program to expand training opportunities for Chapter members and Phase 1 is a pilot program to capture excellent annual conference sessions at this year's conference for future Distance Education opportunities.</b>

**Promote Planning's Value:** Promote a message that focuses on the value of planning.

<b>PRIORITIES</b>	<b>ACTIONS</b>	<b>ASSIGNMENTS AND DEADLINE</b>	<b>PROGRESS</b>
14. Know the brand and use it	<b>BROADEN BRANDING OPTIONS</b> <ul style="list-style-type: none"> <li>• Consider CEQA Ruler with</li> </ul>	<b>Portfolio:</b> VP Marketing and Committee to Be	<b>In progress. See item L-2.</b>

	basics of CEQA on it or other best practices, clothing with Wordle's or other APA info on it	Formed <b>DEADLINE:</b> <u>June:</u> Update	
15. Develop a program or template for National APA Planning Month	<b>PLAN CALIFORNIA: GREAT PLACES</b> <ul style="list-style-type: none"> <li>• Model a CA award program like National Great Places</li> <li>• Awards can't overlap with timing of National Great Places Awards in the Fall</li> <li>• Announce in Spring for 2<sup>nd</sup> shot at media attention/publicity for good planning apart from conference</li> </ul>	<b>Portfolio:</b> VP Admin, VP Marketing, Sections (Marissa) <b>DEADLINES:</b> <u>June:</u> Recommendations/ Progress report	<b>In progress. Draft Program was adopted in June 2014 and the Great Places California Program will be launched at the Opening Plenary.</b>
16. Identify advocates and potential partners	<b>SUMMIT WITH OVERLAPPING ORGANIZATIONS</b> <ul style="list-style-type: none"> <li>• Organize a summit to discuss overlapping issues, membership, goals and strategies</li> <li>• Target ULI, AEP, ASLA, AIA, CNU, League, CSAC, RCRC</li> </ul>	<b>Portfolio:</b> President and President-Elect <b>DEADLINES:</b> <u>June:</u> List contacts for targeted organizations & begin outreach Report progress to Board plus potential dates I 2014 for summit	<b>In Progress. To be discussed under item G-2.</b>