

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

3. Integrate FAICP recognition into both Annual Conference and Chapter activities	FAICP RECOGNITION <ul style="list-style-type: none"> Integrate FAICP recognition at conference/session INVITE TO STUDENT LUNCH <ul style="list-style-type: none"> Invite FAICP fellows to attend student lunch at conference 	Portfolio: VP Prof Dev and VP Conferences DEADLINES: <u>June:</u> Report to Board on plan <u>July/August:</u> Send out invites	In progress. Action will be implemented in full by completion of the conference.
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	MEDIA KIT AND FOCUSED OUTREACH TO MEDIA USING POSITIONS ON LEGISLATION Create targeted media list and outline for Media Kit/Focused Legislative Outreach: <ul style="list-style-type: none"> Create fact sheet of positions on important planning issues that we have THE expertise in - post on website as part of Media Kit Create strategy for using with reporters Update list of APA spokespeople Provide similar info to legislators and staff so know who to contact when developing/working on/deciding positions on legislation Use Leg Review Team positions to control the message 	Portfolio: VP Policy & Leg, VP Public Information, VP Marketing DEADLINES: <u>June:</u> Outline of Media Kit to Board <u>September:</u> Board to determine next steps and budget implications for 2015	In progress. Draft PR Program has been prepared and is included on the agenda for discussion.
6. Promote planning in the	SEE ABOVE		

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

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	JOINT MEETINGS <ul style="list-style-type: none"> Set up joint meetings with CPR, CPF, PEN Start with meetings at conference while members already in one place Ask PEN to evaluate their role as an affiliate (Brooke) Ask Roundtable to include current APA President as ex-officio on mailing lists so the Chapter is aware of their activities (Carol – immediately) Use PEN & CPR in pre-conference programs (Kurt and Betsy) 	Portfolio: President and President-Elect or as specified under Actions DEADLINES: <u>June:</u> Report progress to Board <u>September:</u> Hold at least one meeting at conference	In progress as follows: <ul style="list-style-type: none"> A joint meeting is tentatively planned at the conference between APA, CPR, CPF and PEN. Brooke and PEN are coordinating regarding PEN's role as an affiliate. Brooke is on the Roundtable mailing list and will attend their August quarterly meeting. PEN and CPR have been included in the pre-conference programs.
9. Create specialized training at	1 - SET UP YPG SESSIONS IN	Portfolio 1: YPG	In progress:

the annual conference	<p>CONFERENCE MANUAL</p> <p>2 - PROVIDE PLANNING COMMISSIONER TRAINING</p> <p>3 - CONTINUE LEADERSHIP PRE-CONFERENCE TRAINING</p>	<p>Rep, Ben, Section YPG Reps</p> <p>Portfolio 2 & 3: VP Conferences, VP Prof Development, Commission & Board Rep, CPF and Roundtable</p> <p>DEADLINES: <u>June:</u> Report to Board</p>	<p>1 - Conference Manual Update will include 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 a 'AICP Exam Prep Session continues to be offered with particular advice to newer planners about preparing for the exam.</p> <p>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 & Commission members are also identified for them to attend.</p> <p>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.</p>
10.Cultivate leaders in planning and in APA through Section Boards and activities	<p>1 - ESTABLISH LEADERSHIP ACADEMY</p> <ul style="list-style-type: none"> • Use CPR, PEN & Sections as resources • State-led focus • Define audience (citizens, YPG, professionals seeking growth, mid-level planners seeking director/leader positions) <p>2 - WORK WITH SECTIONS AND CONFERENCE HOST</p>	<p>Portfolio 1: President, Aaron, CPR</p> <p>Portfolio 2: President-Elect,</p>	<p>In progress. Initial discussions have occurred with PEN and CPR and there is a very strong interest. This will be a key agenda item for the joint meeting at the conference.</p>

	COMMITTEES TO IDENTIFY POTENTIAL NEW LEADERS FOR STATE BOARD POSITIONS	Section Directors, Host Committee Chairs DEADLINES: <u>June:</u> Report to Board	
11. Transfer Annual Conference Content to Other Formats	TRANSFER CONFERENCE SESSION TO DIFFERENT FORMATS - WEBINARS USE CONFERENCE PROPOSALS IN DIFFERENT SETTINGS <ul style="list-style-type: none"> • 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 • Let them know that Sections may contact them 	Portfolio: VP Prof Dev, VP Conferences & Task Force to be set up (as outlined in minutes) DEADLINES: <u>June:</u> Update to Board	In progress. See ATT-D1. Report 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 for future Distance Education opportunities.

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

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14. Know the brand and use it	BROADEN BRANDING OPTIONS <ul style="list-style-type: none"> • Consider CEQA Ruler with 	Portfolio: VP Marketing and Committee to Be	Initiated. Action to form Committee to be taken under item H.

	basics of CEQA on it or other best practices, clothing with Wordle's or other APA info on it	Formed DEADLINE: <u>June:</u> Update	
15. Develop a program or template for National APA Planning Month	PLAN CALIFORNIA: GREAT PLACES <ul style="list-style-type: none"> • Model a CA award program like National Great Places • Awards can't overlap with timing of National Great Places Awards in the Fall • Announce in Spring for 2nd shot at media attention/publicity for good planning apart from conference 	Portfolio: VP Admin, VP Marketing, Sections (Marissa) DEADLINES: <u>June:</u> Recommendations/ Progress report	In progress. Action on Draft Program to be taken under item G. See ATT-G, G-1, and G-2.
16. Identify advocates and potential partners	SUMMIT WITH OVERLAPPING ORGANIZATIONS <ul style="list-style-type: none"> • Organize a summit to discuss overlapping issues, membership, goals and strategies • Target ULI, AEP, ASLA, AIA, CNU, League, CSAC, RCRC 	Portfolio: President and President-Elect DEADLINES: <u>June:</u> List contacts for targeted organizations & begin outreach Report progress to Board plus potential dates I 2014 for summit	In Progress. See ATT-C2a.