**H1.** **Proposed Redesign/Remake of the CalPlanner**

OBJECTIVE: *The amount and manner in which our APA|CA members are getting news and information has significantly transformed in the last decade. It has been reported that more than 45% of work time is spent reading and answering emails, as well as searching and gathering online information. As such the CalPlanner may be getting “lost in the weeds.” To remedy this, the newsletter will need a new model that consists of relevant material that is well organized, concise, compelling and can be delivered in a manner that most fits its members’ work habits.*

BACKGOUND

* The *CalPlanner* is one of the Chapter’s primary communication tools to deliver planning and policy content, updates and announcements to it members.
* It is a quarterly roundup of news, hot topics and events. Previously it was distributed on a monthly basis (*previously it was delivered monthly*)
* It is also a source of some revenue to the Chapter
* The last significant newsletter redesign was in back in 2006
* It converted from print to electronic/digital in 2009 (*the number of pages doubled during this time*)

CHALLENGES

* The *CalPlanner* model has not kept up with the changes in information technology
* Average length of late has been 25-30 pages
* Its length may be a barrier to reading the content in its entirety
* Its delivery may not accommodate multiple computer platforms or devices
* It competes with all other digitally delivered content and online tasks
* Its sponsorship/ad revenue has remained static or declined
* The revenue generated for the *CalPlanner* does not cover the costs of production

ACTIONS:

1. Consider the current strengths and weaknesses of the newsletter
2. Decide on objectives for a major newsletter overhaul
3. Propose ideas/ suggestions to the layout/organization, content, length and frequency
4. Discuss cost implications in the restructuring of advertising, both layout and rate
5. Determine which aspects need board approval and which can be administratively implemented

**H2.** **Establishment of topic oriented content and related sponsorship to website**

OBJECTIVE: *The new APA California website is a more updated, user-friendly and modern version than that of its predecessor. However, as it stands it is only informational and has no mechanism to encourage our members to frequent or engage with the site in a similar fashion to Planetizen or LinkedIn Group Boards. In addition, a significant number of CalPlanner submissions are better suited to be on the website. To that end, the website could benefit from a more dynamic, content driven area. It is recommended the Chapter explore opportunities that would provide topical content to generate increased website traffic.*

BACKGOUND

* The new APA California website just launched this past November
* It was developed, maintained and currently hosted by Digital Gear (DG)
* DG contract was executed in 2012 (*for nearly $100,000/ 36 payments*) and runs out in May 2015
* Current website cannot yet handle all functions resulting in old website remaining in operation thru Feb 2014

CHALLENGES

* Being recently launched, the website still needs numerous significant fixes, adjustments and fine tuning
* Certain changes could be challenging since they may be governed by DG contract
* Someone will need to manage this new content such as uploading, formatting archiving, etc.
* Guidelines will need to be developed to determine content appropriateness (i.e., topic, length, links, etc.)
* Members will not be aware of this new topical content and will require some education

ACTIONS:

1. Review original website objectives and 2013-14 Strategic Plan to determine consistency with stated goals.
2. Consider shifting some of the content and related sponsorship (*that would typically be considered for the* CalPlanner) to website
3. Evaluate the cost/benefit implications of moving certain content and some advertisers to website as content related sponsors
4. Decide on implementation measures and timeframe