

Date: September 30, 2013

To: APA California Board

From: Betsy McCullough, AICP, Vice President of Professional Development

Subject: 2013 Year to Date Report - Professional Development Team

While the information presented here has been reported periodically to the Executive Committee, and it will form the basis for the annual report contribution from Professional Development, I wanted to give the Board a status of the work undertaken by the Vice President and Professional Development Team and the Section Professional Development Officers for 2013 thus far.

The Professional Development team consists of Chapter representatives (Vice President Betsy McCullough, AICP Exam Coordinator Kim Brosseau, FAICP Coordinator Bob Leiter, Programs Coordinator Carey Fernandes, and AICP Commission Liaison Lance Schulte) and the Section PDOs and AICP Coordinators (Rob Terry – Central, Lilly Rudolph – Central Coast, Julie Rock – Inland Empire, Jonathan Nettler – Los Angeles, Tania Sheyner and Don Bradley- Northern, Matt Foulkes and Maryann Marks – Orange, Scot Mende – Sacramento Valley, Matt Gelbman and Asha Bleier – San Diego). A key factor in the success of the team is APA California staff member Laura Murphy who works closely with the Vice President on AICP, FAICP, conference, website, CM library, web posting, member assistance, research, general professional development, and creative solutions.

Major Initiatives: a number of major efforts or dialogues have been undertaken this year

* FAICP Process: FAICP Nomination Committee expanded to include all Sections in the process; enhancement of the outreach and pre-application processes to assist selected applicants complete a successful nomination package
* AICP Scholarship Process: outreach expanded to potential AICP applicants; scholarship application, selection criteria, and scoring sheet all updated; scholarship granting process for reference by Section PDOs [and on website] prepared; first annual Scholarships Awarded summary form for information to the Chapter and Section PDOs prepared; statistics pursued from National staff about Chapter exam-takers to better know how to orient prep sessions; monitoring process created to evaluate the outcomes of the scholarship process (of those awarded, how many took the exam and how many passed); process recommendations provided to Sections who award AICP Section Scholarships regardless of an individual passing or not
* AICP Process: position presented on CM credit policy on luncheon programs to Chapter PDOs and National staff after discussion with Section PDOs; team discussion with Section PDOs regarding National’s new audit process; discussion initiated with National staff regarding a switch from paper CM Evaluation Forms to online process, proposing questions to include, and drafting new CM paper Evaluation form for use by Sections at their CM events; worked with CPR to complete an agreement for co-sponsorship of CPR events enabling easier path for CM credits for their events
* AICP Exam: information summarized to facilitate Sections’ sharing of their AICP Exam training sessions and materials to expand access to all Chapter members; refreshed AICP Exam Prep session being presented at 2013 conference in Visalia
* Chapter Conference: significant assistance provided to CHC’s Programs Committee in organizing their proposed session selections; all sessions reviewed to confirm adequate and appropriate number and content of Law and Ethics sessions; precedent established for new role for VP of Professional Development in Programs at future Chapter conferences; organizational assistance provided in soliciting and organizing for Chapter’s first Pre-Conference Sessions; sessions for Commission and Board conference attendees expanded and identified through conference session identification and working with C&B representative on the Board
* General Board & Chapter work: significant rewriting of the Professional Development Section for the Chapter’s new website; revised the approach to Chapter Calendar for Sections’ CM events with Laura Murphy;
* CPF Liaison: participate in CPF Board meetings; encourage Sections to recognize CPF winners at their Section awards;

Ongoing Efforts: the Professional Development team has done the following:

* Sections have been providing AICP Exam Training Sessions and reference materials to exam candidates
* Preparing to update Chapter FAICP Nomination Guidelines following November submittal of Chapter-sponsored applications
* Preparing to update Programs section of current outdated Conference Manual
* Continue to work with Section PDOs to complete summaries of each CM Provider’s offerings and evaluations of them for the Chapter Annual Report
* Section PDO calls conducted bimonthly to share information and have discussions on topics of interest to PDOs for use in their sections; distribution of detailed call notes for all including those unable to join the call
* As appropriate, prepare memos or other documents on detailed subject matter discussed on bimonthly calls for use by Section PDOs in discussion with others
* Awarding of AICP Exam scholarships from Chapter and from Sections after advertising availability and application evaluation by Chapter Committee
* Recognizing successful AICP candidates through Cal Planner articles while Section PDOs acknowledged their successes locally
* Finalize the draft co-sponsorship policy for Section PDOs’ use
* VP as ex officio member of the California Planning Foundation
* Work with 2014 Conference Host Committee on Programs development and enhancement
* Have begun initial research into feasibility of Chapter-based webinar process for use by Sections and Chapter
* Assistance has been provided from Chapter PDO to Section PDOs regarding members’ questions and ongoing issues
* Assistance has been provided to individual members who have questions about Professional Development processes and opportunities

The APA California Chapter and members benefit greatly from the substantial efforts of all members of the Professional Development Team!

Betsy McCullough

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