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**MEMORANDUM**

TO: American Planning Association California Chapter Board

FROM: Carol D. Barrett, FAICP, President

 California Planning Foundation

DATE: October 3, 2015

SUBJ: California Planning Foundation – Current Activities and Future Action Items

The California Planning Foundation at the Conference

Please plan to join us as noted below:

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| **Activity** | **When** | **Where** |
| Buy scholarship raffle tickets | During Board Meeting | From Barrett! |
| Attend Richard Weaver Scholarship Luncheon – Awarding more than $53,000 in Scholarships! | Saturday, 11:45 am | 21st Floor, Skyline Room |
| Support the Silent Auction | Sunday, 3:15 to 6:30 pm | Grand Ballroom Extension |
| Support the Live Auction | Sunday, 5:00 to 7:00 pm | Grand Ballroom Extension |

Additionally, CPF is presenting sessions at the conference on Student Day, one on the topic of salary negotiations and one more practice oriented.

Many thanks to the Oakland Local Host Committee for all their support in logistics, arrangements, and inclusion of CPF in conference materials. Yea Hanson, Erik, and especially Darcy!

Scholarships

This year $53,000 was awarded in scholarships necessitating a “dip” into resources to cover the gap resulting from the limited auction proceeds last year. Also, several Sections helped by increasing their donations as well. The CPF Board also shifted funds into more $3000 scholarships rather than $1000 scholarships. The amount had not been adjusted for more than a decade, and we want to have the financial support really make a difference, hence the higher amount.

This was a year of innovation in our scholarships. First, the major scholarship money is now awarded to students without regard to whether their academic program is accredited. And one of the major scholarships was awarded to a non-accredited school. Second, the application process was streamlined and more screening is being done on-line. Third, some interviews were conducted via Skype which saved money and travel time for the applicants.

We will again reach out to the Sections and ask if there are new programs they wish to recommend for scholarship consideration. And we are relying on the Sections to help with the outreach to those same schools.

The inclusion of all planning students in activities carried through to the Student Poster Session which this year, for the first time, accepted projects from non-accredited schools. See their work at the Opening Reception.

Finances

This year another $1000 annual scholarship was endowed by Richard Weaver who made a $20,000 donation to the Foundation. In discussions around our Strategic Plan, it has become clear that we need to emphasize building the endowment and less on the auctions as a primary fundraiser. The auctions are dependent on a huge pool of volunteers and many parts of APA California are drawing on the same resources. We are especially dependent on a strong year in Oakland after the outcome from the Anaheim conference.

We are noticing a certain fatigue among Sections for activities like the basket competition for highest bid in the live auction. Thanks to Northern and Los Angeles for still competing. At the same time, Sections are being creative about supporting scholarships in a way that makes sense to them. For example, San Diego is remitting proceeds from on-line training. Both Orange and San Diego are donating checks instead of baskets during the auction.

The CPF Fundraising Committee will be re-activated this year. We also anticipate asking the APA California Board, now that membership seems to be growing once again, to consider allocating a dollar or two from everyone’s dues payment toward helping to enlarge the endowment. APA California Board members interested in serving on the Fundraising Committee are welcome to join us.

Also related to Finances, we discussed as part of work on our By-Laws and Strategic Plan how we can continue to reduce our administrative costs. Like the APA California Board, we will expand our use of electronic meeting options.

Updating By-Laws and Strategic Plan

Both the By-Laws and the Strategic Plan were substantially revised at our last quarterly meeting. Part of the discussion included clarifying expectations of Board members for financial support and work to be accomplished. This is no honorary position!

For both the By-Laws and the Strategic Plan we are stepping away from a previous emphasis on professional development and workshops. While there may have been a need for CPF to focus on this at one point in time, the Sections and the Chapter are handling this now. We see our job as supporting the students through activities at the annual conference and through scholarships.

Elections

The ballot for the CPF Board will go out after the conference. We have three very well qualified candidates for the two Board positions.

On-Going Challenges

While every section has appointed a Section Liaison, few participate regularly in monthly conference calls. Meeting notes are sent to the Section Directors so there will be some awareness of the gaps.

Conclusions

We will schedule our retreat after that of the APA California Board so that we are prepared to take on any new assignments.

The need for financial aid remains acute and growing as the cost of a graduate education continues to escalate. The CPF is proud to take on this mission on behalf of APA California.

And on a personal note, I have enjoyed serving on the CPF Board for the past seven years.