

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	This has been fully implemented: CalPlanner content quality has been significantly updated and improved. Content is more current and relevant. Website content quality has been improved and is an ongoing work in progress. Section-specific content should continue to be emphasized and expanded.
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 	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:	This has been fully implemented: 1- Draft Wordle designs have been designed and has been incorporated into the Draft PR Program. 2- Included in the attached Conference Manual Update.

	commissioners to a plenary session.	Include with next round of Conf Manual	
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	This has been fully implemented as identified in the Strategic Plan. FAICPs were recognized at the Opening Plenary session.
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. PR Program was adopted and continues to move forward.

6. Promote planning in the mainstream media	SEE ABOVE		
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	This has been implemented but will be 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) 	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	This has been fully implemented: <ul style="list-style-type: none"> A joint meeting was held at this year's 2014 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 attended both their August quarterly meeting and Fall retreat. There is strong support and overall commitment from the Roundtable. The Roundtable has also made a commitment to partnering on upcoming actions identified in Priorities 10 and 16 below. PEN and CPR were included in the pre-conference programs.

	and Betsy)		
9. Create specialized training at the annual conference	1 - SET UP YPG SESSIONS IN CONFERENCE MANUAL 2 - PROVIDE PLANNING COMMISSIONER TRAINING 3 - CONTINUE LEADERSHIP PRE-CONFERENCE TRAINING	Portfolio 1: YPG Rep, Ben, Section YPG Reps Portfolio 2 & 3: VP Conferences, VP Prof Development, Commission & Board Rep, CPF and Roundtable DEADLINES: <u>June:</u> Report to Board	In progress: 1 – The Conference Manual Update recommended that several sessions in each Session Block at the Conference be identified as being of particular interest to our newer planners. The conference program identified these sessions with an AICP Exam Prep Session that continues to be offered with particular advice to newer planners about preparing for the exam. 2- For the second year, 3 sessions were included in the 2014 Conference Program. These 3 sessions were logically ordered and placed in the conference to allow attendance at all 3. Other sessions that likely to be of high interest to Board & Commission members were also identified for them to attend. 3- For the second year, Leadership training was 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. Joint efforts with CPR are also underway as part of Priority 10 below to provide additional leadership sessions at the 2015 conference either as part of a pre-conference workshop or integrated into the core conference program.
10.Cultivate leaders in planning and in APA through Section Boards and activities	1 - ESTABLISH LEADERSHIP ACADEMY <ul style="list-style-type: none"> • Use CPR, PEN & Sections as resources 	Portfolio 1: President, Aaron, CPR	PEN and CPR are highly committed to partnering with APA to pursue the concept of a leadership academy. The membership of both affiliate groups expressed strong interest. This

	<ul style="list-style-type: none"> • 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 COMMITTEES TO IDENTIFY POTENTIAL NEW LEADERS FOR STATE BOARD POSITIONS</p>	<p>Portfolio 2: President-Elect, Section Directors, Host Committee Chairs</p> <p>DEADLINES: <u>June:</u> Report to Board</p>	<p>is a key agenda item for the joint meeting at the conference.</p>
11. Transfer Annual Conference Content to Other Formats	<p>TRANSFER CONFERENCE SESSION TO DIFFERENT FORMATS - WEBINARS</p> <p>USE CONFERENCE PROPOSALS IN DIFFERENT SETTINGS</p> <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 	<p>Portfolio: VP Prof Dev, VP Conferences & Task Force to be set up (as outlined in minutes)</p> <p>DEADLINES: <u>June:</u> Update to Board</p>	<p>In progress: A report was adopted in June 2014 outlining a two-phase program to expand training opportunities for Chapter members. Phase 1 was a pilot program to capture excellent annual conference sessions at the 2014 conference for future Distance Education opportunities. Sessions from the conference were recorded and transferred to webinar format.</p>

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

PRIORITIES	ACTIONS	ASSIGNMENTS AND DEADLINE	PROGRESS
14. Know the brand and use it	BROADEN BRANDING OPTIONS <ul style="list-style-type: none"> Consider CEQA Ruler with basics of CEQA on it or other best practices, clothing with Wordle's or other APA info on it 	Portfolio: VP Marketing and Committee to Be Formed DEADLINE: <u>June:</u> Update	In progress. See item L-2.
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 and very near completion: The Draft Program was adopted in June 2014 and formally announced at the Opening Plenary. Additional revisions were made in Fall 2014 and action is to be taken on the final program as part of the business portion of the January Retreat.
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	In Progress. The ground work has been laid for this as part of Priorities 8 and 10 above. It is anticipated to be a high priority as part of the Past President's portfolio for 2015.

		potential dates I 2014 for summit	
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