



To: APA-CA Board

From: Nina Idemudia
Young Planners Group Program Coordinator

Subject: YPG Update

I am excited to start my second year as the Young Planners Group Program Coordinator! As we go into 2016, I have a few goals to make YPG a robust and dynamic program. Below you will find the goals for the year and a progress report about each. Goals that will need more board input are bolded.

2016 Goals:

Short-Term

1. Formalize the leadership structure throughout the state by holding bi-monthly YEP Coordinator conference calls with APACA section YEP leadership.
2. Develop common programming goals and initiatives among sections for YPG APA members throughout the state.
 - Facilitate the growth of YPG mentor programs around the state
3. **Create online accounts for the YPG California group. I would like this to include Instagram, Twitter, and Facebook.**

Mid-Term

4. Increase YEP participation in the APACA conferences.
 - Continue to host a YPG mixer at the State Conference and have conference sessions geared toward YPG membership.
 - Work with the State Student Rep and Professional Development chair to help educate student membership about the long term benefits of APA and AICP membership
5. Generate feedback from APACA YPG members about their APA experience.
6. **Create a yearly “Top Young Planners List” to help bring recognition to work young professionals are doing around the state. The list would consist of 15 people who would be nominated via application and then selected by a committee formed by the APA CA board.**

Long-Term

7. Increase APA student membership retention and YEP membership rates.

Progress on Short & Mid-term goals

Goal 1: These meetings are scheduled to start February 3rd and take place in even numbered months on the 1st Wednesday of those months at Noon. I have already sent out



an email to all the YPG Section Coordinators but if your YPG coordinator did not receive an email, please let me know.

Goal 2: Will be determined after conference calls are underway.

***Goal 3:* I would like to create social media accounts for YPG. I think this would help all of the sections share ideas, events, and accomplishments as it relates to our Young Planner's group. APA CA lacks a social media presence, so we are not able to engage YPG members online. I propose that the board vote to allow the creation of State YPG social media accounts that would be maintained by myself and the other section YPG leaders.**

Goal 4: I would like to continue the APACA YPG mixer at the next APACA Conference and continue to use my 500 allotment in the budget to help fund the mixer.

Goal 5: I recommend we create Student/YEP membership survey to understand what our members want to see from us. These questions can be developed through collaboration between the Student Representative, Professional Development chair, the Membership Chair, and myself.

***Goal 6:* This idea is still developing. I will get input from the section representatives and form a formal proposal for the board to consider. If you have any initial thoughts our ideas please let me know.**

If you have any questions, concerns, or comments please email me at ninaidemudia@gmail.com