



American Planning Association  
**California Chapter**

*Making Great Communities Happen*

**TO: APA California Chapter Board**  
**FROM: Nina Idemudia, Young Planners Group Coordinator**  
**DATE: October 10, 2016**  
**SUBJECT: Young Planners Group Programs Status**

Dear Board Members,

It has been a very exciting year for the California Young Planners Group! I have been working very hard to establish and sustain robust programming for our Young Planners throughout the state! This year I was able to accomplish several of the goals I created at the beginning of the year, with the help of a dedicated group of Young Planners here in Southern California. Although I am not there in person, as I am receiving an Award from the University Of Michigan's Black Alumni Association this weekend, I hope that you all take my recommended actions with an open mind. If you have any questions, please do not hesitate to contact me at [ninaidemudia@gmail.com](mailto:ninaidemudia@gmail.com). I cannot wait to join you all at the conference on Sunday!



Best,

Nina Idemudia

Recommended Actions:

1. Adopt YPG California Ambassador Program (Working Title) as official conference program, to be conducted annually under the duties of the Young Planners Group Coordinator and YPG Conference Sub-Committee.
2. Adopt YPG California Conference Mixer as official conference program to, be conducted annually under the duties of the Young Planners Group Coordinator.
3. Adopt Outstanding Young Planners award for the State Conference Awards and encourage sections to adopt the Outstanding Young Planners Award for their Section Awards.
4. Move to develop a taskforce, led by the Young Planners Coordinator, to create an annual "Top Young Planners List" in California list.

## Inaugural APA YPG California Ambassador Program

This year the California Young Planners Group (YPG) and YPG Sub-Committee of the APA California State Conference created, organized, and implemented the inaugural **APA YPG California Ambassador Program**. The Ambassador Program is an opportunity for visiting planners (from outside the host section) attending the state conference to be hosted by a fellow YPG planner living in the Los Angeles/Pasadena area (host section). The conference attendees participating in this program are able to receive free lodging from a planner in the LA area that was interested in hosting another YPG planner at their residence. This year we were able to match five host and guest in our pilot program, which met our goals!

The intent of the program is to provide a unique conference experience by connecting young and emerging planners (students included) from across the state, while also providing visiting planners with an inexpensive lodging alternative to costlier hotel options. Given the need for programs like this and the success of our inaugural program, I propose that the board and conference committee adopt the APAYPG California Ambassador Program as an official extension of our annual conference, to be implemented under the California Young Planners Group Coordinator.

*Special thanks to our program committee members: Cassie Gogreve, Steven Katigbak, Steven Keith, and Clare Kelley.*

## 2<sup>nd</sup> Annual Young Planners Group State Conference Mixer

On Sunday October 23, 2016 at 7:30 pm, I will be hosting the 2<sup>nd</sup> annual Young Planners Group State Conference Mixer in Pasadena. The first event was well attended and praised for being a way for Young Planners to fellowship at the State Conference. The planning Committee for this year's event consisted of the YPG State Conference Sub-Committee Chairs and the members of the LA Section of YPG committee. Given the need for programs like this and the success of our first mixer, I would suggest that the board and conference committee adopt the APA YPG California Mixer as an official extension of our annual conference, to be implemented under the California Young Planners Group Coordinator.



2016 APA CALIFORNIA CONFERENCE  
**AMBASSADOR PROGRAM**

Are you attending the conference from outside the LA region?  
Interested in connecting and staying with a local planner?

Are you a LA area planner interested in hosting a planner?

The California APA Young Planners Group (YPG) is proud to present the Ambassadors Program for the 2016 APA State Conference in Pasadena! The Ambassadors Program is an opportunity for visiting planners (from outside the host section) attending the state conference to be hosted by a fellow YPG planner living in the Los Angeles/Pasadena area.

The conference attendees interested in participating in this program would be able to receive free lodging from a planner in the LA area that is likewise interested in hosting another YPG planner at their residence. Hosts participating in the program would just be expected to provide lodging (not food or transportation to the conference).

The intent of the program is to provide a unique conference experience by connecting young and emerging planners from across the state, while also providing visiting planners with an inexpensive lodging alternative to more costly hotel options.

**FOR MORE INFORMATION**  
For visiting planners interested in being hosted, please fill out the following form to apply: [CLICK HERE](#)  
For local planners interested in being a host, please fill out the following form to apply: [CLICK HERE](#)

**DEADLINES**  
Aug 31st - Deadline to apply  
Sept 7th - Applicants will be notified of their application status

Questions? Email the program coordinators:  
Cassie@gogreve@gmail.com  
or: Steven.katigbak@gmail.com  
or: Nwooden@aigmail.com



2016 CRAFTING  
APA California Conference  
Pasadena  
OCTOBER 22-25  
Future  
The Art of Planning

**YOUNG PLANNERS GROUP & STUDENTS  
APA CONFERENCE MIXER**

Come and network with the planning leaders of tomorrow! The State Coordinator and Section leaders of the Young Planners Group are hosting this social mixer. Refreshments will be provided along with access to a cash bar. You will not want to miss this event!

**WHEN**  
Sunday, October 23, 2016  
7:30pm - 9:30pm

**LOCATION**  
White Horse Lounge  
41 S. De Lacey Ave.  
Pasadena, CA 91105

**EVENT LINK**  
Click [here](#) to RSVP!

Sponsored by:  
Beuchard & Beuchard, University of Redlands



Questions? Email [ypgp@planning.org](mailto:ypgp@planning.org)

*Special thanks to our program committee members: Cassie Gogreve, Andrew Jorgensen, Steven Keith, and Gwendolyn von Klan*

### **Outstanding Young Planners Award**

This year the California YPG and the Los Angeles Section YPG were able to pilot an Outstanding Young Planners Award. The Outstanding Young Planner Award was created to highlight the amazing work of a young planner who is helping to advance the Planning Field. Shane Phillips was the first winner of the award.



Recognition for Young Planners is important an important engagement tool for new members. These types of programs help to foster interest in our organization and helps with the retention rate of our Student Member while also enticing first time members to join. Please see the award criteria under “Exhibit A”. I propose that the board adopt Outstanding Young Planners award for State Conference Awards and encourage sections to adopt the Outstanding Young Planners award for their respective Section Awards.

### **2<sup>nd</sup> Annual Planning Month and #IAmPlanning Social Media Challenge!**

In honor of #PlanningMonth, the YPG of California and APA National are teaming up for the 2<sup>nd</sup> annual #IAmPlanning Social Media Campaign. There will be a #IAmPlanning Blog post on the APA National website in the coming weeks! This campaign was created to give young planners, both APA members and non-members, the opportunity to share the reasons they chose the planning profession. The purpose of the campaign is to highlight the different faces and backgrounds of young planners across the nation. Please use your platform to generate buzz about the #IAmPlanning Campaign and encourage your network to participate. The instructions can be downloaded and shared on various social media platforms with a short explanation of the campaign. #IAmPlanning is a great way to engage a new generation of planners in the American Planning Association at the local, state, and national level.

A graphic for the #IAmPlanning social media challenge. It features a stylized city skyline in the background. In the foreground, there is a blue location pin icon with a white fist inside. Below the skyline, the text "#IAmPlanning" is written in a large, white, sans-serif font. Underneath this, there are five rows of instructions, each with a corresponding social media icon: a camera for SNAP, speech bubbles for CAPTION, a hashtag for HASHTAG, an at-sign for TAG, and a share icon for SHARE. The instructions are in a smaller, white, sans-serif font. At the bottom right of the graphic, there are small icons for social media platforms like Facebook, Twitter, and Instagram.

## California Chapter YPG Top 15 Under 35

This California Chapter YPG Top 15 Under 35 is meant help highlight talented young planners from across the state. The criteria will be as follows:

*To individuals affiliated with the field of planning, under the age of 35 at time of nomination, who exhibit exemplary professional accomplishments and has made a valuable contribution advancement of the planning profession. Candidates should have examples of professional, educational, and community leadership within the planning field but can also have shown leadership and dedication to related areas. Formal planning education is not a requirement.*

I believe creating a program like this will help to develop and strengthen the Young Planner/Student Membership base for our chapter. It will also work as an engagement tool to get more Young Planners/Students involved in our board and attending our annual state conferences.

## EXHIBIT A

### Outstanding Young Planner Award

To an individual affiliated with the field of planning, under the age of 35 at time of nomination, who exhibits exemplary professional accomplishments and has made a valuable contribution advancement of the planning profession. Candidates should have examples of professional, educational, and community leadership within the planning field but can also have shown leadership and dedication to related areas. Formal planning education is not a requirement.

### Outstanding Emerging Planner Award

**Exemplary & Valuable Contribution:** Explain how the nominee has made an exemplary and valuable contribution in urban planning or any other related area of practice where professional, educational, and philanthropic leadership have been demonstrated. Use specific examples of projects, programs, initiatives, or a combination thereof, to showcase why this nominee should be chosen.

#### Requirements

- Nomination Form:** This completed form, which is also available online at [www.apalosangeles.org](http://www.apalosangeles.org).
- Summary Description:** Biography **AND** resume of nominee. If chosen as the award winner, portions or all of the summary description may be used for the video presentation at the Awards ceremony.
- Award Criteria:** One- or two-page explanation demonstrating how the submission specifically meets each criterion in the order listed under each award category.
- Letter of Support:** A statement of support by someone not directly associated with the project and other than the nominator (no more than 1 page).
- Images:** Two to three images of the individual nominated.
- OPTIONAL:** Published reports or articles by or about the nominee, audio or video materials, and other materials appropriate to the submission. These materials should be succinct, given the limited time available for Jury deliberations.

## **EXHIBIT B**

### **Proposed Time Line**

#### October 2016

- Develop a board task force, led by the Young Planners Coordinator. Potential members could be, but not limited to, YPG Section Leaders, the Student Representative, Vice President Public for Information, State Awards Coordinator (s), University Liaison (s), and Cal Planner Editor.

#### January 2016

- Finalize criteria and create official outline for marketing

#### March 2016

- Finalize application and guidelines for nominations

#### June 2017

- Recruit jury committee to select Young Planners for the list

#### July 2017

- Release application materials

#### September 2017

- Applications Due

#### October 2017

- Make selections and notify winners

#### November/December 2017

- Release “Top15 Under 35 Young Planners List” in CalPlanner, APA Website, Social Media Accounts