APA CAlifornia Strategic plan 2018-2019

# 2-Year Action Plan

Assignment- The leads for each team below shall convene the team as needed to prepare a draft action plan to report back to the Chapter President / President-Elect by March 3, 2018.

Networks – strengthening and expanding networks with specific emphasis on: (1) allied organizations, (2) non-profits, and (3) building a permanent and substantive alliance with public health professionals.

Team Leads: Marc, Nick C.

Additional members: Stephen, Julia

Membership- Sustainable Chapter membership with the following emphasis:

1. Student/New Member retention
2. Targeted growth:
   1. Academics
   2. Planning related professionals
   3. Diversity
   4. Missing middle professionals
3. Develop a specific measurable goal (i.e. number of members)

Team Leads: Mary, Juan

Additional members: Julia, Miroo, Chris, Ashley, CPR, Sande

Diversity- deepen the diversity of our membership and Chapter and Section leadership

Team Leads: Mary, Miroo

Additional members: John H.

Chapter / Section Relationships

Team Leads: Rachel, Sharon

Additional members: Ashley, Nick C., John H.

Policy/Legislation – Specifically considering the following: (1) Council of legislative representatives, (2) Chapter/Section advocacy training, (3) stronger National/Chapter/Section connection, improved advocacy at the local level, (4) stronger allied group relationships, (5) CalAPA sponsored session(s) at Cal League of Cities conference, and (6) a grassroots planning advocacy network.

Team Leads: John, Nick M

Additional members: CPR, John H, Stephen,

Influence National APA: Policy and Leadership

Team Leads: Pete, Kristen

Additional members: Marissa, Kurt

Diversify Chapter Revenue Sources – Reduce reliance on annual conference income

Team Leads: Sung, Hanson

Additional members: none

Evaluate Organizational Structure

Team Lead: Julia

Additional members: Pete, Jeff, Collette