



08 JANUARY 2019

TO: APA California Board Members

FR: Marc Yeber, VP for Public Information

RE: Rethinking the *CalPlanner*

CC: Ellie Fiore, Assistant Editor

This year marks the 6th for publishing the redesigned *CalPlanner* and countless issues dating back many decades. However, in the age of social media and multiple platform choices, can the *CalPlanner* still be a relevant communications tool? It has been suggested (*and even observed*) that the importance of and enthusiasm for the newsletter among all Board Members may be waning thereby contributing to the difficulty of securing the necessary content in a timely manner. Please take a moment to visit the *CalPlanner* archive page to [re] familiarize yourself with this Chapter resource.

<https://www.apacalifornia.org/news-and-media/cal-planner-newsletter/cal-planner-archive/>

The curating of content and the production of the newsletter has become increasingly challenging to sustain. From a difficulty of securing topical articles and Chapter news to following-up on commitments and scrambling to fill voids, it continues to be a constant struggle and "time hog" in order to secure all the content necessary to produce a meaningful member service.

So that we can gauge a current perspective about the relevance of this communication tool, think about the following questions:

- Do you view the *CalPlanner* as informational or educational?
- What do you think is the most important element of the publication?
- Do you consider this as a necessary service or a preferred amenity?
- What do you perceive as the primary difference between the *CalPlanner* and other forms of communications (i.e., Section's similar communication tools)?
- How do you think the newsletter best represents the Chapter?

Though we have developed countless strategies, from creating a Board specific editorial calendar to developing a tip sheet for crafting content, the process continues to be fraught with challenges. As I see it, the Chapter may not be able to sustain the *CalPlanner* model in its current form over the long run.

REQUESTED ACTION:

1. receive and file update
2. get feedback and further direction from board members whether to:
 - a. continue to develop other strategies/ avenues to secure content (i.e., outside organizations)
 - b. explore a different model or combination of to communicate Chapter news and related topics
 - c. consider a hybrid of the two above