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.


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 gage 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