

**TO: Pete Parkinson, President**

**FROM: Kimberly Brosseau, AICP**

**Vice President of Professional Development**

**DATE: May 24, 2018**

**SUBJECT: APA Learn**

***Recommendation: APA Learn is APA National’s new learning management system. The system is slated to roll out late summer 2018. The purpose of this memo is to create a Task Force and develop a strategy and goals for implementing the system at the Chapter level and prepare a report back to the full board for the October 2018 Board meeting in San Diego.***

BACKGROUND: APA Learn was first presented by Jim Drinan, APA's Exec Director, at the Chapter Presidents Council meeting in Spring 2018. This new system has the potential to impact all other learning channels, including Chapter conferences and other Professional Development offerings that Chapters (and Sections) provide.

APA Learn, is an online education platform that will offer hundreds of hours of professional education on subjects that are important to APA members. The expectation is that it will be a convenient way to continue planning education and earn CM credits, including those credits in law and ethics. APA Learn will add fresh and relevant educational opportunities in response to members' needs and advances in planning.

APA Learn will also include enhanced learning experiences with more interactivity at reduced member prices. Experience feature highlights will include custom learning portfolios, seamless CM logging, and bookmarking. Session recordings from the 2018 National APA Conference will be available on APA Learn upon launch.

RECOMMENDATIONS: It is recommended that in response to the upcoming APA Learn system, the Chapter create a Task Force to focus on development of a strategy and goals to implement this new system.

*Create Chapter Task Force*

This Task Force will be comprised of member of the APA CA Board and will develop a strategy and goals for implementing this new system over the next three months.

It is recommended that Task Force members include:

* Kimberly Brosseau, VP of Professional Development
* Julia Lave Johnston, President Elect
* Shane Burkhardt, Past President of the APA Chapter Presidents Council
* Greg Konar, Distance Education Coordinator
* Asha Bleier, AICP Exam Coordinator

*Develop Strategy for Integrating and Adapting Chapter Programs*

The Task Force will develop a detailed strategy for implementing APA Learn through integration of the Chapter Programs.

*Development of Goals by Task Force*

1. Understand what APA Learn is and what it’s likely to become in the next few years;
2. Address about how APA Learn will change the landscape for APA California, both for members and for the Chapter itself;
3. Determine what actions the Chapter (and/or Sections) should take to make the most of this new program, for both members and for the Chapter.

***Next Steps***

At this time National is unsure how the Chapters will utilize the software program. National will hold their PDO Quarterly call early summer and will explain the details of APA Learn and share the timeline to bring the Chapters on Board. More information on APA Learn will also be available in the future on National’s website and future issues of Interact.