

TO: APA California Board of Directors

FROM: Julia Lave Johnston, President

DATE: June 15, 2019

SUBJECT: New APA California Programs and Membership Coordinator Scope

**APA California Programs and Membership Coordinator**

**Possible Tasks from the Strategic Plan**

**1.1 Develop one page handout, two sides**

* Side 1: APA CA Overview
* Side 2: Housing

Develop a maximum of four handouts. explaining platform priorities to the public.

**1.2 Advocacy: Identify how sections can support the Chapter’s activities and visa versa**

**1.3 Restart Young Planner Coordinator monthly call with all Section YPG Leadership.**

* Create YPG’s in the two sections with out programs.
* Collect all Sections YPG documents for consolidation and draw from National to update original handbook.
* Chapter-wide discussion to decide consistent naming for YPG going forward.
* Develop menu of types of mentorship programs for sections to choose from include existing mentorship program practices in the sections.

**2.1 Create a Planning Commissioners Training Program**

**2.2 Create a database of existing and potential partners**

**2.3 Create a committee to determine how we interact with potential partners**

**3.1 Create a toolkit for section diversity directors**

**4.1 Membership Outreach**

* Conduct membership surveys or use already existing surveys if conducted in the last year.
* Identify way to survey nonmembers- reach out to list of partners/contacts.
* Identify pathways/conduits to high school students- including existing programs run by similar organizations.

**4.2 Expand distance learning program**

* Develop MOUs with Planetzien and APALearn.
* Identify section recording/live streaming capabilities.
* Train Sections on recording/live streaming programs
* Hold three statewide live streaming distance learning opportunities.

**Job Description - DRAFT**

***Expand Distance Learning Program***

* Primary responsibility to work with Chapter Board in expanding the distance learning program as a means to strengthen value for membership.
* Research on-line distance learning platforms and functions/capacity/costs/etc. Review other similar association programs including National APA and other State Chapters.
* Propose alternative platforms and functionality and facilitate input from Chapter Board
* Assist with implementation of distance learning program including on-line programming, test runs, and data analytics collection and dissemination.
* Work with Chapter Sections to learn of their distance learning needs and coordinate potential joint use and sharing of learning program.
* Develop revenue capture strategies from on-line distance learning (e.g. user fees – individual vs. group rates, sponsorship, advertising)
* Develop a planning commissioner/elected appointed official certificate

***Membership Outreach***

* Develop a membership outreach plan in conjunction with Board including administering an annual on-line membership survey
* Assist sections in starting YPG programs; develop best practices information
* Assist sections in sorting mentorship programs; develop best practices information
* Create a mentoring training workshop
* Identify pathways/conduits to high school students- including existing programs run by similar organizations.
* Assist in marketing tasks as needed

***Partnership Development***

* Create a database of existing and potential partners
* Create a committee to determine how we interact with potential partners
* Seek revenue opportunities to obtain additional funding for the above listed activities
* Research additional revenue enhancement strategies – in-kind, partnerships, fundraising, user fee based programs, advertising, etc. in support of the above activities.
* Develop strategic sponsorship package that could be multi-year, multi-program oriented.

***Background Preference:***

* Education background or experience in in planning or related topic
* Strategic thinker
* Tech savvy with on-line learning platforms, or course development
* Strong writing and other communication skills
* Event planning