



**24 JUNE 2020**

**TO:** APA California Board Members

**FR:** Marc Yeber, VP for Marketing & Membership

**RE:** Suspended Fee Chapter Only Memberships for Unemployed Planners

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In acknowledging the challenges presented by the Covid 19 pandemic and the resulting hardships experienced by many in the planning profession, this memorandum outlines a proposal to offer temporary relief to those members who have lost employment over the last three months. Considering that there is significant uncertainty in the near-future, a Chapter initiated measure may be warranted.

**BACKGROUND:**

The pandemic and subsequent economic downturn has impacted many of the APA California Chapter members. The current fee for Chapter-only membership is \$125.00. Following are a few points to highlight the current context.

- **Employment Impacts:** many public and private employers have responded to shrinking budgets by either delaying hiring and/or letting go of the most recent hires, often those with the least experience.
- **Target Audience:** Recent (2020 or 2021) Bachelor, Master or Doctorate graduates in planning or affiliated planning program. Also members who can demonstrate a recent loss of job due to the Covid 19 slow down.
- **Chapter Fiscal Impact:** This not fully known since membership numbers for National are calculated and reported quarterly. However it is suspected that the Chapter will experience a significant loss of memberships in subsequent membership reports.

**OBJECTIVE:**

APA California offers numerous opportunities via networking and professional development that can offer needed services to help mitigate employment challenges. The Chapter and the advancement of the profession relies on maintaining talent interested in the planning field. It is perceived that the Chapter will benefit not only from the goodwill offered, but keeping our diverse membership intact and engaged.

**It is therefore proposed:**

APA California will suspend the fee for Chapter-only Memberships offered to Planners seeking employment within in the planning field. This measure is intended to benefit recent (2020 or 2021) Bachelor, Master's or Doctorate graduates in a planning or affiliated planning program as well as those recently unemployed Planners that can demonstrate loss of job or work due to COVID-19 slow-down. This action is to be in effect through December 31, 2020.

**REQUESTED ACTION:**

1. Review and discuss merits/ impacts of proposal
2. Recommend a vote in the affirmative to suspend the fee for Chapter-only memberships as stipulated above.