



American Planning Association
California Chapter

Creating Great Communities for All

TO: APA California Chapter Board

FROM Stephanie Roxas, AICP, Vice President of Professional Development
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DATE: January 17, 2021

SUBJECT: Pricing Structure for Non-Conference Webinars

Recommendation:

Establish the following webinar pricing policies to support Chapter goals for revenue generation as reflected in the 2021 budget:

1. Chapter-hosted live webinars: \$20 per CM credit.
2. Chapter-hosted live webinars that promote APA membership (i.e., AICP info session) may be offered for free.
3. Section-hosted live webinars utilizing Chapter services: Cost to be set by Sections.
4. Section-hosted live webinars utilizing Chapter services: Chapter will receive rights to market and receive revenues from the recording. The Chapter will make the video available on-demand through the Chapter distance education library. The Section may share the recording with anyone who originally registered, but cannot publicly share the recording (i.e. cannot post on Section website).
5. Chapter on-demand videos from Section hosted webinars: \$10 per CM credit.

Background:

Historically, the Chapter has hosted between one to three webinars per year. Most webinars have been free to Chapter members while the cost of the webinar service (Go to Webinar prior to 2020 and Zoom thereafter) was charged to the Chapter budget under professional development. Prior to 2020, technical support for the webinars was provided by Board volunteers. With the restrictions brought about by COVID-19 in early 2020, this model changed as the Chapter hired a contractor, Magnetic 28 (Ben Morrison) to provide technical support for both conference and non-conference webinars. Soon after, the Chapter extended Magnetic 28's webinar support services to the Sections. This action dramatically increased the number of webinars provided throughout year and was helpful in preparing for the Chapter conference in September of 2020.

Discussion:

2020 was an unusual year, not only because of COVID-19 but also due to the Black Lives Matter movement and associated social justice issues. These issues drove or influenced many of the webinars held by the Sections as well as the Chapter conference. Because of the urgent need to address these topics, no attempt was made to charge Sections for the webinar service or encourage a webinar pricing structure that would benefit both the Chapter and Sections.

It is the Chapter's intent to continue providing Magnetic 28's webinar support to all of the Sections. Moving into 2021, Sections will be invoiced for the webinar support provided--currently estimated to be \$280 for a 1.0 to 1.5 hour webinar. This change has created a need to establish a reasonable and stable webinar pricing structure acceptable to both the Chapter and Sections that will support Chapter goals for revenue generation as reflected in the 2021 budget.

Additional Issues for Future Discussion: (optional)

Free Webinar Events

As described in the background, 2020 was characterized by an abundance of free webinars--nearly all offering CM credits. Additionally, for the first time in Chapter history, the 2020 Conference session videos were made available to conference registrants (at no charge) for three months following the conference. Beginning in 2014 and continuing into 2021 the Chapter has charged a small fee (typically \$15) for the conference session videos. Demand for the 2020 conference session videos at the full \$15 price has been well below prior years.

Discussion Point 1. *What limits, if any, should be placed on free webinars?*

Use of Chapter eNews

Prior to COVID restrictions on in-person gatherings, most Section events were local and marketed to a local audience. Webinars, however, provide the opportunity to reach the entire Chapter membership and beyond. As some Sections have discovered, the Chapter eNews is the most efficient way to reach a wider audience. Related to the above issue, if the webinar is free, it diminishes the revenue potential of all online material. On the other hand, if a fee is charged, all the Chapter-wide revenue goes to the Section. The question arises as to whether the Chapter should enable this transfer of resources between Sections.

Discussion Point 2. *What limits, if any, should be placed on the use of Chapter eNews to promote Section hosted webinars?*