



## **APA Iowa 2019 Work Plan**

The American Planning Association Iowa Chapter (APA Iowa) is a membership organization of approximately four hundred professional planners, planning educators, planning commissioners and planning students from across the state of Iowa. APA Iowa's mission is to strengthen planning to create thriving communities. We do this through celebration, advocacy, relationships, and education of our members and communities.

This document outlines APA Iowa's work plan for 2019. We intend to work with our partners at the state and national level to complete the following tasks.

### **Chapter Development**

- Collect and analyze data to understand opportunities to expand chapter membership.
  - Identify the population of planners in the state and determine how many are members.
  - Determine how many former student members become full members after graduating.
  - Determine how many planners that receive free chapter-only membership from the annual conference registration stay on as paying members.
  - Determine which and/or what types of employers do not assist with APA dues and target them for engagement.
- Conduct a survey of the membership to determine service needs and member satisfaction.
- Host, or facilitate the hosting of, regular networking events follow professional development opportunities.
- Form a Chapter Development subcommittee to assist in activities.

### **Professional Development**

- Partner with Iowa State University Extension on training of planning and zoning boards to share APA resources and encourage APA membership.
- Host quarterly professional development opportunities across the state.
- Develop opportunities to engage students, such as discounted or free registration when volunteering at events.
- Identify partner organizations and topic areas to collaborate with for continuing education events.
- Assist planners seeking AICP and AICP Candidate certification.
  - Ensure adequate training for the chapter Professional Development Officer.
  - Maintain a library of materials and resources to share with candidates.

- Plan for and hold the annual chapter conference.
- Form a Professional Development subcommittee to assist in activities.

### **Advocacy and Outreach**

- Identify allied organizations and opportunities for partnerships in promoting APA IA's mission and the planning profession.
  - Have them as part of the APA IA conference with sessions and/or exhibit booths.
  - Seek opportunities to have APA IA and planning sessions and/or an exhibit booth at their conferences.
- Participate in career fairs at Iowa State University and The University of Iowa.
- Seek opportunities for APA IA and the planning profession to be represented on local and state boards and committees.
- Form an Advocacy and Outreach subcommittee to assist in activities.

### **Policy and Legislative**

- Develop a legislative agenda prior to the start of the state legislative session.
- Expand the number of APA IA members who are part of APA's Planners Advocacy Network.
- Send APA IA's Legislative Chair to the Policy and Advocacy Conference and other related trainings.
- Solicit opinions from the chapter on legislative issues.
- Form relationships with allied organizations with more legislative and lobbying capacity to monitor legislative activities.
- Participate in Design Day on the Hill.

### **Recognition and Awards**

- Continue to administer the annual Chapter awards program.
  - Review and/or develop processes and guidelines as necessary.
- Review chapter membership to identify FAICP candidates and facilitate their application.
- Recognize member accomplishments (job changes, promotions, projects, and so on) in the chapter newsletter.
- Maintain a pool of members interested in serving as awards juries for other chapters.
- Form a Recognition and Awards subcommittee to assist in activities.

### **Public Relations and Communications**

- Transition to the APA National website hosting platform.
- Publish electronic newsletters.
- Develop a State of the Chapter Report to distribute to the membership.

### **Administration**

- Explore opportunities for administrative assistance for chapter efforts.
- Explore opportunities for assistance with chapter conference planning.
- Review compliance with the APA's Chapter Performance Criteria.
- Periodically meet with chapter board members to review progress on the work plan.
- Identify policies and procedures that need documenting.
- Define and document roles and responsibilities of APA Iowa board members.
- Develop the 2020 budget and work plan.