

American Planning Association Iowa Chapter

Work Plan FY2015 - 2016

The American Planning Association Iowa Chapter is a membership organization of approximately four hundred professional planners, planning students from across the state of Iowa. The primary focus of the Chapter is education to improve planning in communities, counties providing workshops and information to equip our members with the best planning tools and information available in order that they can assist in making "What We Want Happen". The Iowa Chapter is officially recognized as a sub-ordinate organization by the American Planning Association and as such is registered for educational purposes.

Current Board Positions

Officers:

President
Vice President
Secretary
Treasurer
Past President

Executive Board Members:

Professional Development Officer
Planning Board Member
UI Representative
ISU Representative
At Large (3)

Program Area Chairs:

Chapter Development
Professional Development
Outreach/Advocacy
Legislative & Policy
Recognition/Awards
PR/Communications

Goal	What we want to accomplish	Responsibility	Action Steps	
			FY14	
Chapter Development				
Expand the membership of the Chapter	Connect with non traditional members		Chapter Only Membership	Madeline
			Increase University faculty membership	Rose/Shires
			Investigate new membership classifications - Iowa Lifetime?	Executive Committee
			Discuss membership dues structure	
			Engage Retired members	
		Send Welcome Letters to New Members	Secretary	
Determine what Membership means		What is free; what costs money (member only access to website?)	Executive Committee	
Create Chapter Historian Board position	Ease of succession in a volunteer org		Keep track of various documents	Charlie
	Awareness of Chapter accomplishments		Create photo repository	
			Buy Chapter camera?	
Explore mentorship at all levels	At State Conference			
	YP			
	New Managers			
Networking (or under Outreach?)	Provide opportunities for planners to meet to informally learn from each other		State Conference Reception	Conference Committee
			All Iowa Reception	President
			Encourage events across State	
Provide Orientation to new Board members	Engaged Board members		Provide written list of duties, term length	Secretary
	Student Liasons who can more readily use Board members for student initiatives		Maintain list of Board members who can explain APA, benefits of membership; Provide APA posters for school halls	Rose/Shires
	Encourage creation of Program Area Committees			President empwer committee chairs
Maintain strategic plan and a sound budget	Develop Annual Budget and 2-Year Work Plan annually		Paid staff????	Executive Committee plus Dave


Goal	What we want to accomplish	Responsibility	Action Steps FY15	
Professional Development and Education				
Provide a variety of educational opportunities for members	Provide CM Opportunities		Annual State Conference	Conference Committee
			Lunch & Learns	Dave
			Suggest webinar topics/presenters for APA series	
	Provide AICP Test Preparation	President	Training sessions w/Board Meetings	Meetinghost
		Iowa/ISU	Create test prep class	PDO
		PDO/Secretary?	Promote study groups	
Help educate student members		Provide student groups with list of APA-IA member volunteer speakers	Rose/Shires	
Educate cities/policymakers about planning (<i>in PR?</i>)	Increase understanding of importance of AICP		Use National's talking points	Dylan
	Increase understanding of importance of planning	Legislative Chair	Increase legislative presence	
			Create Tomorrow Plan-like speaker series	
Educate the public and the media about planning (<i>in PR?</i>)	Increase awareness of AICP		Send press release about AICP	Communication
	Increase awareness of planning		Send press release about awards	Jill
			"Adopt a planner" list for school groups	
	Youth education		Members partner with existing organizations: Box City; JA; Future Cities; ACE, Youth Leadership IA	
Promote/create CM activities through other partners	Create easier way to partner with allied organizations for CM			

Goal	What we want to accomplish	Responsibility	Action Steps	
			FY14	
Outreach and Advocacy				
Promote best practices to members, allied organizations, our communities, region and state				
Establish collaborative efforts that educate the public about planning	<i>Keep? This one was in here. Similar to "Educate the public about planning" in Professional Devt and/or PR</i>			
Create stronger ties to alliant organizations & non-traditional groups to extend influence of Chapter and planning	Connect with CoZo, IARC, AIA and ASLA, ULI, Floodplain Managers, others		Monitor opportunities and connections as a	All Board
	Continue to work with Public Health			John Peterson
Create collaborative professional teams to assist communities in Iowa with planning initiatives	<i>Keep? I think no... When this came up a year or 2 ago, there weren't very many takers.</i>			

Goal	What we want to accomplish	Responsibility	Action Steps	
			FY14	
Legislative and Policy - Let Dylan determine?				
Develop and advance a legislative and planning policy program advocating best planning practices for the State	Explore Development of Legislative Platform		Set Legistalative Agenda & Implement	Dylan
Develop a proactive legislative review and comment process				Dylan
Engage in the APA Policy Guide development process				Dylan

Goal	What we want to accomplish	Responsibility	Action Steps	
			FY14	
Recognition and Awards				
Continue and enhance the Chapter Awards program	Engage Students	Awards Chair		Jill
	Celebrate awards more			
Facilitate and encourage National Award applicatons	Cultivate awareness		Highlight National awards on website	Communications
			Coordinate with Dennis Johnson for Iowa Great Places	Jim Holz
Promote Chapter sponsorship of FAICP candidates	Cultivate awareness		Highlight IA FAICP members on website	communications
	Provide contact/expertise on nominations		Develop Application	At Large
	Identify potential candidates	Secretary	Keep list of who is eligible	Secretary
Encourage State Leadership awards			President	

Goal	What we want to accomplish	Responsibility	Action Steps	
			FY14	
Public Relations and Communications				
Enhance the Chapter website			Continue to provide free job posting	Communications
	Maintain a social media Account			
	Determine how to handle Newsletter - Blog? authors			
Market planning to the public, media, community leaders and elected officials to enhance the planning profession in Iowa			PR reps from cities send news to APA-IA	Communication
Develop information and materials to assist in raising awareness about the need for planning in Iowa communities				



g educators, planning commissioners and
s and regions of the State. We focus on
ist in "Making Great Communities
tered is a 501c3 organization for

Liaisons:

UI Grad

ISU Undergrad

ISU Grad

County Planning/Zoning Official

Floodplain/Stormwater Mngmnt

What Success Looks Like	Budget
	FY14
More members	
Defined value of membership	
Easier transitions	
Info on website/ftp site	
Lots of photos on website	
Creation of new program?	
Good attendance at events	
Active Board; interest in serving	
More connection between students and APA-IA	
More volunteers	

What Success Looks Like	Budget FY15
Attendance of 200+; Profit	
Good attendance	
Member use; increase in	
number of people who take and	
pass test	
Better connction between	
students and APA-IA	
APA-IA is the sought after voice	
on planning-related issues	
Schools using planners	
More CM opportunities	

What Success Looks Like	Budget
	FY14

What Success Looks Like	Budget
	FY14
More student entries	
Board member attend Council mtg	
More National Award entries	
More FAICP members in Iowa	
More FAICP nominations from IA	

