

# 2017 APA FLORIDA CHAPTER STRATEGIC OPERATIONAL PLAN

## MISSION STATEMENT

*The Florida Chapter of APA provides statewide leadership in the development of sustainable communities by advocating excellence in planning, providing professional development for its members, and working to protect and enhance the natural and built environments.*

## CHAPTER ONE: GOALS AND OBJECTIVES

### **I. Professional Development**

**Goal: Expand and diversify opportunities for the development of skills and professional growth.**

Objective 1: Maximize the use of technology to increase access, awareness, and participation in professional development opportunities.

Objective 2: Increase the pass rate for AICP exam candidates in Florida.

Objective 3: Expand professional development opportunities to include emerging critical planning issues for the next decade.

Task 1: Diversify the opportunity for professional development and CM training through the use of such tools as webinars, online clearinghouse and speakers' library, partnerships with universities and other professional organizations and the annual conference and Public Policy Workshops.

Task 2: Promote online AICP Exam prep resources.

Task 3: Identify Florida's most critical planning issues for the next 10-20 years and develop educational/training programs to address them.

Task 4: Extend training on Florida's most critical planning issues to the public.

Task 5: Partner with universities and students across relevant departments to publish data-based issue papers.

Task 6: Continue to broaden the scope and level of planning topics at Chapter and section professional development events.

Task 7: Increase the pass rate for AICP exam candidates in Florida to 65%.

### **II. Membership Services, Growth & Communication**

**Goal: Attract new and diverse members, retain current members and increase member participation in the Association.**

**Goal: Provide timely and effective communication that informs and engages the membership.**

Objective 1: Increase Chapter membership and membership in all local Sections. Objective 2: Attract and foster new leadership.

Objective 3: Attract more student members and increase their involvement in the organization.

Objective 4: Target planning commissioners, allied professionals, students and interested citizens as members and active participants in APA Florida activities.

Objective 5: Develop opportunities for members to become actively involved in the Chapter through volunteerism.

Task 1: Identify opportunities at the annual conference to create video and other web content for marketing purposes.

Task 2: Collaborate with allied organizations on enhanced opportunities for members.

Task 3: Provide conference sessions and local section professional development on a diversity of professional topics such as interviewing, management, personnel, and other similar topics.

*(Approved 9/7/16 at 2016 Annual Meeting)*

- Task 4: Pilot an outreach program to employers.
- Task 5: Develop ongoing communication opportunities for Young Planners to talk with university planning students about Emerging Professionals Membership and the benefits of APA.
- Task 6: Develop a list of alternative strategies for recruiting and involving students in Executive Committee and Section activities.
- Task 7: Expand the APA Florida MAPS pilot project to other universities with Section assistance.
- Task 8: Involve and engage members of the Young Planners Group in Chapter and Section committees.
- Task 9: Pilot a program for Sections to do outreach to non-members.
- Task 10: Provide periodic feedback to members regarding APA services and accomplishments through our communication resources. Develop an annual report that highlights chapter activities, membership and budget data for distribution to chapter members.
- Task 11. Create a volunteer recruitment campaign strategy.
- Task 12: Develop a new membership brochure with benefits for each target group and application from that can be easily completed or mailed.

### **III. Section Support**

**Goal: Support and strengthen each section to be the active interface to our members and communities at the local level.**

- Objective 1: Provide the tools and resources to increase the capacity of Sections, individually or jointly, to provide professional development and community outreach.
- Objective 2: Increase the communication opportunities between and among Sections and the Chapter.

- Task 1: Conduct orientation training for all Section board members.
- Task 2: Expand the Section Best Practices Manual by providing a standardized report form summarizing section events, including speakers, communication tools, and benefits to members.
- Task 3: Increase Section-level professional development opportunities through increased section grant funding and provision of a conference speaker inventory.

### **IV. Governmental Affairs**

**Goal: Lead, advocate and collaborate on planning issues in the government decision-making process.**

- Objective 1: Adopt and advocate a Legislative Program that is responsive to current issues and specifically supports good planning principles and procedures before the legislature and other governing bodies.
- Objective 2: Maintain a professional policy presence that establishes the Chapter as the lead resource in the state on issues related to planning and growth management.
- Objective 3: Inform members of legislative activities and solicit member input in developing and implementing the legislative program.
- Objective 4: Collaborate with partner organizations in developing and advocating specific planning policy proposals and responses.
- Task 1: Proactively participate in the drafting of legislation, identifying sponsors, and promoting adoption for bills.
- Task 2: Proactively consult with legislative staff and legislators on the value of planning.
- Task 3: Develop a member contact list of working relationships with legislators that would be maintained by Section LPC representative.
- Task 4: Identify partner organizations and coordinate prior to and during the legislative session.

## **V. Community Education & Outreach**

**Goal:** **Inform and educate the public about the planning profession and the value of planning for the development of sustainable communities.**

Objective 1: Provide planning information, training and resources to lay-planners, planning commissioners, general public, schools and other agencies, associations and organizations that interact in planning and growth management arenas.

Objective 2: Maintain and enhance a Chapter website that is relevant, dynamic and includes timely information about the organization and valuable planning resources.

Objective 3: Promote the profession and good planning practices to the general public.

Task 1: Update all pages of the website on a regular basis.

Task 2: Evaluate how to collect and distribute citizen focused information on planning content for the public.

Task 3: Work with Sections to highlight Community Planning Month activities.

Task 4: Implement the Annual Great Places Award to public nomination and allow public polling to select the winner of a People's Choice Award.

Task 5: Obtain, review, edit, approve and distribute the Citizen Participation Best Practices report.

## **VI. Chapter Office & Executive Committee Support**

**Goal:** **Advance the goals and mission of APA Florida.**

Objective 1: Ensure the long-term stability and programmatic success of the organization while providing tangible benefit to the membership.

Objective 2: Expand partnerships with allied organizations.

Objective 3: Establish the framework for a seamless leadership succession plan for the APA Florida Executive Committee.

Task 1: Update sponsorship and advertising and benefit packages.

Task 2: Promote the organization through partnerships with at least two related organizations.

Task 3: Explore the development of additional Chapter revenue through grants and fees.

Task 4: Implement a volunteer recruitment and retention program to support the Chapter and individual sections.

Task 5: Identify areas to expand website content, and ensure website content is maintained and current.

Task 6: Follow up with sponsors, advertisers and corporate members to ensure they are getting the most from their benefits.

Task 7: Create a "welcome to APA" letter for new sponsors/partners/advertisers.