

2017 APA-WI Action Plan

1. ORGANIZATION

- a. Meet with allied partners to develop opportunities for collaboration
 - Identify new opportunities
Land and Water Conservation Association, WLIA
 - Support existing partnerships/relationships
League of Municipalities, WI Towns Association, WI Counties Association, Regional Planning Commission Association, Wisconsin County Planning Directors, WEDA, WI Public Health, Landscape Architects, Wisconsin County Code Administrators
- b. Meet with directors of graduate and undergraduate planning programs to increase involvement in chapter activities and identify ways to participate in and assist school programs.
 - UW Milwaukee, UW Madison,
 - UW Stevens Point, Green Bay, Oshkosh, Parkside

2. MEMBERSHIP

- a. Provide Membership Reports for Board meetings
- b. Maintain APA-WI email District lists
- c. Review and update state-only registration process
 - Resolve website registration and renewal issues
 - Develop a process to include state-only members in elections
 - Create a state-only membership renewal process
- d. Improve contact with UW graduate and undergraduate planning department chairs to increase free student members
- e. Approach APA through the CPC about establishing an on-line registration process for chapter-only membership
- f. Develop a program to promote the chapter-only membership option.
 - Create/Update the membership plan
- g. Establish a Membership Committee
- h. Working with APA-WI Board of Directors, implement as needed, a membership survey to help evaluate chapter services, identify opportunities for involvement and service needs

3. PROFESSIONAL DEVELOPMENT

- a. Recruit a Professional Development Committee to provide on-going support and effort
- b. Participate in the planning of the annual conference in Milwaukee
- c. Coordinate the chapter reception at the National Conference in New York City
- d. Encourage and assist planners in achieving AICP status
- e. Recruit a volunteer to develop appropriate mentoring programs targeted to specific career stages
- f. Offer and promote CM courses
 - Participate in the Chapter Sponsored Webinar series
 - Work with Districts and allied Organizations to increase the number of locally-offered CM credits
- g. Planning Officials Education
 1. Provide education to local officials involved in planning and land use decision-making.
 - Conduct regional workshops for local officials that provide opportunities for training, networking, and exchange of information and ideas.
 - Provide webinars, videos, and supporting educational materials such as handbooks, factsheets, newsletter articles, and website information.
 - Package existing educational materials into training modules that can be accessed by local officials on-demand.

2. Work with partner organizations to develop, strengthen and promote training for local officials.
 - Utilize existing conferences, meetings, webinars, publications, and communication channels to provide or promote training for local officials.
 - Develop a standard form to learn about, request and tailor workshops to meet local needs.
 - Establish a workgroup to review training curriculum and consider a more formalized certificate or leadership development program for local officials.

4. CHAPTER AFFAIRS

- a. Implement revised legislative advocacy process to increase Legislative Committee & member responses to planning-related legislation
- b. Send frequent updates & action alerts to members in response to planning-related Bills, Acts, & Rules.
- c. Evaluate current contract with 1000 Friends for legislative updates & adjust if needed.
- d. Prepare/present annual Legislative Update at annual conference
- e. Attend 2017 APA Policy & Advocacy Conference in Washington, D.C.
- f. Explore feasibility of hosting a "2018 Planners Day at the Capitol" modeled after MN & national events.

5. AWARDS

- a. Conduct an annual Chapter awards program.
- b. Enhance a "Great Places" program with submittals from each district.
- c. Work with university/student programs to create a review process of success/struggles of past award receivers.

6. DISTRICTS

- a. Southwest District
 - Improve communication with and utilization of the District Committee
 - Host at least one educational event in Madison
 - Host at least four social events
 - Maintain periodic communications with District members on various topics
- b. Southeast District
 - Create committees as needed
 - Reach out to exurban planners
 - Host 6 events, potentially in partnership w/UW alumni association
- c. Northeast District
- d. Northwest District

7. COMMUNICATIONS

- a. Publish 4 newsletters
- b. Maintain the listserv
- c. Recruit a small standing Communications Committee to manage and oversee the communications efforts of the chapter.
- d. Recruit a larger 21st Century Chapter Communications Task Force to develop a strategic plan for a full array of chapter communications. The strategic plan will identify the specific objectives of the full range of communication media and develop priorities and budget for each.
- e. Rebuild/maintain the chapter webpage with advice and consultation from members of the communications committee
 - Add images for banner at the top of the webpage

8. FUNDING

- a. Review all funding sources for the chapter and create a plan to increase chapter income.
- b. Discuss APA's request for percentage-based dues

9. ADMINISTRATION

- a. Create an annual action plan and post on the website
- b. Hold an Annual Meeting
- c. Create an Annual Activity Report and post on the website
- d. Send all required documents to APA
- e. Present year-to-date financial reports at board meetings
- f. Develop an annual budget and end of year financial report and post on the website
- g. Create financial policies for the chapter
- h. Transition to on-line bookkeeping.
- i. Fully populate cloud storage of documents
- j. Record minutes for all board meetings, online discussions and annual meeting
- k. Create guidelines for chapter information inquiries
- l. Develop operations/information documents for all board officers/positions.
- m. Review District Boundaries
- n. Set up an elections committee and develop protocol to align with the APA process.