

AMERICAN PLANNING ASSOCIATION -- WISCONSIN CHAPTER

CHAPTER PLAN 2016-2021

INTRODUCTION

The APA-WI Chapter Plan is a multi-year statement of goals and objectives intended to provide continuity in Chapter programs and to assist the Chapter in realizing its potential as a professional organization. The Chapter Plan provides a focus for implementing Chapter services and a guide for allocating resources through the annual budget process.

The Chapter plan is being implemented through a system of work committees established for each strategic direction, with each committee responsible for accomplishing a defined set of measurable objectives. Program implementation will be reviewed annually and adjusted as necessary.

MISSION STATEMENT

The American Planning Association and its chapters provide leadership through citizen and professional planners in the development of vital and sustainable communities by advocating excellence in community planning, promoting education and citizen empowerment, and providing the tools necessary to effect positive change. To this end, the Wisconsin Chapter of the American Planning Association (APA-WI) shall dedicate its resources to:

Communication

Increase awareness and involvement in community issues and the planning process, in our membership and in our communities.

Education

Provide and contribute to public forums for teaching, exchanging information, sharing professional experience regarding planning issues, and develop/promote legislative and policy issues. Promote the capacity of our members to be leaders on planning issues.

Advocacy

Protect the practice of the planning profession. Continue to transform the profession to stay at the forefront of sound planning practices and principles.

Public Participation

Promote meaningful opportunities in the decision-making processes based on informed and engaged community participation.

Professionalism

Train and guide members according to the national APA standards of professional conduct and membership in the American Institute of Certified Planners (AICP), adherence to the AICP Code of Ethics, and ongoing Certification Maintenance (CM).

Partnership

Expand relationships with other organizations involved in community development and revitalization.

Membership Services

Identify and respond to the needs and requests for services expressed by the chapter membership.

PURPOSE

The Purpose of the Chapter is as follows:

- A. To advance the art and science of planning in Wisconsin;
- B. To encourage the exchange of information and planning experiences;
- C. To advance the interests and welfare of the planning profession;
- D. To facilitate the participation of members of the national American Planning Association (“APA”) within the Chapter area, and further the purposes of the Wisconsin Chapter.

CHAPTER GOALS AND OBJECTIVES

A. ORGANIZATION

1. Goal: Provide an effective and efficient program to carry out the purpose of the Chapter
 - a. Conduct a membership survey of member needs as necessary
 - b. Hold an annual business meeting of the chapter
2. Goal: Elevate the profession of planning and APA-WI
3. Goal: Increase collaboration with allied professions
 - a. Establish working relationships and cooperation with allied professionals and organizations.
4. Goal: Become an active chapter in APA
 - a. Send the chapter president or proxy to the bi-annual APA Leadership meeting

B. MEMBERSHIP

1. Goal: To provide a membership report for board meetings
2. Goal: Maintain a registration process for State-Only membership
3. Goal: To provide a current membership roster
 - a. Integrate the APA membership list with the State-only membership list and distribute to board members
 - b. Maintain an APA-WI District email list for each of the four geographic districts.
4. Goal: Expand membership among professional and citizen members, students and allied professions
 - a. Develop a program to promote the “Chapter-Only” membership option

C. PROFESSIONAL DEVELOPMENT

1. Goal: To sponsor conferences and workshops that stimulate the exchange of ideas and information, provide networking opportunities, provide certificate maintenance training opportunities.
 - a. Coordinate between university extension and APA-WI.
 - b. Schedule annual conferences and training workshops. In years when the Chapter conducts the Upper Midwest Conference, a spring workshop should be held.

- c. Support the annual Upper Midwest regional conference (usually conducted in September/October). Schedule other Chapter events in a manner as not to conflict with the Upper Midwest regional conference.
 - d. Recruit more planners to the conference planning committee.
 - e. Solicit the support of allied organizations in APA-WI conferences.
2. Goal: Encourage attendance of APA-WI members at the APA National Conference
 - a. Sponsor an informal Chapter reception at National APA conferences.
 3. Goal: Encourage APA-WI members to become members of AICP
 - a. Offer an annual AICP exam workshop
 - b. Support the PDO taking the AICP written exam periodically.
 4. Goal: Certification Maintenance Officer (CMO) To coordinate delivery of continuing education programs for Chapter's AICP members
 - a. Certify and/or co-sponsor workshops conducted by allied professions.
 - b. Maintain guidelines for approving CM credit programs.
 - c. Monitor and Assist AICP members with issues pertaining to CM credits.
 - d. Submit programs to AICP for credit approval.
 - e. Provide a minimum of 16 CM credits/year.
 - f. Annually conduct training activities on planning ethics and law.
 - g. Make CM-approved educational materials available to APA-WI members.
 5. Goal: Planning Official Development Officer (PODO) Working with partner organizations such as UW Extension, Towns Association and League of Municipalities, etc. provide education for Plan Commissioners in Wisconsin.
 - a. Offer programs for plan commissions
 6. Goal: Emerging Professional Officer (EPO) Support the employment and professional growth of emerging professionals through mentorship, networking and training opportunities targeted to the needs and interests of planners new to the profession.
 - a. Develop a mentoring program for emerging professionals
 7. Goal: Promote student engagement with APA-WI at the state and local levels and help ensure that APA-WI's programs and services benefit student interests.
 - a. Provide a position on the Board of Directors for a representative from both of the accredited planning programs in Wisconsin
 - b. Provide effective programs for students at the state conference
 - c. Provide opportunities for students to participate in programs at the district level
 - d. Provide opportunities for students to provide service to the Chapter

8. Goal: Increase social equity, diversity, and minority participation in planning in the State of Wisconsin.
 - a. Increase the diversity of APA-WI membership.
 - b. Improve APA-WI members' outreach strategies to diverse audiences.

D. LEGISLATIVE/LEGAL AFFAIRS

1. Goal: To monitor national, state, and local legislative, agency, and judicial issues and coordinate Chapter responses when appropriate.
 - a. Explore registration of planners and/or Chapter to advocate for professional planning.
 - b. Maintain process for monitoring of legislative issues.
 - c. Seek proposals periodically for legislative and legal tracking agencies.
 - d. Provide Chapter members with timely information about significant legislative issues and case law.
 - e. Monitor and participate in legal proceedings as needed.
 - f. Monitor and participate in administrative and agency proceedings as needed.
 - g. Improve Chapter liaison with state legislators and state administrative officials.
 - h. Serve on local, regional and state planning policy efforts.

E. AWARDS

1. Goal: To give recognition to outstanding achievements in planning and to publicize persons and organizations whose activities advance planning in Wisconsin.
 - a. Conduct an annual Chapter awards program.
 - b. Establish a local awards program
 - c. Establish a "Great Places" program
2. Goal: Participate in the selection of the Causier Scholarship recipient at UW-Milwaukee
 - a. The Southeast District Representative will serve as the APA-WI representative on the selection committee
3. Goal: Nominate qualified AICP planners every other year for each National FAICP Membership

F. DISTRICTS

1. Goal: Enhance the role of the Districts to provide program and increase member participation
 - a. District Representatives shall make efforts to implement various Chapter functions at the District level, including:
 1. Communications – a minimum of four messages (email or similar) to District members per year, to share information pertinent to the District and maintain awareness of the District and its role within the Chapter

2. Networking – a minimum of one District event per year at which members can get to know each other
 3. Training – a minimum of one District event per year with a clear educational objective
 4. Advocacy – share information with and solicit feedback from members regarding legislative proposals
 5. Membership – encourage planners within the District to be APA and/or APA-WI members
 6. Awards – implement an awards program within the District if supported by member interest
- b. District Representatives shall organize a leadership structure within the District to expand the organization capacities of the District. This should entail, at minimum, an Assistant District Representative Role, or can be expanded to be a District Committee. Such District leadership roles may be created and appointed by the District Representative, with the advice of the Chapter Executive Committee.

G. COMMUNICATIONS

1. Goal: To communicate with Chapter members and non-member constituencies in promoting effective planning in Wisconsin.
 - a. Maintain the Chapter website
 - b. Explore, Develop and Implement a social media plan
 - c. Electronically publish 4 newsletters annually
 1. Identify evolving planning trends for articles in the newsletter.
 2. Encourage reporting of planning successes in Wisconsin.
 - d. Maintain the membership listserv.
 - e. Monitor APA brand identity consistency in all communications
 - f. Prepare an annual APA-WI Chapter Report describing the activities of the organization.

H. FUNDING

1. Goal: To develop finances to support Chapter programs
 - a. Implement a program to generate income from sources other than membership dues, such as newsletter calling cards, conference co-sponsorships, conference and training attendance.
 - b. Provide support to increase participation in Chapter and APA events
 1. Provide support for the Chapter President to attend the APA national conference and the APA Chapter President's Council meetings.
 2. Provide Support for the VP-Chapter Affairs to attend the Annual APA Policy Conference.
 3. Provide support for student representatives to attend Executive Committee meetings, as necessary.

4. Provide support for student chapters at graduate and undergraduate programs at Wisconsin's universities.
 5. Provide support for District activities
2. Goal: To provide scholarships for graduate students at accredited graduate planning schools
 - a. Provide oversight for the APA-WI Scholarship Endowment Fund.
 - b. Make annual contributions to the APA-WI Scholarship Endowment Fund.
 - c. Follow current policy for awarding funds from the APA-WI Scholarship Endowment Fund to graduate students who are APA-WI members.

9. ADMINISTRATION

1. Goal: To maintain an efficient and effective board and support committees to run the chapter
 - a. Elect and appoint qualified APA-WI members to serve on the State Board and associated committees.
 - b. Train new State Board members.
 - c. Maintain a system that provides opportunities for members to train for board positions
 - d. Review Chapter and Board Organization and Structure
2. Goal: To maintain an efficient and effective organizational structure to achieve chapter goals
 - a. Evaluate and update by-laws and policies periodically.
 - b. Create an annual work plan
 - c. Annually update a five-year work program.
 - d. Periodically evaluate the district structure to ensure that it can deliver chapter program
3. Goal: Maintain required chapter records
 - a. Record minutes of all board and executive committee meetings
 - b. Maintain the chapter Board roster
 - c. Maintain cloud storage of all pertinent chapter documents
 - d. Send required reports to APA: Chapter plan, Annual Action Plan, By-laws, Chapter officers
4. Goal: To provide oversight for spending
 - a. Prepare an annual budget in support of the work program.
 - b. Maintain sound financial record keeping.
 - c. Follow the approved financial management policy
 - d. Provide for an annual review of Chapter books every year and whenever a new treasurer has been elected.
 - e. Send all required financial reports to APA: Annual financial report/990
 - f. File all required IRS reports