

2018 APA-WI ACTION PLAN

Approved by Board of Directors – March 9, 2018

1. ORGANIZATION

- a. Maintain engagement with faculty and students at UW-Madison (DPLA) and UWM (SARUP).
- b. Meet with directors of undergraduate planning programs to increase linkages to APA-WI (*deadline June 30, Champion L. Stoll*).
- c. Conduct an outreach campaign featuring face-to-face meetings with various organizations
 1. Organizations around the state that do planning work and employ planners, (cities, consultants, RPCs, etc.) to learn more about their interests and to seek their support for APA-WI.
 2. Partner organizations with similar interests, including the League of Municipalities, WI Towns Association, WI Counties Association, WEDA, Wisconsin Downtown Action Council, and others as feasible.
 - Convene an ad hoc committee to select targets and interview questions (*Deadline 3/2, Champion J. Valerius*).
 - Meet with at least 12 organizations before the October conference, 18 by year end.
- d. Pursue a Diversity and Racial Equity Initiative.
 - Convene a work group to create an action plan, including actions in 2018 (*Deadline 4/30, Champion J. Valerius*).
 - Consider actions that will: raise awareness about equity issues in our communities, improve planners' skills and comfort with outreach to disadvantaged populations.

2. MEMBERSHIP

- a. Provide Membership Reports for APA-WI Board meetings.
- b. Provide APA with specialized list for voting purposes annually.
- c. Maintain APA-WI roster/email District lists.
- d. Establish a mechanism for managing state-only memberships that enables online registration and renewals, collects contact information, and enables voting in elections (if feasible).
- e. Establish a program to promote and increase chapter-only memberships, including students, citizen planners, and professional planners.
- f. Continue to improve contacts with UW graduate and undergraduate planning department chairs to increase free student members.
- g. Establish a Membership Committee comprised of members from each district to develop and implement strategies for membership growth.
- h. Survey members to evaluate chapter services and identify member preferences. The last survey was in 2015 and the next will likely be in 2019.
- i. Promptly respond to the needs and requests for services expressed by the membership.

3. PROFESSIONAL DEVELOPMENT

- a. Recruit a Professional Development Committee to provide on-going support and effort.
- b. Participate in the planning of the annual conferences in Madison (2018) and Eau Claire (2019).
- c. Coordinate the chapter reception at the National Conference in New Orleans.
- d. Encourage and assist planners in achieving AICP status.
- e. Develop a mentorship strategy (*Champion J. Clements*).
- 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. Host, sponsor or promote workshops around the state for planners and planning officials, regarding recent Wisconsin legislative changes affecting local planning and zoning practices.
- h. 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.
 - Continue to develop and refine factsheets, handbooks, videos and other training materials for local planning and zoning officials.

4. CHAPTER AFFAIRS

- a. Identify planning-related legislative proposals and use the Legislative Committee to establish APA-WI policy positions as appropriate.
- b. Send frequent updates & action alerts to members in response to planning-related Bills, Acts, & Rules.
- c. Establish a Legislative Advocacy Task Force comprised of Madison-area planners who are willing to represent APA-WI at legislative hearings.
- d. Prepare/present annual Legislative Update at annual conference.
- e. Attend 2018 APA Policy & Advocacy Conference in Washington, D.C.
- f. Explore feasibility of hosting a 2019 "Planners Day at the Capitol" modeled after MN & national events.

5. AWARDS

- a. Conduct an annual Chapter awards program.
- b. Enhance the "Great Places" program further by engaging with the communities and elected officials to learn about the place, understand the planning elements that enabled the place, and celebrate great planning with the communities.
- c. Review and understand grant opportunities through National APA regarding our Great Places and/or award program, and apply for such grants, if applicable.
- d. Work with SARUP and/or DPLA to have graduate students check in on award-winning plans 10 years later; seek to understand and explain successes and failures. (*Champion J. Valerius*).

6. DISTRICTS

- a. Southwest District
 - Improve communication with and utilization of the District Committee.
 - Host at least one "non-conference" AICP-CM educational event in Madison.
 - Work with Southwest District members and the conference planning committee to organize at least four tours for the APA-WI Conference at the Memorial Union on October 8-9.
 - Host at least four social events.
 - Maintain periodic communications with District members on various topics.
 - Find people to serve on APA-WI Board committees (e.g. communications, membership).
- b. Southeast District
 - Create opportunities for SE District membership to participate in district and statewide initiatives.
 - Reach out to exurban planners by hosting at least one event outside of the major metro areas.
 - Host 6 events, potentially in partnership w/ other organizations.
 - Find people to serve on APA-WI Board committees (e.g. communications, membership).
- c. Northeast District
 - Find people to serve on APA-WI Board committees (e.g. communications, membership).

- Host 6-8 district events in various communities.
- d. Northwest District
- Test the Planning Hubs concept in 1-2 NW District communities.
 - Find people to serve on APA-WI Board committees (e.g. communications, membership).

7. COMMUNICATIONS

- a. Publish four newsletters (unless revised by the Communications Committee).
- b. Maintain the listserv.
- c. Establish a Chapter Communications Committee to develop a strategic plan for a full array of chapter communications. The strategic plan will:
 - i. Identify the types of information we currently share, and things we could share.
 - ii. Describe the communication methods and media available to us.
 - iii. Propose a strategy that describes the content types, methods and frequencies of various chapter communications.
 - iv. Recommend a service model for implementing the strategy (who and at what cost).
- d. Complete the transition of the chapter website to APA hosting.

8. FINANCIAL SUSTAINABILITY

- a. Establish a concise case (e.g. one-page flyer) describing how APA-WI brings value to Wisconsin planners and communities. Show the impact of dues and sponsorships, leveraged by volunteers, to sustain a robust planning practice in Wisconsin communities (*complete for use in the Outreach Initiative*).
- b. Establish a means to accept credit card payments for dues, conference registrations, sponsorships, etc.
- c. Use the annual APA-WI conference to showcase the commitment of public and private organizations to the success of the planning profession. Conclude the conference with net income of at least \$10,000.

9. ADMINISTRATION

- a. Create and maintain a Chapter Calendar for Board use.
- b. Create an annual action plan and post on the website.
- c. Hold an Annual Meeting.
- d. Create an Annual Activity Report and post on the website.
- e. Send all required documents to APA.
- f. Present year-to-date financial reports at board meetings.
- g. Develop an annual budget and end of year financial report and post on the website.
- h. Adopt financial policies for the chapter (deadline March meeting).
- i. Transition to on-line bookkeeping.
- j. Fully populate cloud storage of documents, consistent with an adopted records management policy (*Champion K. Sands, records management policy deadline June meeting*).
- k. Record minutes for all board meetings, online discussions (whether voted upon or not), and the annual meeting.
- l. Create guidelines for managing requests to distribute information to our members.
- m. Develop and maintain operations/information documents for all board officers/positions.
- n. Organize regional planning hubs in western and northern Wisconsin to better serve members in those areas. Target La Crosse (*CChampions B. Zellers and J. Valerius*), Eau Claire (*CChampions J. Clements and J. Schuler*) and Wausau/Stevens Point (*CChampion J. Schuler*). Identify a core group of planners in each area and report on existing activities in each area by the July Board meeting.
- o. Set up an elections committee and develop protocol to align with the APA process.