



2019 APA-WI ACTION PLAN
APPROVED March 15, 2019

1. **ORGANIZATION** (*Champion J. Valerius*)
 - a. Maintain engagement with faculty and students at UW-Madison (DPLA) and UWM (SARUP). Request/encourage that faculty allow students to attend the APA-WI conference without penalty for missing class time (*Deadline June 1*).
 - b. Continue the 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. Suggested consultant outreach for 2019: JSD, HNTB, Urban Assets, Mead and Hunt, SRF, Teska.
 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.
 - Meet with at least 12 additional organizations by year end.
 - Reach out to individual planners working in smaller communities by convening focus groups of these planners at the district level, one per district.
 - Collect and aggregate notes from these meetings prior to the October conference.
 - c. Adopt an Equity and Diversity Strategy (*Deadline September 13*).
 - Continue work with the Task Force (convened in January 2019) to prepare a draft strategy with emphasis on logistical direction for specific APA-WI actions.
 - Include in the strategy a recommendation on APA-WI scholarship fund use to support diversity in the profession.
 - Adopt the strategy at the September meeting and present at the October conference.
2. **MEMBERSHIP** (*Champion S. Scherer unless otherwise noted*)
 - 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. Promptly respond to the needs and requests for services expressed by the membership.
 - e. Promote state-only memberships, with registration through APA using the paper form.
 - f. Conduct outreach to undergraduate planning-related programs.
 - Send a letter to professors in relevant state programs to promote the free APA membership program and to encourage undergrad students to seek internships with public and private planning organizations (*N. Frank to generate list by 4/1*).
 - Collaborate with UW and UWM grad students on outreach to undergrads at those schools.
 - Coordinate with/seek to implement any recommendations of the Equity & Diversity Task Force.
 - Reach out to UW-Eau Claire students to invite to conference (*Champion J. Clements, 2019 conference committee*).
 - g. Conduct a Member Survey (*Deadline August 1*).
 - Start with the 2014 survey as template. Add a question about support for funding a diversity scholarship through dues.
 - Create an ad-hoc committee with 1 member from each district to review/revise survey questions (*Deadline May 1, Champion S. Scherer*).

3. PROFESSIONAL DEVELOPMENT *(Champion N. Frank unless otherwise noted)*

- a. Participate in the planning of the annual conferences in Eau Claire (2019) and Appleton/La Crosse/Green Bay (2020).
- b. Coordinate the chapter reception at the National Conference in San Francisco.
- c. Encourage and assist planners in achieving AICP status.
- d. Implement a mentorship program *(Champion J. Clements)*.
 - Collaborate with UW, UWM alumni groups, especially to connect with potential mentors no longer in Wisconsin
 - Implement a survey to identify interested mentors and mentees
 - Connect matches in September, facilitate meet-ups at APA-WI conference
- e. 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.
- f. Host, sponsor or promote workshops around the state for planners and planning officials, regarding recent Wisconsin legislative changes affecting local planning and zoning practices.
- 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.
 - Continue to develop and refine factsheets, handbooks, videos and other training materials for local planning and zoning officials.
- h. APA-WI Scholarship Program.
 1. Continue to provide scholarships to graduate planning students at UWM and UW.
 2. Share information with Board at March or June meeting *(Champion J. Valerius)*.
 3. Clarify selection criteria and processes.
 4. Consider revisions to the program *(Champion A. Davis, deadline September meeting)*
 - Consider dropping WI HS graduate requirement
 - Consider use of scholarship program to support diversity
 - Consider satisfaction with Madison Community Foundation *(Champion G. Dearborn)*

4. POLICY AND ADVOCACY *(Champion D. Pennington unless otherwise noted)*

- 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 an ad-hoc 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 2019 APA Policy & Advocacy Conference in Washington, D.C.
- f. Organize a 2020 "Planners Day at the Capitol" similar to 2019 event.
- g. Seek opportunities to advocate for planning best practices beyond our membership, and provide tools to enable members to advocate for best practices.
- h. Revise APA-WI bylaws to change the name of this role to Vice President of Policy and Advocacy.

5. **AWARDS** *(Champion K. Sanchez unless otherwise noted)*
- a. Conduct an annual Chapter awards program.
 - b. Announce the APA-WI scholarship winners at the fall conference.
 - c. 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.
 - d. Work with 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, deadline June 1 for fall semester, learn from 2018 trial at UWM).*

6. **DISTRICTS** *(Champions are the District Reps unless otherwise noted)*

Note: District Reps will allow and encourage non-members to attend district events ("bring a friend!") and will promote membership as appropriate.

- a. Southwest District
 - Host at least one AICP-CM educational event in Madison.
 - Host at least four social events.
 - Maintain periodic communications with District members on various topics.
 - Find people to serve on APA-WI ad-hoc committees as requested to support initiatives.
- b. Southeast District
 - 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 ad-hoc committees as requested to support initiatives.
- c. Northeast District
 - Find people to serve on APA-WI ad-hoc committees as requested to support initiatives.
 - Host 6-8 district events in various communities.
- d. Northwest District
 - Communicate with and encourage meetings of planners in the Eau-Claire area.
 - Establish a routine of periodic discussion topic meetings for planners in the Wausau/Stevens Point region.
 - Find people to serve on APA-WI ad-hoc committees as requested to support initiatives.

7. **COMMUNICATIONS** *(Champion N. Frank unless otherwise noted)*

- a. Publish four newsletters (unless revised by the Communications Committee).
- b. Maintain the listserv.
- c. Develop a strategic plan for a full array of chapter communications *(Meetings to be set up by D. Nemeth)*. Provide progress check-ins at each quarterly Board meeting, and have a full draft for the December 2019 meeting and a near-final version for the 2020 retreat.

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, including communication with allied groups and advocacy outreach.
- iv. Recommend a service model for implementing the strategy (who and at what cost).

8. FINANCIAL SUSTAINABILITY

- a. 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 \$18,000. *(Champion J. Valerius)*.
- b. 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 *(Champion B. Zellers, deadline May 1)*.
- c. Maintain an annual account balance of at least \$40,000.

9. ADMINISTRATION

- a. Create an annual action plan and post on the website *(Champion J. Valerius, deadline 4/1)*.
- b. Hold an Annual Meeting *(Champion J. Valerius)*.
- c. Create an Annual Activity Report and post on the website *(Champion J. Valerius, deadline 4/1)*.
- d. Send all required documents to APA.
- e. Present year-to-date financial reports at board meetings *(Champion G. Dearborn)*.
- f. Develop an annual budget and end of year financial report and post on the website *(Champion G. Dearborn)*.
- g. Maintain a method to accept credit card payments for conference attendance (currently PayAnywhere) *(Champion G. Dearborn)*.
- h. Adopt a Records Management Policy *(Champion: Secretary, deadline December 2019)*.
- i. Continue to use Google Drive, including populating it with documents from within past 5 years
- j. Record minutes for all board meetings, online discussions (whether voted upon or not), and the annual meeting. *(Champion: Secretary, deadline December 2019)*.
- k. Create guidelines for managing requests to distribute information to our members, and post somewhere on website *(Champion N. Frank, deadline July 1)*.
- l. Develop and maintain operations/information documents for all board officers/positions, especially to support officer transitions *(Champion J. Schuler)*.
- m. Organize/sustain regional planning hubs in western and northern Wisconsin to better serve members in those areas. Target La Crosse *(Champion J. Valerius)*, Eau Claire *(Champions J. Clements and J. Schuler)* and Wausau/Stevens Point *(Champion J. Schuler)*. Consider feasibility of a group in Ashland/Bayfield area *(Champion K. Sanchez)* Updates at the June Board meeting.
- n. Follow APA protocol for Chapter elections.