

# AMERICAN PLANNING ASSOCIATION -- WISCONSIN CHAPTER

## CHAPTER PLAN 2021-2025

### INTRODUCTION

The APA-WI Chapter Plan describes our mission and purpose (why we exist), our goals (what we intend to achieve) and our objectives (methods for achieving our goals). It is 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 annual action planning and budgeting.

### MISSION STATEMENT

The American Planning Association and its chapters provide leadership in the development of vital communities by advocating excellence in planning, promoting education and resident empowerment, and providing our members with the tools and support necessary to ethically meet the challenges of growth and 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, and sharing professional experiences related to planning. Promote the capacity of our members to be leaders on planning issues.

#### *Advocacy*

Develop and promote legislative and policy issues that promote the practice of planning and the creation of vital, sustainable, and equitable communities. Continue to transform the profession to stay at the forefront of sound planning practices and principles.

#### *Public Participation*

Promote meaningful opportunities for all to engage in community planning and decision-making.

#### *Professionalism*

Train and guide all who participate in the process of planning in the APA Ethical Principles in Planning. Encourage members to participate in the American Institute of Certified Planners (AICP) and to follow the AICP Code of Ethics and Professional Conduct.

#### *Partnership*

Expand relationships with state and local organizations involved in community & economic development, social equity, public health, urban design, transportation, environmental stewardship, contributing and adjacent practices.

#### *Membership Services*

Identify and respond to the needs and requests for services (such as training opportunities, info sharing, and policy advocacy) 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, in service to the vitality of Wisconsin communities;
- B. To facilitate the exchange of information and experiences among professional planners;
- 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

## **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.
- 3. Goal: Increase collaboration with allied professions.
  - a. Establish working relationships and cooperation with allied professionals and organizations.
- 4. Goal: Maintain status as an active and high-performing Chapter in APA.
  - a. Send the chapter president or proxy to the bi-annual APA Leadership meeting.
- 5. Goal: Collaborate with other components of APA (Chapters, Divisions, Interest Groups, Committees, etc.).
  - a. Improve access and awareness of APA components to APA-WI membership.
- 6. Goal: Maintain communication and collaboration with the two graduate programs.
  - a. Amend the Bylaws to add standing board positions for a faculty member from each program.

### **B. Membership**

- 1. Goal: Promote awareness of membership changes and current member information among Board members
  - a. Provide a membership report in advance of Board meetings Upon receipt of the APA membership list from APA National, share it with Board members. Help the District Representatives create district lists from the state list.
- 2. Goal: Promote State-Only membership.
- 3. Goal: Expand membership among professional and citizen members, students and allied professions.
  - a. Ensure promotional membership documents (Student Members/New Members, Chapter-only memberships, Organizational memberships) are up to date on the Chapter website.
  - b. Conduct outreach to planning-related programs.

4. Goal: Provide APA National with specialized list for voting purposes annually

### C. Professional Development

1. 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.
2. Goal: 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 and 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.
3. Goal: Encourage attendance of APA-WI members at the APA National Conference
  - a. Sponsor and promote an informal Chapter reception at APA National conferences.
4. Goal: Encourage APA-WI members to become members of AICP
  - a. Offer an annual AICP exam workshop.
  - b. Support the Professional Development Officer (PDO) taking the AICP written exam periodically.
5. Goal: Support the nomination and induction of Wisconsin planners to the College of Fellows (FAICP)
  - a. Form a nomination committee every other year to select nominees and facilitate effective submissions by willing nominees.
6. 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.

7. Goal: Planning Official Development Officer (PODO) to provide education for Plan Commissioners in Wisconsin, working with partner organizations such as UW Extension, Towns Association and League of Municipalities, etc.
  - a. Offer programs for plan commissions
8. Goal: 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
  - b. Create a state-wide Young Planners Group
9. 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 student organizations of 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

#### D. Legislative / Legal Affairs

1. Goal: Monitor national, state, and local legislative, agency, and judicial issues and coordinate Chapter responses when appropriate.
  - a. Explore the role 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 services.
  - 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: 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. Conduct an annual "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 National FAICP Memberships

#### F. Districts

1. Goal: Enhance the role of the Districts to provide educational and networking opportunities 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
  - b. District Representatives are encouraged to organize a leadership structure within the District to expand the organization capacities of the District. This can include 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: Communicate with Chapter members and non-member constituents to promote 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: Maintain sufficient funding to support Chapter programs
  - a. Seek cost-efficient solutions to support Chapter functions, including collaborations with university faculty and students and collaborations with partner organizations.
  - b. Design and implement the annual Chapter conference such that all costs are covered by registration revenue.
  - c. Pursue an annual sponsorship program to seek voluntary contributions toward the success of APA-WI and the statewide planning practice.
  - d. Review the Chapter membership fee structure periodically to consider if we are striking the right balance between the fee charged and the value of services delivered. Consider an increase from 20% of APA dues to 25% if necessary to support high-priority member services.
  - e. Provide financial support to increase participation in Chapter and APA events, including:
    1. Chapter President attendance at the APA national conference and the APA Chapter President's Council meetings.
    2. VP-Policy & Advocacy attendance at the Annual APA Policy Conference.
    3. Student Planning Association attendance at Board of Directors meetings, as necessary.
    4. Student chapters at graduate and undergraduate programs at Wisconsin's universities.
    5. District events and activities.
2. Goal: Provide scholarships for graduate students at accredited graduate planning schools
  - a. Provide oversight for the APA-WI Scholarship Endowment Fund.
  - b. Support the implementation of scholarship programs to attract diverse students into the planning profession.

## I. Administration

1. Goal: 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 APA-WI Board and associated committees.
  - b. Develop and maintain officer handbooks for Executive Committee and Vice President roles.
  - c. Train new APA-WI Board members.
  - d. Maintain a system that provides opportunities for members to train for Board positions.
  - e. Review Chapter and Board Organization and Structure.
2. Goal: Maintain an efficient and effective organizational structure to achieve Chapter goals
  - a. Evaluate and update Bylaws and policies periodically.
  - b. Create an annual Action Plan.

- c. Update this 5-year Chapter Plan every 5 years. Periodically evaluate the district structure to ensure that it can deliver Chapter programming.
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-National: Chapter Plan, Annual Action Plan, Bylaws, Chapter officers.
4. Goal: Provide oversight for spending
- a. Prepare an annual budget in support of the work program and make quarterly reports to the Board.
  - 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-National: Annual financial report/990.
  - f. File all required IRS reports.