

2021 APA-WI ACTION PLAN

1. ORGANIZATION (*Champion J. Clements*)

- 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 [virtual, as needed] 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, AARP, and others as feasible.
- c. Continue to champion Equity and Diversity Committee and Strategy.
- d. Lead review / update of Bylaws
- e. Identify and locate any missing organizational records, determine which to post on the website.

2. MEMBERSHIP (*Champion S. Scherer unless otherwise noted*)

- a. Provide Membership Reports in advance of regular APA-WI Board meetings (email and post to Google Drive).
- b. Provide APA National with a specialized list for voting purposes annually (May).
- c. Maintain APA-WI roster and email District lists to APA-WI Board/post to Google Drive upon receipt from APA National.
- d. Promptly respond to the needs and requests for services expressed by the membership and Board.
- e. Promote state-only memberships, utilizing directions on the APA website and using the paper registration format.
- f. Ensure promotional membership documents (Student Members/New Members, Chapter-only memberships, Organizational memberships) are up to date on the Chapter website.
- g. Ensure all pertinent membership documents are uploaded to the Google Drive site in a timely manner.
- h. Conduct outreach to planning-related programs.

- i. 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.
- ii. Collaborate with UW and UWM grad students on outreach to undergrads at those schools.
- iii. Coordinate with/seek to implement any recommendations of the Equity & Diversity Task Force.
- i. Participate in mentorship program
- j. Participate on **2021 Fall Conference Planning Committee**

3. PROFESSIONAL DEVELOPMENT *(Champion L. Callin unless otherwise noted)*

- a. Participate in the planning of the annual chapter conferences
- b. Coordinate the chapter reception in 2021, if a face-to-face conference can occur. *[suspended for 2021 due to virtual NPC]*
- c. Encourage and assist planners in achieving AICP status.
- d. Implement a mentorship program.
 - 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, facilities 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 *(Champion R. Roberts)*
 - 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
- Coordinate appropriately with the Madison Community Foundation (*Champion S. Van Buren*)

h. Connect with Divisions to seek opportunities to improve Chapter programs through alignment and utilization of Division resources (*Champion: J. Clements*)

i. Create FAICP Committee to organize and guide APA-WI Members through the FAICP nomination process (*Champion: J. Valerius*)

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 composed 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 2021 APA Policy & Advocacy Conference
- f. Organize a 2021 "Planners Day at the Capitol".
- g. Begin the process to seek enhancements to the Comprehensive Planning Law, including identification of a basic policy platform, outreach to partner organizations to reestablish a coalition willing to advocate for amendments to SS. 66.1001, and dedicated funding or planning assistance resources.
- h. Seek opportunities to advocate for planning best practices beyond our membership, and provide tools to enable members to advocate for best practices.

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.

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.

All District reps will provide a minimum of four messages (email or similar) to District members per year, to share information pertinent to the District, collect stories about local successes and challenges, and maintain awareness of the District and its role within the Chapter

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 VP for Communications unless otherwise noted*)

a. Publish four newsletters (unless revised by the Communications Committee).

b. Maintain the listserv (UW-M; Communications Consultant).

c. Implement the 2021 Action Plan items from the 2021-2025 Communications Strategic Plan as approved by the Board, including the following items:

1. Revise the APA-WI Bylaws to create a Vice President for Communications Role
2. Establish a board-appointed three-person Communications Committee led by the VP for Communications
3. Conduct an updated inventory of communications methods and partner organizations
4. Draft and execute a Request for Proposals to contract for APA-WI communications services.
5. Establish a system and protocols for website management and social media platform

management

6. Develop an annual system and protocols for content generation
7. Develop a strategy for the diversification of content to address equity concerns

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. Utilize - 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 .
- 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. Clements , deadline 4/1*).
- b. Hold an Annual Meeting (*Champion J. Clements*).
- c. Create an Annual Activity Report and post on the website (*Champion J. Clements , deadline 4/1*).
- d. Send all required documents to APA (*Champion J. Clements*).
- e. Present year-to-date financial reports at board meetings (*Champion S. Van Buren*).
- f. Develop an annual budget and end of year financial report and post on the website (*Champion S. Van Buren*).
- g. Maintain a method to accept credit card payments for conference attendance (currently PayAnywhere) (*Champion S. Van Buren*).
- h. Adopt a Records Management Policy (*Champion: Secretary, deadline July 1 2021*).
- i. Continue to use Google Drive, including populating it with documents from within the past 5 years
- j. Record minutes for all board meetings, online discussions (whether voted upon or not), and the annual meeting. (*Champion: Secretary*).
- k. Create guidelines for managing requests to distribute information to our members, and post on the chapter 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*)

n. Implement Chapter elections following the APA schedule, including nominations in spring and voting in summer. (*Champion J. Valerius*).