



## 2018 APA Ohio Work Plan

Adopted 02/23/18

### Executive Committee

- Prepare for an update to the APA Ohio Strategic Plan to coincide with the 100<sup>th</sup> year anniversary of APA Ohio in 2019.
- Work with Section Directors to ensure Sections have the support needed to meet the minimum requirements contained in the Chapter Section Agreement in order to maintain good standing and certification.
- Ensure APA Ohio is prepared to meet APA's new Chapter Performance Criteria.
- Work with the Education/Conference Committee to determine what type of educational reference material would have the most value for Chapter members/stakeholders, such as an update to *Guide to Planning in Ohio*, reinvented Planning Webcast Series, etc.

### Governance, Audit, Nominating & Teller

- Manage the 2018 Board election process.
- Review and propose updates to the APA Ohio Chapter bylaws.
- Develop and adopt an election policy and procedure manual and update Board member commitment letter.
- Work to incorporate more diversity into the APA Ohio board.
- Consider establishing a board seat for a land use law attorney to support the Chapter's legislative work.
- Explore Board leadership succession planning strategies.

### Awards, Scholarships & FAICP

- Develop a Great Places in Ohio recognition program.
- Discuss how scholarship funds could be used more broadly as a member engagement tool.
- Continue to identify and nominate qualified FAICP candidates.

### Communications

- Develop a public relations/communications plan, including specific materials, outlets and a schedule.
- Update/refresh website, e-mail communications and other APA Ohio marketing materials.
- Create an APA Ohio Instagram account for use by the Chapter and all sections.
- Create a Great Places webpage for the purpose of featuring nationally- and state-recognized great places.
- Continue to use #BecauseWePlan as a platform on the website, in the OPN and through social media to tell the planning story.

## **Education/Conference**

- Assemble simple instructions for Sections that wish to apply for various types of professional credits (PE, AIA, ASLA, Real Estate, CLE, etc.) for their educational events. Create a “cheat sheet” for each professional organization that summarizes process needed to certify education units for events.
- Work with APA Ohio Executive Director to create a plan for the future of the Planning Webcast Series. Ensure appropriate staffing, improve the format of webcast videos, create a searchable database of videos and use revenues to support ideas, events, grants, etc. that would benefit all members of the consortium.
- Host a successful Ohio-Kentucky-Indiana Regional Planning Conference in Cincinnati.
- Work with APA Ohio Executive Director and website host to create a “Conference Host Resource Center” on the APA Ohio website that is accessible to Board Members for accessing materials used by past Ohio Statewide Conferences to use as each host section prepares for a Statewide Conference. One document to include is the MORPC Green Conference Guide.
- Continue to develop relationships and collaborations with peer profession conferences and consider sponsorships that allow APA Ohio to setup a booth to solicit memberships and promote APA Ohio.

## **Legislative**

- Understand proposed legislation and alert members.
  - Conduct a yearly webinar and/or conference session to update members on emerging legislative issues.
  - Conduct a “Delegates Assembly” at an annual conference to develop policy statement for one or two new issues.
  - Increase number of members on the Legislative Committee.
  - Establish a process to regularly review the policy platform.
- Develop a statehouse presence.
  - Write position statements on proposed bills (requires development of streamlined process for rapid response to legislative/judicial issues).
  - Engage elected officials.
- Coordinate with the Awards Committee.
  - Great Places Award - present award at statehouse and invite elected officials, add a Governor’s award (APA Ohio Board’s selection of a Great Place)
  - State awards - legislator of the year
- Improve communications to advance legislative objectives.
  - Create an APA Ohio policy/info piece as a leave behind for meetings with state legislators, potential partners, local officials, etc.
  - Write an article on the Policy Platform for the Ohio Planners News and include regular policy and legislative updates in each issue.
  - Continue to pursue a productive relationship with the Greater Ohio Policy Center.

## **Membership & Outreach**

- Spotlight an APA Ohio member in each edition of the Ohio Planners News.
- Develop relationships with allied organizations to share information of upcoming programs and to spark cross-collaboration between our like organizations. Develop an MOU to identify expectations for both groups; pilot this initiative with a few organizations most closely aligned with APA Ohio’s mission.
- Work with Sections to identify and share best practices for connecting with students and new members.
- Support membership mapping efforts to better understand where APA Ohio members live and work in the State. Identify service gaps or areas of low membership where greater education and outreach are needed.
- Establish a certificate program recognizing long standing APA Ohio members. Coordinate with the Education/Conference Committee to recognize these members at state planning conferences.