

2021 APA Ohio Work Plan

AWARDS COMMITTEE

GOAL I:

Administer 2021 APA Ohio Planning Awards

ACTION ITEMS:

- Review current list of award categories and make edits as necessary
- Establish an awards timeline and implement accordingly

GOAL II:

Establish a student scholarship program

ACTION ITEMS:

- Recruit University Representatives to assist in framing a yearly scholarship program that is based on a set of criteria that the University uses to select a recipient
 - Consider yearly themes such as BIPOC, policy, equity, sustainability

Cross Reference:

PDO

GOAL III:

Establish a special projects program

ACTION ITEMS:

- Begin framing a community service/special project program
- Consider unveiling the concept at the Fall 2021 APA Ohio Planning Conference with the intention of showcasing completed projects at future conferences as a session or mobile workshop

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COMMUNICATIONS COMMITTEE

GOAL I:

Update membership profile database

ACTION ITEMS:

- Edit database to include more definitive selection options
- Research a consultant directory
- Send reminders of this feature to membership 2x per year
 - Add to media schedule

GOAL II:

Refresh *The Ohio Planners News* Newsletter

ACTION ITEMS:

- Conduct a social media quick poll asking what members find most important in the quarterly newsletter
- Consider replacing the current PDF format with a more interactive online format (via likes of ISSUU or YUMPU)
- Establish standing section for DEI best practice
 - Consult with Jocelyn Gibson from ZoneCo as potential sponsor of this section

GOAL III:

Illustrate Policy Platform with #BecauseWePlan stories

ACTION ITEMS:

- Co-brand the policy platform with #BecauseWePlan
- Create a printable booklet/document highlighting APA Ohio and Policy Platform

Cross Reference:

Legislative Committee

**Needs work in smoothing out two different versions*

GOAL IV:

Assist other committees in completing work plans

Cross Reference:

Membership Committee

Legislative Committee

GOAL V:

Ongoing management of Media Schedule

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EDUCATION COMMITTEE

GOAL I:

Establish citizen planner training

ACTION ITEMS:

- Coordinate with Steve Johns on establishing 2021 program

GOAL II:

Implement annual AICP exam presentation

ACTION ITEMS:

- Update previous presentation and execute presentation

Cross Reference:

PDO

GOAL III:

Assist other committees in completing work plans

Cross Reference:

Executive Committee – SPC21

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EXECUTIVE COMMITTEE

GOAL I:

Deliver 2021 Statewide Planning Conference (SPC21) in partnership with APA Ohio Sections

Cross Reference:

Education Committee

APA Ohio Sections (5)

GOAL II:

Administer the 2021 FAICP nomination process

GOAL III:

Explore new sources of Chapter revenue, including an updated sponsorship strategy

Cross Reference:

Chapter Treasurer

GOAL IV:

Execute the 2021 APA Ohio Workplan and ensure DEI Task Force recommendations are incorporated

Cross Reference:

DEI Task Force

APA Ohio Committees

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GOVERNANCE COMMITTEE

GOAL I:

Evaluate existing Board structure and explore options to ensure ongoing diverse representation on APA Ohio Board

ACTION ITEMS:

- Schedule committee work session to determine if bylaw changes should be drafted to ensure diverse representation on the Board
 - Consider designated diversity seat(s)
- Target specific planners in supervising roles – see collective list in Drive

Cross Reference:

Membership Committee

GOAL II:

Develop leadership succession planning strategies for Chapter and Section leaders

ACTION ITEMS:

- Research other APA chapter succession planning strategies
- Inquire if succession planning guidelines already exist at the section level
- Draft chapter level succession planning manual for approval by the December 10 board meeting

GOAL III:

Develop strategy to recruit diverse slate of candidates for 2022 APA Ohio Board election

- Call on Board Members to suggest specific BIPOC planners for direct recruitment

Cross Reference:

Membership Committee

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LEGISLATIVE COMMITTEE

GOAL I:

Explore retaining a legislative consultant

ACTION ITEMS:

- Establish a subcommittee to take charge of the research
- Determine what we want a lobbyist to accomplish for us
- Create list of organizations in Ohio that we could partner with
- Reach out to organizations to gauge interest in sharing a lobbyist
- If partner is found, determine separate action items

Cross Reference:

Executive Committee

GOAL II:

Refresh *A Guide to Planning in Ohio*

ACTION ITEMS:

- Establish a subcommittee to take charge of the refresh
- Create a deliverables timeline and execute

GOAL III:

Attend APA legislative liaison sessions throughout the year

GOAL IV:

Develop legislator marketing piece

ACTION ITEMS:

- Marketing piece should:
 - Provide simple explanation of planning
 - Illustrate relationship between urban and rural
 - Provide an ask - how legislation should consider planning
 - Highlight real example and Policy Platform
- Establish distribution plan and execute

Cross Reference:

Communications Committee

**Needs work in smoothing out two different versions*

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MEMBERSHIP COMMITTEE

GOAL I:

Encourage member participation on chapter and section committees

ACTION ITEMS:

- Advertise the opportunity to become part of a chapter/section committee in emails, OPN newsletter and on social media
 - Target members that belong to APA diversity divisions

Cross Reference:

Communications Committee

GOAL II:

Recruit new members to the chapter

ACTION ITEMS:

- Direct outreach to planners in supervising roles to become members, setting example to employees
- Reach out to Ohio CDCs inviting them to become members via Ohio CDC Association
 - Establish limited time intro rate
 - Craft language giving reason to join us

Cross Reference:

Communications Committee

Governance Committee

GOAL III:

Develop a leadership and engagement “path” for students with the intent of retaining them as members upon graduation

ACTION ITEMS:

- Implement once annual meeting (ahead of fall start) with PAB faculty liaisons at the 3 C’s to share information and ideas related to student membership and retention
 - Discuss student membership registration disconnect
 - Discuss implementing yearly (or twice yearly) visits to the classroom to give an APA Ohio presentation to students
- Implement twice annual virtual meetings with PAB student leadership with the intention of facilitating information and idea sharing
 - Discuss future, less formal, coffee chats with student chapter members to discuss any and all things planning and professional growth

Cross Reference:

PDO

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PROFESSIONAL DEVELOPMENT (PDO)

GOAL I:

Communicate AICP Exam + CM Changes

ACTION ITEMS:

- Develop infographics to easily explain changes

GOAL II:

Report PDO News

ACTION ITEMS:

- Establish section within Ohio Planners News to report out news and updates consistently

GOAL III:

Assist other Committees in Completing Work Plans

Cross Reference:

Membership Committee – student retention and disconnect support

Awards Committee – student scholarship

Legislative Committee – GTPO update

Education Committee – AICP exam presentation