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
  o 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
2021 APA Ohio Work Plan
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
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
GOAL I:
Deliver 2021 Statewide Planning Conference (SPC21) in partnership with APA Ohio Sections

Cross Reference:
Education Committee
APA Ohio Sections (S)

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
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
  o 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
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:
  o Provide simple explanation of planning
    ▪ Illustrate relationship between urban and rural
  o 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*
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
  o 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
  o Establish limited time intro rate
  o 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
  o Discuss student membership registration disconnect
  o 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
  o Discuss future, less formal, coffee chats with student chapter members to discuss any and all things planning and professional growth

Cross Reference:
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