



American Planning Association
Iowa Chapter

Making Great Communities Happen

**AMERICAN PLANNING ASSOCIATION IOWA CHAPTER
LONG-RANGE STRATEGIC PLAN
2019-2024**

About APA Iowa

The American Planning Association Iowa Chapter (APA Iowa) is a membership organization of approximately four hundred professional planners, planning educators, planning commissioners and planning students from across the state of Iowa. APA Iowa’s mission is to strengthen planning to create thriving communities. We do this through celebration, advocacy, relationships, and education of our members and communities. The Iowa Chapter is officially recognized as a subordinate organization of the American Planning Association and as such is registered as a 501c3 organization for educational purposes.

APA Chapter Development Criteria

APA’s Chapter Presidents Council has adopted Chapter Performance Criteria to establish the baseline levels of service and functions that the members of each chapter of APA deserve to expect in return for their dues dollars. The Chapter Performance Criteria are divided into two parts—the first are mandatory components necessary for the Chapter to remain in good standing while the second provide a series of standards of success that a high-performance Chapter will strive to meet or exceed; completion of at least four electives is also required for a chapter to remain in good standing. The table below summarizes the Chapter Performance Criteria. Additional information about the criteria can be found in Appendix A.

Summary of Chapter Performance Criteria	
Required	Electives--Four Required
Mission Statement	Communications
Development Plan	Recruitment and Retention
Work Program	Professional Development
Bylaws	Planning Board Outreach
Budget	Legislation and Policy Program
Financial Reporting	APA Leadership Meeting Participation
Tax Return	Chapter Annual Meeting
APA Logo	Succession Management
Consolidated Elections	Award Program
Annual Report	National Community Planning Month
	Local Great Places Program
	Youth, Student and New Professional Outreach

About the Strategic Development Plan

The 2019 to 2024 Strategic Development Plan for the American Planning Association Iowa Chapter (APA Iowa) will guide the provision of services to our membership well into the future. The Strategic Plan will be the basis for the creation of annual action plans (work plans) which will describe specific tasks and needs to accomplish the Program Area goals.

The Strategic Development Plan encompasses service, or program, areas to be the focus of the organization's efforts for the future. A "strategic goal statement" for each program provides an action-oriented vision from which specific actions will be developed. The plan also prioritizes the member services and identifies the most appropriate means for delivering each service. The Program Areas are:

- Chapter Development
- Networking, Leadership and Professional Development
- Advocacy and Outreach, External Voice
- Policy and Legislative Action
- Recognition and Awards
- Public Relations and Communication
- Administration

The core of the chapter's purpose is to serve as a catalyst by developing creative organizational plans, strong leadership and professional planners within the organization (inputs), and effectuating recognition, policy and legislative action and advocacy and outreach programs (outputs). Efforts are bound together through administrative duties and a public relations and communications program (umbrella).

Strategic Plan Inputs

PROGRAM INPUT: CHAPTER DEVELOPMENT

Strategic Goal Statement: APA Iowa will work to maintain and grow the membership of the Chapter, as well as engage members in order to sustain the viability of the organization and the services it provides.

Objective 1. Expand the membership of the Chapter.

Objective 2. Create and implement a chapter leadership development program.

Objective 3. Create task forces by membership type to promote involvement.

Objective 4. Survey the membership annually to determine service needs.

PROGRAM INPUT: PROFESSIONAL DEVELOPMENT

Strategic Goal Statement: APA Iowa will connect planners to each other and allied professionals. The Chapter will promote and deliver training and will inspire current and future planners by providing educational and professional development opportunities to its members.

Objective 1. Provide planning related educational programs to serve planning and zoning commissions and boards, elected officials, and citizen planners in our communities and state.

Objective 2. Provide a variety of educational and networking opportunities for membership in all stages of their careers.

Objective 3. Provide resources to educate the next generation of planners in Iowa by working closely with our student membership.

Objective 4. Create collaborative partnerships to deliver professional continuing education.

Objective 5. Promote, educate and provide resources to aspiring planners seeking the AICP and AICP Candidate credentials.

Objective 6. Annually hold a chapter conference.

Strategic Plan Outputs

PROGRAM OUTPUT: ADVOCACY AND OUTREACH

Strategic Goal Statement: APA Iowa will enhance the quality of life by advocating for planning principles that touches all aspects of place and engages all members of society. The Chapter will promote the benefits of planning for Iowa and the region.

Objective 1. Promote "best planning practice" and the "planning profession to members, allied organizations, our communities, region and state.

Objective 2. Establish collaborative efforts that educate the public about planning.

Objective 3. Create stronger ties to allied organizations & non-traditional groups to extend influence of Chapter.

Objective 4. Create collaborative professional teams to assist communities in Iowa with planning initiatives. Develop and maintain a list of relevant topics and associated speakers as a reference and referral to other practicing planners.

Objective 5. Promote planning activities that effectively move Iowa communities toward a more positive future.

Objective 6. Develop and assist with activities and/or career days to educate youth on the practice of community planning and the variety of opportunities within the planning profession.

PROGRAM OUTPUT: POLICY AND LEGISLATIVE

Strategic Goal Statement: APA Iowa will affect changes in policies and laws that support the values of good planning through legislative efforts that promote "best planning practices" to improve the quality of life for all Iowans.

Objective 1. Develop and advance a legislative and planning policy program advocating best planning practices for the State.

Objective 2. Develop a proactive legislative review and comment process.

Objective 3. Engage in the APA Policy Guide development process.

Objective 4. Develop model ordinances and/or planning-related policies.

Objective 5. Provide training to better equip chapter members to advocate on behalf of planning issues.

PROGRAM OUTPUT: RECOGNITION AND AWARDS

Strategic Goal Statement: APA Iowa will recognize people and projects that promote outstanding planning practice, public involvement in planning, and the creation of valued places in Iowa.

Objective 1. Continue and enhance the Chapter Awards program, including individual recognitions.

Objective 2. Facilitate and encourage National Award applications.

Objective 3. Promote Chapter support of nominating new FAICP candidates.

Objective 4. Advance and adapt new ways to recognize emerging professionals.

Objective 5: Seek ways to recognize planning efforts across different organizations and fields of study related to planning.

Objective 6: Recognize member accomplishments outside of formal award programs.

Strategic Plan Umbrella

PROGRAM UMBRELLA: PUBLIC RELATIONS AND COMMUNICATIONS

Strategic Goal Statement: APA Iowa will facilitate a communication “umbrella” that encompasses the citizens of Iowa, universities, students, professional planners, and allied professionals.

Objective 1. Maintain and enhance the Chapter website.

Objective 2. Maintain and promote the Chapter’s social media presence.

Objective 3. Publish an electronic newsletter a minimum of three times per year.

Objective 4. Develop an Annual Report published following the fiscal year end.

Objective 5. Develop a marketing program to educate the public, media, community leaders and elected officials regarding the importance of the planning profession in Iowa.

Objective 6. Develop information and materials to assist in raising awareness about the need for planning in Iowa communities.

Objective 7. Maintain and follow a chapter communications plan.

PROGRAM OUTPUT: ADMINISTRATION

Strategic Goal Statement: APA Iowa will efficiently and effectively administer the business of the Chapter.

Objective 1. Expand the administrative capacity of the Chapter.

Objective 2. Maintain sound financial practices and budgeting.

Objective 3. Engage with the National organization on behalf of the Chapter to the fullest extent.

Objective 4. Maintain compliance with APA’s Chapter Performance Criteria.

Objective 5. Document policies and procedures of the chapter’s operations.

Objective 6. Outline roles and responsibilities of board members and ensure succession planning.