



APA Iowa 2020 Work Plan

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.

This document outlines APA Iowa's work plan for 2020. We intend to work with our partners at the state and national level to complete the following tasks.

Engage and Increase Membership

- Administer a survey of members to determine service needs and member satisfaction [Chapter Development](#)
- Cross-reference membership roster with other data sources
 - Graduate lists from ISU and Iowa [Students/University Reps](#)
 - COGs [At-large Member](#)
 - MPOs/RPAs [At-large Member](#)
- Engage students to increase chances they become members
 - Send specific survey to students to determine needs/awareness/satisfaction [Students/Chapter Development develop](#)
 - Target specific outreach to students for all events [Professional Development Chair/Admin](#)
 - Begin hosting 'firm crawls' with student clubs in both central Iowa (for ISU) and corridor (for U of Iowa) students [Advocacy/Students](#)
 - Ensure strong ties to university faculty on board to ensure link to students [Faculty](#)
 - Contact graduating class members to encourage them to remain APA members [Chapter Development](#)
 - Continue holding mentor match program at the conference [At-Large](#)
 - Participate in job fairs at state universities [Advocacy](#)
 - Speak at Iowa State and University of Iowa about APA IA [President/PDO](#)
- Better follow-up with chapter-only members to ensure they renew
 - Send letter when chapter only members join to highlight benefits [President](#)
 - Send letter when year is up to encourage them to renew membership [President](#)
- Develop content outlining member benefits [Chapter Development/At-Large Member](#)
 - Revisit what is available to all vs. just members
- Engage Planning & Zoning Boards
 - Partner with ISU Extension to support P&Z trainings [Prof. Dev./Faculty/Planning Board](#)
 - Conference outreach to P&Z members
 - Add information about P&Z membership and rates to the chapter website

Expand the Profile and Outreach of APA Iowa

- Administer the chapter awards program [Awards](#)
 - Formalize the Great Places winners; treat the same as APA IA award winners [Awards, At-Large](#)
 - Identify opportunities to highlight award winners (e.g., at Day on the Hill, in newsletter, etc.) [Awards, At-Large, PR](#)
 - Mentor award winners to encourage their application for national awards [Awards](#)
 - Increase emphasis on local planner recognition to help with future FAICP candidates [Awards, At-Large](#)
- Inventory allied organizations and regularly make contact to identify opportunities to collaboration [Outreach/Legislative/Prof. Dev.](#)
 - Legislative support/advocacy assistance
 - Professional development/training
 - Technical assistance offerings
 - Other?
- Administer formal communication channels and encourage planners to share successes through these channels [PR, At-Large, Secretary](#)
 - Quarterly newsletter
 - Social media
 - Chapter website
- Facilitate the Planning Healthy Iowa Communities initiative and be the host for the Active Living Iowa committee [Outreach/John P.](#)
- Explore the development of a technical assistance activity to coincide with the annual conference [Prof. Dev/Outreach/Planning Committee](#)
- Enhance the chapter's legislative involvement [Legislative](#)
 - Develop a legislative agenda prior to the start of the state legislative session
 - Participate in Day on the Hill activities (see professional development section)
 - Schedule Governor Proclamation for October Planning Month to coincide with the 2020 Upper Midwest Planning Conference

Administer the Business of the Chapter

- Oversee the contract with the Chapter Administrator [Pres/VP](#)
- Maintain chapter finances [Treasurer/Admin](#)
- Develop the 2021 budget and work plan [Treasurer/Officers](#)
- Develop and provide documentation to APA showing compliance with the Chapter Performance Criteria [Pres](#)
- Define and document roles and responsibilities of APA IA board members [Pre/VP](#)
- Document policies and procedures [Officers/Admin](#)
- Facilitate periodic reporting of work plan activities by board members [Secretary](#)
- Develop a year-long sponsorship program [Treasurer/Prof. Dev/Outreach/Admin](#)

Encourage Professional Development

- Assist planners seeking AICP and AICP Candidate certification [PDO](#)
 - Ensure adequate training for the chapter Professional Development Officer.
 - Maintain a library of materials and resources to share with candidates.
- Host Professional Development Events
 - Put out a calendar of all events early in the year [Admin](#)
 - Host Upper Midwest Conference in Des Moines [Admin/Planning committee](#)
 - Engage Wisconsin and Minnesota early [President](#)
 - Engage other organizations like ULI and CoZo in planning/program [Outreach/Engagement Chairs](#)
 - Be more proactive in identifying sessions based on feedback from last conference [Planning Committee](#)
 - Logistical arrangements [Admin](#)
 - Host at least 3 professional development opportunities outside of central Iowa
 - Identify topic(s) and speakers [Outreach/Engagement, Prof. Dev.](#)
 - Secure locations [Admin](#)
 - Market the event [PR](#)
 - Evaluation opportunities for sponsorships and/or partnerships with allied organizations [Prof. Dev/Outreach/Admin](#)
 - Participate in Design Professional's Day on the Hill
 - Provide a professional development opportunity in conjunction with the event to increase attendance [Legislative/Prof. Dev.](#)
 - Provide more training/information in lead up to event [Legislative, PR, At-Large member](#)
 - Incorporate Great Places and award winners into programming to show legislators the impact planning has [Legislative, At Large, PR, Awards](#)
 - Host Networking Events
 - Foster monthly/quarterly networking events throughout the state (Omaha/CB, central Iowa, Corridor, and Mason City area already exist – encourage similar in Dubuque, Cedar Falls/Waterloo, Sioux City, and Quad Cities) [Chapter Development, At-Large](#)
 - Tie to Divisions – happy hours with facilitated discussions led by planners on a topic of their choosing that would incorporate divisions [Chapter Development, At-Large, Prof. Development](#)
 - Other
 - Firm crawls with students (see engagement section) [Advocacy/Students](#)
 - Discuss with ISU Extension any support we can provide with P&Z trainings [Prof. Dev./Faculty/At-Large](#)
 - Be open to “pop-up” events as they present themselves (pop-up's may not be on 2020 calendar)