



APA Iowa 2021 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 2021. 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](#)
- Develop content outlining member benefits [Chapter Development/At-Large Member](#)
 - Revisit what is available to all vs. just members
 - Calendar of events on website/social media
- Engage students to increase chances they become members
 - Send specific survey to students to determine needs/awareness/satisfaction [Students/Chapter Development develop](#)
 - Define student member benefits [Advocacy/Students](#)
 - Host virtual 'firm crawls' with student clubs [Advocacy/Students](#)
 - Speak at Iowa State and University of Iowa about APA IA [President/PDO](#)
 - Continue holding mentor match program at the conference [At-Large](#)
 - Participate in job fairs at state universities [Advocacy](#)
- Engage Planning & Zoning Boards
 - Partner with ISU Extension to support P&Z trainings [At-Large/Planning Board](#)
 - Conference outreach to P&Z members
 - Add information about P&Z membership and rates to the chapter website
- Reach out to planning organizations to encourage membership.
 - COGs [At-large Member](#)
 - MPOs/RPAs [At-large Member](#)

Expand the Profile and Outreach of APA Iowa

- Administer formal communication channels and encourage planners to share successes through these channels [PR, At-Large, Secretary](#)
 - Quarterly newsletter
 - Social media
 - Chapter website
- Support efforts of the chapter's Diversity, Equity, and Inclusion Committee [Chapter Development](#)
- Enhance the chapter's legislative involvement [Legislative](#)
 - Develop a legislative agenda prior to the start of the state legislative session
 - Procure lobbyist support
 - Schedule Governor Proclamation for October Planning Month to coincide with the 2021 Iowa Planning Conference
- Inventory allied organizations and regularly make contact to identify opportunities to collaboration [Outreach/At-Large](#)
 - Legislative support/advocacy assistance
 - Professional development/training
 - Technical assistance offerings
 - Other?
- Administer the chapter awards program [Awards](#)
 - 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](#)
 - Produce videos highlighting award winners [Awards](#)
 - Expand award winner opportunities [Awards](#)
- 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](#)

Administer the Business of the Chapter

- Develop the 2021 budget and work plan [Treasurer/Officers](#)
- Oversee the contract with the Chapter Administrator [Pres/VP](#)
- Review structure of the board and its roles [Officers](#)
- Define and document roles and responsibilities of APA IA board members and policies/procedures for the organization [Pre/VP](#)
- Maintain chapter finances [Treasurer/Admin](#)
- Develop and provide documentation to APA showing compliance with the Chapter Performance Criteria [Pres](#)
- Facilitate periodic reporting of work plan activities by board members [Secretary](#)

Encourage Professional Development

- Maintain and administer the Chapter's Certification Maintenance Provider Account in good standing with APA. Including documenting and ensuring all submitted sessions are CM eligible, entering sessions into APA's CM portal, maintain logs and records of all CM sessions as required by the CM Provider Toolkit/APA. Ensure all submitted sessions follow the adopted APA Iowa AICP CM Credit Approval Policy. [PDO](#)
- 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.
 - Regular meetings/presentations with ISU/U of Iowa classes to promote APA Iowa and AICP Candidate program
- Host the Iowa Planning Conference in Des Moines [Admin/Planning committee](#)
 - 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](#)
- Determine thresholds, timelines, and policies related to hosting in-person events in light of COVID-19 [Admin](#)
- Host regular virtual professional development events [Professional Development](#)
 - Identify opportunities to include more social/networking opportunities
 - Increase active participation from attendees