

2023-2024 APA COUNTY PLANNING DIVISION WORKPLAN

POLICY/GOAL	TASK	ACTIONS	PARTIES RESPONSIBLE	BUDGET
Membership Communications & Engagement	Publish newsletters four times per year	<ul style="list-style-type: none"> • Solicits article topics & content from membership • Profiles County Planners & Students in articles • Offers a stipend for printed original articles 	<ul style="list-style-type: none"> – Newsletter Editor – Treasurer – Education Coordinator 	\$1000
	Email information about events, webinars, continuing education, NPC and other conferences, and other information in between newsletters	<ul style="list-style-type: none"> • Gathers information to send and then sends emails 	<ul style="list-style-type: none"> – Division Chair with help from the Executive Committee, Leadership Team, & Members 	
	Maintain Division webpage on APA website	<ul style="list-style-type: none"> • Newsletter Editor places files in APA Engage (or Google Drive if needed) for loading onto the webpage • Other information important to division is loaded onto webpage 	<ul style="list-style-type: none"> – Website Manager with help from the Executive Committee, Leadership Team, & Members 	
	Maintain Division LinkedIn and Facebook pages	<ul style="list-style-type: none"> • Post and promote content such as research articles, member stories, upcoming conference information, and general CPD updates 	<ul style="list-style-type: none"> – Social Media Coordinator 	\$200
	Distribute information regarding Executive Board business	<ul style="list-style-type: none"> • Uploads agendas and approved minutes to APA Engage 	<ul style="list-style-type: none"> – Division Chair 	
	Engage student members of the CPC	<ul style="list-style-type: none"> • Provide opportunities for student participation • Provide content relevant to students • Offer NPC travel stipend 	<ul style="list-style-type: none"> – Executive Committee – Leadership Team 	\$800

Annual Business Meeting, Awards Issuance and Ceremony, and Reception at NPC	Convene Annual Business meeting virtually	<ul style="list-style-type: none"> • Have virtual platform available for annual business meeting • Send meeting notice to all the members via email and post on social media • At meeting, present financial report, awards with presentations, general membership updates, & 	<ul style="list-style-type: none"> – Division Chair – Chair Elect – Treasurer – Secretary – Awards Coordinator 	\$200
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		introduce executive board and leadership team		
	Annual Division Awards	<ul style="list-style-type: none"> • Awards committee distributes call for nominations and reviews submittals • Executive Board considers award committee recommendations and selects winners • Awards Coordinator notifies winners, arranges for awards, and develops media releases • Awards Coordinator presents awards at the Annual Business Meeting 	<ul style="list-style-type: none"> – Awards Coordinator – Awards Committee – Executive Board 	\$300
	Have an informal gathering/reception at the NPC	<ul style="list-style-type: none"> • Arrange a meeting room at the NPC for an informal meeting/reception where light snacks will be served 	<ul style="list-style-type: none"> – Division Chair – Chair Elect – Chair Designee 	\$2000
Leadership Activities	Division Chair attendance at APA leadership meetings	<ul style="list-style-type: none"> • Division Chair attends bi-annual APA Divisions Leadership meetings and reports back to the membership • Executive Board responds to requests from leadership meetings 	<ul style="list-style-type: none"> – Division Chair – Executive Board – Newsletter Editor – Social Media Coordinator – Website Manager 	\$5000
	Full Executive Committee and Leadership Team attendance at Annual Business Meeting and promotion to all members	<ul style="list-style-type: none"> • Division Chair promotes full participation of Division leadership and entire membership • Chair-Elect assists with Annual Business Meeting logistics and membership communications • Treasurer monitors receipts and expenditures and reports at annual meeting • Secretary creates official meeting minutes and takes attendance 	<ul style="list-style-type: none"> – Executive Committee – Website Manager – Social Media Coordinator 	

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	Executive Committee and Leadership Team participation in leadership activities	<ul style="list-style-type: none"> • Participation in leadership activities such as Annual Business Meeting and regular monthly/bi-monthly executive committee meetings • Participation in other committees, meetings, conferences, or trainings that will help members • Coordination and communication with NACo and serve as leadership for the National Association of County Planners • Willingness of Executive Committee and Leadership Team to participate in and lead activities such as webinars, awards, newsletters, posts to social media, that help to inform, guide, and reward the general membership 	Executive Committee Leadership Team	

Develop Membership Retention Strategy	Surveys	<ul style="list-style-type: none"> • Survey Division members as necessary to gauge important topics • Offer prizes for participation 	Division Chair Executive Committee Leadership Team	\$500
	Division brochures	<ul style="list-style-type: none"> • Develop Division brochure • Provide Division brochures to the Divisions Council's booth at the NPC 	Executive Committee Leadership Team	
	Educate and inform members	<ul style="list-style-type: none"> • Use all outlets to promote topics which are of interest to existing and potential members 	Executive Committee Leadership Team	
	Recognize members that make contributions to county planning efforts or as a student	<ul style="list-style-type: none"> • Review nominations of members that deserve recognition at the monthly/bi-monthly executive team meeting 	Executive Committee Newsletter Editor Social Media Coordinator	

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		<ul style="list-style-type: none"> Spotlight these members in social media, the newsletter and/or our webpage 	Webpage Manager	
APA Division's Council and Division Integration	Collaborate with other divisions to accomplish APA Goals	<ul style="list-style-type: none"> Coordinate with other division leaders on APA Goals Work with Divisions Council and Chapter Presidents Council (CPC) on collaboration opportunities 	Division Chair	
	Expand collaborations with divisions and chapters and target important partnerships	<ul style="list-style-type: none"> Work with CPC to develop conference activities Forward the CPD brochure to members and state chapters for distribution at state chapter and regional conferences Executive Committee reviews and decides on suggestions for official opportunities for collaboration 	<ul style="list-style-type: none"> Division Chair Executive Committee Leadership Team General Membership 	
	Support division initiatives	<ul style="list-style-type: none"> Use CPD sponsored session and/or facilitated discussion session at the NPC Have executive committee approve other training or webinars to further division initiatives 	<ul style="list-style-type: none"> Division Chair Executive Committee Leadership Team 	
	Support APA Work Plan and Performance Criteria	<ul style="list-style-type: none"> Submit yearly performance report to APA Evaluate division activities and processes against the APA Performance Criteria Make changes as needed to support APA goals Update yearly workplan 	Division Chair	

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Develop Educational Information and Support APA Educational Scholarship Fund	Webinars	<ul style="list-style-type: none"> • Develop webinars on county planning issues relevant to Divisions Council initiatives • Solicit webinar topics from members and possible partnerships with other organizations to develop webinar content • Provide at least one webinar • Be a CM provider 	<ul style="list-style-type: none"> – Webinar Coordinator – Education Coordinator – Executive Committee 	\$500
	Engage academia	<ul style="list-style-type: none"> • Ask for research assistance in county planning matters • Solicit articles to publish in the newsletter, email to membership and/or post on webpage or social media. • Partner for research, webinars, and/or other product proposals 	<ul style="list-style-type: none"> – Executive Committee – Leadership Team 	
	Support planning education	<ul style="list-style-type: none"> • Contribute to Student Representative Council Awards • Recognize deserving students 	<ul style="list-style-type: none"> – Executive Committee 	\$300
	Mentorship program	<ul style="list-style-type: none"> • Survey membership to identify students / new planners and professionals to group mentors/mentees • Create a subgroup 	<ul style="list-style-type: none"> – Executive Committee – Leadership Team 	
	Utilize social media	<ul style="list-style-type: none"> • Spotlight education information, member recognition, and relevant topics/articles • Forward information to website manager, social media coordinator and newsletter editor for publication • Utilize social media to engage members 	<ul style="list-style-type: none"> – Leadership Team 	