2017-2018 APA Missouri Work Plan

## The following outlines the APA Missouri Board’s 2017/2018 Work Plan. The Work Plan is organized as follows:

**VISION STATEMENTS**

* Objectives
  + Activities

# MISSOURI LEADERS AT THE LOCAL AND STATE LEVEL UNDERSTAND THE VALUE OF PLANNING TO MISSOURI.

## Promote and further develop the Great Places in Missouri program

* + Work with state legislators to introduce an annual proclamation of Great Places awardees
  + Publicize the Great Places in Missouri program beyond APA members

## Build capacity of the Legislative Committee and establish legislative priorities that address needs of APA Missouri members

* + Partner with Missouri Municipal League (MML) and Missouri Association of Councils of Government (MACOG) to stay informed on legislative activity
  + Liaise with National APA on efforts
  + Provide tools/resources for APA Missouri members to help them better communicate in contentious or controversial situations (i.e., Agenda 21)
  + Establish a Legislative Liaison Committee to work with APA Missouri staff, section representatives, and others to monitor state and local legislation of interest to members.
  + Host Planners Day at the Capitol in conjunction with the Great Places in Missouri awards recognition
  + Find ways to support broad participation in the Great Places in Missouri awards process

# APA MISSOURI AND ALL SECTIONS HAVE STRONG BOARD LEADERSHIP AND BALANCED BUDGETS THAT EFFECTIVELY SUPPORT THE NEEDS OF AN ENGAGED MEMBERSHIP.

## Develop tools and resources for Chapter & Section board leadership

* + Develop a process to better coordinate budgeting between the Chapter and Sections
  + Modify bylaws to reflect a two (2) year trial $15/full member rebate to the sections, starting in 2018. During this time, no section rebates will be provided for students or planning board members
  + Develop best practices materials for Sections (succession planning, roles/responsibilities, State Conference planning, etc)
  + Update bylaws including defining and codifying all board of directors roles (including voting/non-voting rationale) in the Chapter bylaws
  + Develop Best Practices for conferences
  + Maintain online database for all Chapter records, legislation, and documentation

**APA MISSOURI MEMBERS HAVE ACCESS TO AND EXPAND THEIR KNOWLEDGE THROUGH CURRENT AND MEANINGFUL PROGRAMMING, ACTIVITIES, AND COMMUNICATIONS.**

* Deliver current and meaningful communication to APA Missouri members
  + Communicate with membership on at least a monthly basis (communications shall include a focus on new planners, policy and means to get involved)
  + Incorporate social media into communications plan
  + Conduct an annual member survey (separate from annual Conference survey)
  + Highlight award winning plans on the Chapter website
  + Investigate possibility of hosting a plan portal on Chapter website
  + Identify additional communications methods

## Deliver current and meaningful programming and activities to APA Missouri members

* + Host social/networking events in all Sections and outstate annually (including outstate members)
  + Host CM programs in all Sections and outstate annually (including outstate members)
  + Conduct an annual conference
  + Co-sponsor annual webcasts
  + Conduct activities for young planners/students; collaborate with planning programs

# APA MISSOURI HAS A STRONG AND GROWING MEMBERSHIP BASE.

## Identify strategies to sustain and grow APA Missouri membership

* + Outreach to planners who are not served by the Sections
* In January, prepare an annual report
* Outreach to young and emerging planning professionals
* Actively support diversity and inclusion in all APA Missouri activities through:
  + APA Divisions
  + APA Ambassadors
  + Conference sessions

# LOCAL PLANNING PROGRAMS PROVIDE A STRONG PLANNING EDUCATION TO PREPARE THE NEXT GENERATION OF MISSOURI PLANNERS.

## Provide support to local planning schools

* + Support Missouri colleges and universities’ efforts to achieve PAB accreditation
  + Reach out to all planning programs to identify needs/partnership opportunities
  + Host events locally and at State Conference to promote program and opportunities
  + Collaborate with student planning organizations and provide internship database