



2021-2022 APA Missouri Work Plan

The following outlines the APA Missouri Board's 2021/2022 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
 - Find ways to support broad participation in the Great Places in Missouri awards process
 - Support recognition of Great Places in Missouri at the national level
- 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 APA National on efforts & share APA National resources with members
 - 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
 - Promote the Planners Advocacy Network with APA Missouri Members
 - Provide resources to assist members in advocacy training
 - Promote APA National's current slate of legislative priorities

APA MISSOURI AND ALL SECTIONS HAVE STRONG BOARD LEADERSHIP AND FINANCIAL MANAGEMENT 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 and reporting between the Chapter and Sections which includes consistent reporting forms and coordination at financial institutions.
 - Establish ad hoc Audit Committee (Chapter Treasurer, Section Treasurers,



Chapter Secretary, Member external from Board, & Chapter Administrator) to review current processes and make recommendations.

- Evaluate the \$15/full member rebate to the sections, which began in 2018. Adopt new rate before 2020.
- Develop best practices materials for Sections (succession planning, roles/responsibilities, State Conference planning, etc.) and ensure information is shared with Chapter Administrator.
- Align Section by-laws with Chapter by-laws, such as election cycles and use of APA consolidated election system.
- Maintain online database for all Chapter records, legislation, and documentation including sign-in sheets for AICP credit events.

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
 - 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
 - Host CM programs in all Sections and outstate annually
 - Conduct an annual conference
 - Co-sponsor annual webcasts
 - Conduct activities for young planners/students; collaborate with planning programs

APA MISSOURI HAS A GROWING AND DIVERSE 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
 - Diversity and Inclusion Committee
- Reach out to communities and work to engage Planning and Zoning commissioners



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 or maintain 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
 - Utilize APA Missouri online jobs portal to collect internship information and advertise to potential employers and students.
- Develop outreach to promote planning with non-planning majors and programs
 - Promote free APA Membership to all colleges and universities
 - Attend events with similar disciplines that have like missions and values to planning