

# Western Central Chapter of the American Planning Association

## PROFESSIONAL STRATEGIC DEVELOPMENT PLAN

AS DRAFTED BY THE BOARD NOVEMBER 2019  
REVIEWED BY MEMBERSHIP **JANUARY 2020**  
REVISED AND ADOPTED **FEBRUARY 2020**

## MISSION STATEMENT

The Western Central Chapter of the American Planning Association (WCC) will be an advocate for western planners in the four states of Montana, Wyoming, North Dakota and South Dakota. The Chapter will provide professional training and quarterly newsletters and will participate in annual state conferences within our Chapter and region.

The WCC is committed to promoting the practice of planning, fostering social and environmental equity, advancing opportunities for citizen participation and supporting the opportunities for planners in both the private and public sector. In particular, the Western Central Chapter will focus on planning issues impacting western states and fostering professional development opportunities concerning said issues.

## STRATEGIES AND ACTIONS

**STRATEGY #1.**      **Encourage membership participation in the American Planning Association's AICP certification program.**

<b>Action A:</b>	Provide AICP study materials to our membership. Encourage active utilization of training materials provided by the Chapter Professional Development Officer (PDO).
<b>Responsible Person(s):</b>	PDO and State Representatives
<b>Time Frame:</b>	Yearly
<b>Measure(s) of Success:</b>	a. Number of chapter members utilizing training materials for AICP Study b. Number of planners from WCC that pass the AICP exam who utilized WCC training materials
<b>Tracking:</b>	PDO shall report training and exam numbers to the executive board annually

**STRATEGY #2.**      **Provide continuing education relevant to all chapter members.**

<b>Action A.</b>	Financially support one or more conference sessions for the Western Planner Conference when held in a Chapter state.
<b>Responsible Person(s):</b>	Executive Board
<b>Time Frame:</b>	On-going
<b>Measure(s) of Success:</b>	Number of participants at sponsored sessions
<b>Tracking:</b>	Board evaluation on session topics & attendance

<b>Action B.</b>	Develop a scholarship program & application process. Market scholarships for chapter members to attend conferences and trainings.
<b>Responsible Person(s):</b>	Executive Board, Mentorship Subcommittee
<b>Time Frame:</b>	Annually
<b>Measure(s) of Success:</b>	Number of participants applying for scholarships, number of scholarships awarded
<b>Tracking:</b>	Report on scholarship applicants & awards

<b>Action C.</b>	Host sessions eligible for AICP CM credits through the webinar consortium or at state or regional conferences.
<b>Responsible Person(s):</b>	PDO & Executive Board
<b>Time Frame:</b>	On-going
<b>Measure(s) of Success:</b>	Host or sponsor two or more CM-eligible webinars or conference sessions annually
<b>Tracking:</b>	PDO & Executive Board

<b>Action D.</b>	Support member states' abilities to host state conference sessions for planners, planning commissioners and elected officials through financial assistance and other Chapter support.
<b>Responsible Person(s):</b>	State Representatives
<b>Time Frame:</b>	Annual state conferences, On-going
<b>Measure(s) of Success:</b>	Ensure each state hosts one conference yearly
<b>Tracking:</b>	State representative's reports to Executive Board

<b>Action E.</b>	WCC will act as the umbrella AICP certification maintenance provider for state and regional planning conferences.
<b>Responsible Person(s):</b>	State Representatives, Treasurer & PDO
<b>Time Frame:</b>	On-going
<b>Measure(s) of Success:</b>	Number of CM credits provided annually by WCC
<b>Tracking:</b>	PDO & State representatives

**STRATEGY #3. Maintain a robust website and social media presence.**

<b>Action A.</b>	Keep the WCC website current: <ul style="list-style-type: none"> <li>- Keep established links to other sites and resources up-to-date</li> <li>- Continually update news and happenings on the webpage</li> <li>- Publish current and historical newsletters on the webpage</li> </ul>
<b>Responsible Person(s):</b>	Webmaster
<b>Time Frame:</b>	On-going
<b>Measure(s) of Success:</b>	Up-to-date website
<b>Tracking:</b>	Annual review by Executive Board, report from Webmaster during quarterly board meetings

<b>Action B.</b>	Improve the WCC website: <ul style="list-style-type: none"> <li>- Establish a member directory to allow for member to member communication</li> <li>- Investigate options for creation of a members only discussion forum/page</li> </ul>
<b>Responsible Person(s):</b>	Webmaster, Executive Board
<b>Time Frame:</b>	On-going
<b>Measure(s) of Success:</b>	Improvements added continually
<b>Tracking:</b>	Annual review by Board, report from Webmaster

<b>Action C.</b>	Utilize the WCC newsletter, website & social media platforms to promote state conferences and the APA webinar consortium series. - Consider appointing a Social Media Coordinator to manage WCC's social media presence
<b>Responsible Person(s):</b>	Newsletter Editor, Webmaster, State Representatives
<b>Time Frame:</b>	On-going
<b>Measure(s) of Success:</b>	Annual evaluation in Chapter report to APA
<b>Tracking:</b>	Board President

**STRATEGY #4. Provide support services to member states.**

<b>Action A.</b>	Conduct a membership survey at least every five years to gauge member needs and how the Chapter can meet those needs.
<b>Responsible Person(s):</b>	WCC Chapter President
<b>Time Frame:</b>	On-going (Next survey to be completed by 2022)
<b>Measure(s) of Success:</b>	Survey response rate
<b>Tracking:</b>	Annual Work Plan

<b>Action B.</b>	Support member states' ability to provide continuing education and other needs related to Chapter members.
<b>Responsible Person(s):</b>	PDO, Executive Board
<b>Time Frame:</b>	On-going
<b>Measure(s) of Success:</b>	Member state feedback
<b>Tracking:</b>	State representative reports to Executive Board

**STRATEGY #5. Commit to maintaining a healthy, sustainable financial position with balanced annual budgets and adequate reserves.**

<b>Action A.</b>	Monitor annual revenue and dues structure/percentage to maintain a sustainable financial position.
<b>Responsible Person(s):</b>	Treasurer, Executive Board
<b>Time Frame:</b>	Annually
<b>Measure(s) of Success:</b>	To have an annual "carry-over" into the next fiscal year equal to at least two years' operating budget
<b>Tracking:</b>	Treasurer, Executive Board

**STRATEGY #6. Maintain a healthy Executive Board and grow Chapter membership.**

<b>Action A.</b>	Develop a succession program for Executive Board members that includes recruiting, training and mentoring new members.
<b>Responsible Person(s):</b>	Executive Board
<b>Time Frame:</b>	End of FY 2021, On-going
<b>Measure(s) of Success:</b>	To have an established program for board succession and a "handbook" for new board members
<b>Tracking:</b>	Annual Work Plan

<b>Action B.</b>	Conduct regular organizational planning and development: <ul style="list-style-type: none"> <li>- Review Bylaws annually and update as needed</li> <li>- Review and update Strategic Plan every five years</li> </ul>
<b>Responsible Person(s):</b>	Executive Board
<b>Time Frame:</b>	On-going
<b>Measure(s) of Success:</b>	Ensure Bylaws and Strategic Plan are up-to-date and in alignment with WCC membership needs
<b>Tracking:</b>	Annual Work Plan

<b>Action C.</b>	Conduct outreach to colleges and universities in member states to solicit students in planning programs and related programs/careers.
<b>Responsible Person(s):</b>	Executive Board
<b>Time Frame:</b>	On-going
<b>Measure(s) of Success:</b>	Number of Chapter student members
<b>Tracking:</b>	Annual Work Plan

**STRATEGY #7. Assist member states in their efforts to increase legislative and policy advocacy on planning and community development related matters.**

<b>Action A.</b>	Assist member states in establishing state Legislative Policy Committees to prioritize issues in their states on which they wish to act.
<b>Responsible Person(s):</b>	Executive Board
<b>Time Frame:</b>	On-going
<b>Measure(s) of Success:</b>	Member state feedback, states who successfully establish Legislative Policy Committees
<b>Tracking:</b>	Annual Work Plan

<b>Action B.</b>	Provide member states information prepared by the Chapter President's Council Policy & Advocacy Committee on being an effective advocate with state legislatures.
<b>Responsible Person(s):</b>	Executive Board
<b>Time Frame:</b>	On-going
<b>Measure(s) of Success:</b>	Member state feedback
<b>Tracking:</b>	Annual Work Plan

<b>Action C.</b>	Allow for member states to designate a member as a Legislative Liaison with APA National.
<b>Responsible Person(s):</b>	Executive Board, State Boards
<b>Time Frame:</b>	On-going
<b>Measure(s) of Success:</b>	Each state has a designated Legislative Liaison and an active Legislative Policy Committee that monitors state planning-related legislation, as directed by their State Board
<b>Tracking:</b>	Annual Work Plan, Executive Board

**STRATEGY #8. Support new and emerging planners in their professional growth and development.**

<b>Action A.</b>	Maintain a WCC Mentorship Subcommittee with representation from each member state.
<b>Responsible Person(s):</b>	WCC Chapter President & Executive Board
<b>Time Frame:</b>	On-going
<b>Measure(s) of Success:</b>	Quarterly meetings of the subcommittee
<b>Tracking:</b>	Annual Work Plan

<b>Action B.</b>	Provide a mentorship program platform to provide opportunities for young/new planners to interact with mentors and other planners year-round: <ul style="list-style-type: none"><li>- Provide an online, interactive discussion forum for utilization by chapter members for sharing ideas, best practices, job shadowing and work opportunities</li></ul>
<b>Responsible Person(s):</b>	WCC Mentorship Subcommittee, Webmaster, PDO
<b>Time Frame:</b>	On-going
<b>Measure(s) of Success:</b>	Member state feedback on participation among professionals
<b>Tracking:</b>	Annual Work Plan

<b>Action C.</b>	Develop a New & Emerging Planners program: <ul style="list-style-type: none"><li>- Attract WCC members to serve as mentors &amp; mentees</li><li>- Facilitate mentor/mentee meet-ups at state and regional conferences</li><li>- Add mentor &amp; mentee program and sign-up information to the webpage</li></ul>
<b>Responsible Person(s):</b>	WCC Mentorship Subcommittee, Webmaster
<b>Time Frame:</b>	On-going
<b>Measure(s) of Success:</b>	Member state feedback on participation among professionals
<b>Tracking:</b>	Annual Work Plan