



American Planning Association
Creating Great Communities for All

162

“APA student membership keeps young planners connected to their communities and the professional world while in school. Networking with other members from all over the country exposes us to new ideas that impact our outlook.”

Charles Liuzzo, APA Student Representatives Council
University of Arizona Student

Free APA membership for students for the duration of your studies.

When you belong to APA, you'll find the tools and resources to:

- **Launch** your professional future
- Become an agent of **change**
- **Transform** places to live, work, and play



Plan to succeed.

Visit planning.org/join/students

APA Student Membership Program



American Planning Association
Making Great Communities Happen

What is the American Planning Association?

About the American Planning Association

- We are the oldest and largest community of domestic and international planners.
- We are an association, which means we exist to serve your needs—help you get hired, do better at your job, connect with others, and channel your voice into the planning conversation.
- We have 47 state or regional [chapters](#) and 21 interest- and population-specific [divisions](#). Many have student or young professional groups tailor-made for your involvement.

APA Student Membership

Who is eligible?

Any individual who is actively enrolled or matriculated in any degree program, planning or non-planning.

How long does it last?

For the duration of the individual's studies, as many times as the individual is seeking a degree.

What does it cost?

APA Student Membership is **free**.

Financial Benefits

The basics:

- Free membership in APA, a local chapter, and AICP, as well as up to five specialty- and population-based APA divisions.
- Free digital subscriptions to *Planning* magazine, the *Journal of the American Planning Association* and *Zoning Practice*.
- Reduced rates to attend National Planning Conference (and chapter conference if applicable)

Value of Membership

APA provides what you need to launch a rewarding career.

APA



Career services

Get expert strategies, tactics, and tips for building a career



Distinguish yourself

Win awards and scholarships, and showcase your work



Leadership

Build your reputation by serving on the Student Representatives Council or a Young Planners Group



Networking

Connect with mentors, future employers, and industry leaders in your community and beyond



Make a difference

Shape policy, help communities in need, and inspire the next generation of planners



Information

Access the latest industry research and trends



Become certified

Earn the prestigious AICP certification, which you can begin as a student or at any stage of your career—see planning.org/aicp/why

Value of Membership – Career Services

Get expert strategies, tactics and tips for building a career



EQUITABLE DEVELOPMENT EXPERT

"My Career in Equitable Development and Environmental Justice"

Carlton Eley



HAZARDS PLANNER

"My Career as the Master of Disaster"

Jim Schwab



REGIONAL PLANNER

"My Career as a Regional Planner"

Jenn Erickson



URBAN DESIGNER

"My Career Fostering Excellence in the Design of Transportation Planning"

Justin Garrett Moore

Welcome to APA's Career Reality Webinars

Careers in Transportation Planning
Co-Sponsored by APA Transportation Planning Division

Friday April 7, 2017



American Planning Association
Making Great Communities Happen

By Frank DeSafey and Craig Travis

RESUMES 101

You know you need a strong resume, but how much professional detail should you include? Begin by remembering what a resume is really for: to "catch an eye" and get a phone call and interview from a prospective employer.

What we mean by this is that in today's world of electronic media, large databases, impersonal connections, and strong competition for fewer jobs you, the job candidate, have to cleverly navigate through these obstacles to rise above the others if you hope to have any chance of being seen and heard. Producing a resume that successfully moves you through these perilous channels and elevates you to an interview requires a special effort, keen skills, and adaptability.

Your resume must tell an employer or recruiter a compelling story about you and your professional experience, knowledge, and skill set. More than ever, your resume is the key to successfully landing

Key Words and Definable Skills

The second key ingredient is the use of key words. Dissect the job description, pulling out the key sentences that state the purpose of the position, the most important duties and responsibilities, and the required qualifications. Incorporate these into your resume, remaining as close to the actual verbiage as possible. This is because it's common practice for HR analysts searching the resume database to type in those key phrases. In fact, some software systems will eliminate you if you don't meet some key word criteria. So if you have included these into the main body of your resume you have a much greater chance of catching the eye of the human resource staff member or recruiter. This is the first important step for gaining an interview.

Now that you have caught the eye of the recruiter, your resume will be sent to see how you match up to the position. This means

nd career advancement option.

Special Effort

o we mean by "special effort" is the extra effort you put into your resume, software, and in your interview to screen candidates. More than ever, all-important initial and initial sorting level HR professionals

GET MORE FROM YOUR
GPA MEMBERSHIP.
**FIND A MENTOR.
BE A MENTOR.**

Value of Membership – Distinguish Yourself

Win awards and scholarships, and showcase your work

Planning Studio Wins 2015 AICP/APA Student Project Award for Applied Research



PSU Students win 2017 AICP Student Project Award

Posted on March 20, 2017

HILLTOP PLANNING TEAM



Hilltop Planning, a group of students from the Master of Urban and Regional Planning (MURP) program at Portland State University, received a [2017 Student Project Award](#) from the American Institute of Certified Planners (AICP) for their Planning Workshop project, [OHSU Night Access Plan](#).



Value of Membership - Leadership

Build your reputation by serving on the Student Representatives Council or a Young Planners Group



Student Representatives Council Executive Committee: (from left) Lisandro Orozco (Immediate Past Chair), Anna Ma (Region IV), Sophee Payne, (Region III) George Benson (Region V), Ellen Forthofer (Chair), Lance MacNiven (Region VI), Paige Peltzer (Region I), Shelley Price (Region II)

Value of Membership – Networking

Connect with mentors, future employers, and industry leaders in your community and beyond

APA FL Young Planners Group Statewide Happy Hour

The Young Planners Group (YPG) of Florida APA is hosting a marathon of happy hours across the state to spread the word about YPG! Whether you're a seasoned veteran in the planning community or a new young professional looking to meet more planners in your field, everybody is welcome! Stop by a happy hour in your area and help support your chapter!

Tuesday April 9th at 5:30 PM at Blackfinn American Grille – Jacksonville
Tuesday April 9th at 5:30 PM at Midtown Filling Station – Tallahassee
Wednesday April 10th at 6:00 PM at The Jones B-Side – Gainesville
Tuesday April 16th at 5:30 PM at The Ale & Witch – Downtown St. Pete
Wednesday April 24th at 5:00 PM at LOFT 55 – Downtown Orlando
Friday April 26th at 5:30 PM at Tarpon Bend – Fort Lauderdale

 facebook.com/APAFLYPG



New Urbanism

Small Town & Rural Planning

Urban Design & Preservation

Regional & Intergovernmental Planning

Women and Planning

Sustainable Communities

Planning & the Black Community

Transportation Planning

International PRIVATE PRACTICE

FEDERAL PLANNING

Latinos & Planning

Housing & Community Development

COUNTY PLANNING

Economic Development

TECHNOLOGY

LGBTQ AND PLANNING

City Planning & Management

Hazard Mitigation & Disaster Recovery Planning

Environment, Natural Resources & Energy

www.planning.org/divisions

Planning & Law

JOIN AN APA DIVISION

Value of Membership – Make A Difference

*Shape policy, help communities in need
and inspire the next generation of
planners*



Value of Membership – Information

Stay on top of latest industry research and trends



Knowledge Center

APA e-Learning

Publications

Planning Advisory Service

Applied Research

Current Research Projects

Completed Projects

Green Communities Center

Hazards Planning Center

Planning and Community Health Center

Home > Knowledge Center > Applied Research >

KNOWLEDGEBASE COLLECTION

Solar Energy

In recent years, many communities across the U.S. have taken interest in solar energy use. In some cases this interest is driven by a communitywide goal to lessen dependence on nonlocal fossil fuels. In other cases it may be a reaction to rising demand from communities interested in installing solar energy systems on their homes, property. One consequence of this renewed interest in solar energy is a sharp increase in the number of communities that have added recommendations to their plans that support solar energy use through development regulations and other plan implementation measures. What types of solar energy systems are permissible in specific communities?

From this portal you can search hundreds of examples of solar



Planning for Equitable Development: Social Equity by Design

By Carlton C. Eley

In July 2016, the *SDG Index and Dashboards* was released to give the 193 member states of the United Nations an instrument to track progress towards achieving the [sustainable development goals](#) that were adopted in 2015 (United Nations 2015). The report card ranked the U.S. 25th, with a score of 72.7 out of 100. In comparison, Canada came in 13th, with a score of 76.8 (Bertelsmann Stiftung & SDSN 2016).

The ranking affirms that the U.S. has a significant inequality problem. It scored in the red, or “seriously far from achievement,” in 12 of 17 of the sustainable development goals, including several relevant to sustainability and community quality of life: “no poverty,” “zero hunger,” “gender equality,” “reduced inequalities,” and “peace, justice and strong institutions.” The poor rankings reveal the U.S. has too many people below the poverty line, too much adult obesity, too little renewable energy, too many homicides and people in prison, and other failings (Mooney 2016).

Although U.S. cities and towns are directing more attention to advancing sustainability as a planning solution, it is clear that serious questions that require attention remain. Where are the blind spots in addressing social equity alongside the environment and the economy, and how can they be corrected? Equitable development is an approach for meeting the needs of underserved communities through policies and programs.

reminder that planners are uniquely positioned to set a higher standard for sustainable and equitable community efforts.

Gentrification: A Shared Problem

“Gentrification” has become as contested as formally acknowledging the cause of the American Civil War (NPS 2011). The term was coined by the London-based urban sociologist Ruth Glass in 1964 (Urban Lab 2015). Her word choice was not arbitrary or mere wordplay. The objective interpretation of gentrification is found in the etymology of the term. The literal translation is “a condition made upper class” or “the action of making upper class.”

In the U.S., gentrification can be defined as “the process of neighborhood change that occurs as places of lower real



Value of Membership – AICP Certification

Earn the prestigious AICP certification, which you can begin as a student or at any stage of your career



"AICP is the seal of approval. It gives identity to the profession and it gives planners credibility."

— Sergio Rodriguez, FAICP; Former City Manager, Miami Beach, Florida

How do I join? How do I keep my membership active?

- You can join online at www.planning.org/join or through your program administrator.
- Your membership cycle will run October thru September of each year. You can join at any time of the year.
- You will be auto renewed for two cycles and then it's up to you to keep membership active by renewing online.

What happens after graduation?

Former student members are eligible for **two years** of reduced dues and prices


The basics:

- Special introductory dues for membership in APA, a local chapter, and AICP and divisions.
- Discounted subscriptions to *Planning* magazine, the *Journal of the American Planning Association* and *Zoning Practice*.
- Reduces rates to attend National Planning Conference (and chapter conference if applicable)

****Just tell APA that you are no longer in school and transition into the APA New Member Program****


What happens after graduation?

The right fit for every stage of your academic and professional career.



When you're
in school

Become a student member
for free for the duration of
your studies, as long as
you're pursuing any degree.



While you're
getting started

Continue as an APA member
after you've graduated with
special introductory dues for
two years as you transition into
your career.



Once your career
gets rolling

Continue to enjoy all the
career-building advantages
of APA membership with
salary-based dues.

Questions?

www.planning.org/join/students

studentmembership@planning.org



American Planning Association

Making Great Communities Happen