

2020 APA FLORIDA CHAPTER STRATEGIC OPERATIONAL PLAN

MISSION STATEMENT

The Florida Chapter of APA provides statewide leadership in the development of sustainable communities by advocating excellence in planning, providing professional development for its members, and working to protect and enhance the natural and built environments.

CHAPTER ONE: GOALS AND OBJECTIVES

I. Professional Development

Goal: Expand and diversify opportunities for the development of skills and professional growth for planners at all levels.

Objective 1: Maximize the use of technology to increase affordable access, awareness, and participation in professional development opportunities.

Objective 2. Expand professional development opportunities to include the practical application of planning and enhance leadership skills.

Task 1: Establish an annual statewide webinar on a relevant Florida planning topic.

Task 2: Develop support resources for AICP exam applicants.

Task 3. Promote and educate membership about the AICP Candidate Pilot Program.

Task 4: Develop a marketing tool to tell the AICP story.

Task 5: Broaden the scope and level of planning topics at Chapter and section professional development events, including the practical application of planning.

Task 6. Identify Florida's most critical planning issues and develop educational/training programs to address them.

Task 7: Research alternative technology to provide CM credits such as podcasts.

Task 8: Partner with universities to identify CM opportunities based on their research.

Task 9: Ensure maintenance and distribution of speakers library.

Task 10: Continue to support the circuit rider series.

Task 11. Reach out to allied professional organizations to explore joint continuing education opportunities.

II. Membership Services, Growth & Communication

Goal: Attract new and diverse members, retain current members and increase participation in the Association.

Objective 1: Increase Chapter membership value.

Objective 2: Provide timely and effective communication that informs and engages the membership.

Objective 3: Transition students to full time paid membership.

Objective 4: Target planning commissioners, allied professionals (non-members/non-planners), students and interested citizens as members and active participants in APA Florida activities.

Objective 5: Develop opportunities for members to become actively involved in the Chapter.

Objective 6: Collaborate with other organizations.

Task 1: Develop a Chapter Diversity and Inclusion Strategic Plan.

- Task 2: Identify opportunities at the annual conference to create video and other web content for marketing purposes.
- Task 3: Update the chapter only fee marketing material and target employers and other organizations; distribute to section chairs for distribution at all events.
- Task 4: Develop ongoing communication opportunities with Young Planners to promote the Emerging Professionals membership and benefits.
- Task 5: Develop a list of alternative strategies for recruiting and involving students in Executive Committee and Section activities.
- Task 6: Expand the APA Florida mentoring program (MAPS/CAMPS) with universities.
- Task 7: Post short informational videos to the website to help members get more out of their membership and explain planning concepts.
- Task 8: Send the APA Florida newsletter to other organizations and explore sending it to legislators.
- Task 9: Evaluate our current outreach and communication paths to identify the best way to engage members.
- Task 10: Review and update the membership survey to include questions that relate to employers name, preferred mode of communication, and topics of interest.
- Task 11: Explore pursuing other communication media such as podcasts, blogs, TV, radio stations, and government affairs at the local section levels.
- Task 12: Document how other organizations communicate their strategic plans.

III. Section Support

Goal: Be the active interface to our members and communities at the local level.

- Objective 1: Increase collaboration and communications with allied organizations at the local level.
- Objective 2: Highlight the relevancy and value of planning by increasing outreach efforts at the local community level.
- Objective 3: Develop a framework at the section level to promote the value of participation in, and leadership of, the organization.
- Task 1: Develop and maintain a list of allied organizations within the section.
- Task 2: Pursue opportunities to offer at least two joint events each year with allied organizations.
- Task 3: Cross promote events and activities.
- Task 4: Identify and participate as a section in at least three community outreach projects annually.
- Task 5: Determine participation level and rate of section members.
- Task 6: Reach out to non-participating section members to find ways to reengage them.
- Task 7: Develop and implement a succession plan for section leadership.
- Task 8: Share commissioners outreach marketing approach.

IV. Governmental Affairs

Goal: Lead, advocate and collaborate on planning issues in the government decision-making process.

- Objective 1: Adopt and advocate a Legislative Program that is responsive to current issues and specifically supports good planning principles and procedures before the legislature and other governing bodies.
- Objective 2: Maintain a professional policy presence that establishes the Chapter as the lead resource in the state on issues related to planning and growth management.
- Objective 3: Inform members of legislative activities and solicit member input in developing and implementing the legislative program.
- Objective 4: Collaborate with partner organizations in developing and advocating specific planning policy proposals and responses.
- Task 1: Develop a legislative advocacy training program.

- Task 2: Implement an advocacy component to the public policy workshop.
- Task 3: Develop a Planners Week in the District program to coincide with Community Planning Month and the Great Places in Florida Award.
- Task 4: Evaluate the current legislative program and role/use of the Legislative Policy Committee.

V. Community Engagement

Goal: Inform and educate with our communities about the planning profession and the value of planning.

- Objective 1: Foster dialogue and provide planning information, training, and resources to the general public, allied professionals, elected representatives, schools, planning officials, and other decision makers, agencies, associations, and organizations that interact in the planning arena.
- Objective 2: Maintain and enhance an interactive online presence that is relevant, dynamic and includes timely information about the organization and valuable planning resources.
- Objective 3: Use action-oriented and community based projects to advance and promote the planning profession.

- Task 1: Increase the content of the online presence and increase the frequency of updates.
- Task 2: Develop and disseminate a community engagement toolkit.
- Task 3: Use Community Planning Month to engage communities on the relevance of planning.
- Task 4: Expand the Annual Great Places Award to comprehensively showcase the relevance of planning throughout Florida.
- Task 5: Utilize Florida-based education modules to help K-12 students learn about the planning profession and what planning does in their communities.
- Task 6: Institute a section grant program for community outreach projects.
- Task 7: Develop and implement a Community Planning Action Teams (CPAT) program for Florida.
- Task 8: Develop and implement method to collect, monitor, and share community driven content.

VI. Chapter Office & Executive Committee Support

Goal: Advance the goals and mission of APA Florida.

Goal: Support and strengthen each section.

- Objective 1: Undertake the activities of the organization in a way that provides tangible benefits to the members.
- Objective 2: Increase collaboration and communications with allied organizations at the state level.
- Objective 3: Establish the framework for a seamless leadership succession plan for the APA Florida Executive Committee.

- Task 1: Expand the list of allied organizations with whom APA Florida is partnering.
- Task 2: Pursue opportunities to offer at least two joint events with allied organizations each year.
- Task 3: Identify and implement the best process to share details and information about section events between sections and over time.
- Task 4: Assist and support the development of section leadership succession plans.
- Task 4: Develop a succession process for the Chapter office.
- Task 6: Create an exploratory committee to research and evaluate state licensure of planners.
- Task 7: Review the Executive Committee structure to address community outreach emphasis.