2018 Work Program
APA-Maryland Executive Committee

Adopted January 17, 2018
Work Program Goals

Create an **achievable** work program for 2018 that:

1. Effectively communicates with members on a regular basis
2. Programs events that involve members across the State
3. Creates participation opportunities for new and emerging planners
4. Offers educational opportunities that offer AICP CM credits
5. Supports members who wish to take the AICP exam and become certified
6. Supports members who want to achieve FAICP status
7. Recognizes the achievements of members, organizations, and APA-MD volunteers
8. **Attracts new members**
9. **Attracts sponsorships**
2018 Proposed Success Metrics

• Sixteen CM-credit offered throughout the year

• A monthly newsletter with occasional articles written by APA-MD members
  • Replaces / integrates the old newsletter

• AICP CM credit opportunities created through partnerships with other groups
  • 2018 Annual Community Design Conference (June) with NDC
  • 2018 MEDA Annual Conference (May) with MEDA
  • Others

• Monthly opportunities to socialize & network
  • Emerging Planners & Regional Reps (one each)
  • Opportunities should be geographically diverse

• A steady stream of advertisements through social media
APA-MD Mission Statement

Our mission is to make great communities happen in Maryland by offering continuing professional development and other valuable services to our members that will enable them to excel in their practice. We advocate for excellence in planning, promoting education and citizen empowerment, and providing our members with the tools and support necessary to meet the challenges of growth and change. We hold a bi-annual conference, produce a quarterly newsletter, offer continuous opportunities to network, and experience new and varied educational opportunities across the state.
APA-MD Development Plan

The APA-MD Development Plan (called the “Strategic Plan” on the website) is incomplete and needs some updating. However, it can basically remain in the same form for the time being. We will revisit it after the Work Program is complete. APA’s definition is:

**Development Plan**: Articulates a long-term (5 year or so) vision for the Chapter’s future programs and services—the things that the Chapter wants to be able to do in future years.
APA-MD 2018 Budget

APA-MD has already adopted a 2018 budget. However, APA assumes that the budget flows from the work program, which has not yet been created. While we are operating in reverse order, we will keep the current budget as-is unless there is need to change it. APA’s definition is:

**Budget**: Chapter shall adopt and follow an annual or biennial budget which is designed to implement the Chapter Work Program.
Work Program Definition

**Work Program**: Identifies specific quantifiable goals and actions for the coming year(s), based on the Mission Statement and Development Plan. The Chapter Work Program shall not exceed a four-year span and contains a listing of goals and objectives—the things the Chapter knows it is capable of accomplishing within the available resources.
APA Officer Work Program Roles

As per the Bylaws
APA-MD Officer Roles

President
The President is responsible for everything and everyone.

President-Elect
The President-Elect is shadowing the president and stands in for that position when necessary.

Vice-President
The Vice-President assists the President in being responsible for everything and everyone.
APA-MD Officer Roles

Secretary
The Secretary is responsible for the membership list and for notifying members about chapter business.

Treasurer
The Treasurer is required to serve on the Conference Committee, as well as paying the bills and collecting the income generated by events.

Professional Development Officer
The PDO chairs the Professional Development Committee, develops CE programs for members, and promotes AICP and FAICP membership.
Regional Representatives

Per the bylaws, each regional rep is required to belong to and actively participate in at least one committee. Each is also required to:

- Communicate and promote Chapter activities to their constituents
- Stay aware of issues in their geographic region and report information to the Executive Committee as necessary
- Submit a report at least three times a year to be published in the newsletter
- Work with the Professional Development Officer to provide general training opportunities and certification maintenance opportunities
APA Work Program Elective Items

Priorities for 2018
APA-National Elective Items

Communications

“Chapters should publish and send to its members some form of communication that focuses on current information and concerns relevant to its chapter. This publication maybe in an electronic form. Each chapter will determine the most appropriate format(s) and frequency for this communication, but 3 times per year appears to be a practical minimum.”

Proposal:

• Monthly Newsletter
• Regular Social Media Updates
• Improved Website
Professional Development

“Providing educational opportunities for the membership is a key component to the performance of Chapters, thus, chapters should provide access to 16 hours’ worth of educational opportunities to its members each year. These educational opportunities can include section events, workshops, conference sessions, brown bag lunch & learns, webinars, co-sponsoring educational opportunities relevant to the planning profession by allied organizations or any other format which delivers professional development opportunities to the membership as well as providing planning-related education to the broader community. Chapters should also consider creating a process and committee to assist eligible AICP members to be nominated to the AICP College of Fellows.”

Proposal:
• Create CM-worthy activities sponsored directly by APA-MD
• Cooperate with sister organizations (AIA, ASLA, etc.) to create CM-worthy events
• Advertise and support the FAICP process
APA-National Elective Items

Legislation and Policy Program

“Chapters should provide opportunities for members to be informed of and participate in state and local legislative and policy issues of concern to the planning profession. At the very least, each Chapter should elect or appoint a legislative liaison and provide support for the liaison to attend and participate in the APA Policy and Advocacy Conference and National Delegate Assembly.”

Proposal:

• Create an outreach program to State and Local legislators
• Cooperate with sister organizations (AIA, ASLA, etc.) on outreach projects
• Cooperate with MACo, MML, and other groups on their initiatives
• Appoint a legislative liaison only if a suitable candidate is available
APA-National Elective Items

Awards Program

“Chapters should have an awards program to recognize professional planning projects undertaken and completed within the Chapter territory. The categories within awards programs must be tailored to the needs of each Chapter and can include recognition of individuals as well as projects and plans. Whenever possible, Chapters should use awards as a way to communicate to the community at large about the value of planning.”

Proposal:

• Create an awards program with at least four categories, for example:
  • Best long-range planning project (public sector)
  • Best local planning project (private sector)
  • Most valuable planner (MVP) award (individual)
  • Student award

• Create an internal award for APA-MD volunteers to recognize high achievement within the Chapter
APA-National Elective Items

Outreach to Youth, Students and New Professionals

“Chapters should work closely with College and University Planning Programs in their area, but should also look for ways to engage K-12 youth about the value of citizen engagement and community planning. Finally, Chapters should make specific efforts to bring new planning professionals into the Chapter through mentoring, programming and representation. Mentor-match programs are a best practice which many Chapters have found to be effective and are a way to involve AICP Fellows.”

Proposal:

• Emerging Planners Group will continue to work with Universities and young & new planners to involve them in APA-MD

• Emerging Planners Group will review the merits of a mentor-match program

• Plan for K-12 engagement in the future, but no action in 2018
Other APA Work Program Elective Items

Not Priorities for 2018
Membership Recruitment and Retention

“The most valuable asset of every Chapter is its members. Each Chapter should have an elected or appointed position and committee whose sole charge is attracting new members and retaining existing members. Additionally, a Chapter should develop a membership recruitment and retention plan which addresses diversity, students, faculty, emerging professionals, legacy planners, mentor programs and how each membership group is engaged by the Chapter.”

Proposal

• While this is an important activity, the Chapter needs to have other priorities organized first
• This can be revisited in 2019
## APA-National Elective Items – Not Priorities for 2018

### Membership Recruitment and Retention

<table>
<thead>
<tr>
<th>Employer Type</th>
<th>Employment</th>
<th>National Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Urban Planners in Maryland</td>
<td>990</td>
<td>100.0%</td>
</tr>
<tr>
<td>Federal, State, and Local Government</td>
<td>811</td>
<td>81.9%</td>
</tr>
<tr>
<td>Local Government, including schools and hospitals</td>
<td>678</td>
<td>68.5%</td>
</tr>
<tr>
<td>State Government, including schools and hospitals</td>
<td>110</td>
<td>11.1%</td>
</tr>
<tr>
<td>Federal Executive Branch</td>
<td>22</td>
<td>2.2%</td>
</tr>
<tr>
<td>Private Ownership</td>
<td>179</td>
<td>18.1%</td>
</tr>
<tr>
<td>Architectural, Engineering, and Related Services</td>
<td>118</td>
<td>12.0%</td>
</tr>
<tr>
<td>Management, Scientific, and Technical Consulting</td>
<td>32</td>
<td>3.2%</td>
</tr>
<tr>
<td>Construction Sector</td>
<td>8</td>
<td>0.8%</td>
</tr>
</tbody>
</table>
Planning Board Outreach

“Chapters should provide support for planning board members in developing an understanding of the principles and practices of planning and opportunities to network with both planners and other planning board members. Creation of a Planning Board Development Officer position, offering special tracks for Planning Board members at Conferences and other similar actions are recommended.”

Proposal

• For 2018, we will assume that our collaboration with the Maryland Planning Commissioner’s Association (MPCA) fulfills this elective item
National Community Planning Month

“Each Chapter should use the opportunity and resources provided by National Community Planning Month to engage communities and citizens in a dialog about the value of planning to civic discourse and developing a shared vision for the future of communities. Obtaining state and local proclamations, providing specific programs and writing articles highlighting planning’s value to citizens for news media outlets are all examples of successful efforts.”

Proposal

• While National Community Planning Month is important, the Chapter needs to have other priorities organized first

• This can be revisited in 2019
Local Great Places Program

“Some Chapters have found that instituting a statewide or localized Great Places program is very beneficial for promoting planning and what planners can accomplish. Great Places programs can be easily combined with advocacy outreach efforts as elected officials rarely object to being part of positive recognition events.”

Proposal

• The awards process seems to be more useful to our membership
• It seems more in line with APA principles to reward planning efforts directed at improving areas
• This can be revisited in 2019
Fundraising and Sponsorship
Fundraising and Sponsorship in 2018

APA-MD needs more resources to carry out its mission. The only way to gather those resources is to create a successful fundraising and sponsorship program.

Proposal: Pattern our sponsorship program after the MDASLA program

- Create a list of potential sponsors for 2018
- Add the ability to advertise and showcase sponsors to our website
- Create a sponsorship package similar to MDASLA
  - [http://docs.wixstatic.com/ugd/82e4f2_459708f567a747298c4bc4bb5528347a.pdf](http://docs.wixstatic.com/ugd/82e4f2_459708f567a747298c4bc4bb5528347a.pdf)
- Follow up on past offers to sponsor the newsletter
  - Use the MDASLA newsletter as an example of how to reward sponsors
- Set a goal of $10,000 in sponsorships for the year
Committees for 2018
Committees for 2018

APA-MD has standing committees, but most are inactive. All but Emerging Planners need chairs, and all need members.

- Professional Development Committee
- Activities Committee
- Communications Committee
- 2019 Biennial Conference Committee
- Emerging Planners Group

**Proposal:** All Executive Committee members will be assigned to a committee

- Each committee will be chaired by an ExCom member
- Each committee will meet monthly during normal working hours
  - Remote meetings are acceptable
- Other members may join committees, but all committee members must be approved
  - Except for the Emerging Planners Group, all committee members must be full APA members. EPG board members must at least be chapter-only members
  - Attendance rules: Miss three meetings and you’re out (including ExCom)
 PDO Committee Responsibilities for 2018

- Minimum **three** ExCom members on Committee
  - ALL Regional reps must be involved in some fashion
- Support both November 2018 & May 2019 AICP Exams (Also May 2018?)
  - Work with Communications Committee to advertise & recruit
  - Work with ExCom to obtain funding for scholarships
  - Work with ExCom to advertise benefits to employers
  - Schedule AICP Exam Preparation sessions for BOTH exams
- Oversee and advertise digital AICP CM product offerings
- Coordinate with outside groups to offer AICP credits
- Coordinate with Activities committee to schedule AICP-CM events
Committees for 2018

Activities Committee Responsibilities for 2018

• Minimum **three** ExCom members on Committee
• Coordinate with PDO Committee to schedule AICP-CM events
• Coordinate with Communications Committee to advertise
• MEET MONTHLY, either digitally or remotely, during working hours
• Preliminary event schedule
  • AICP CM-Credit event every other month
    • At least **four events** have to be initiated by APA-MD
  • Monthly socializing / networking event
    • Alternating between EPG and all members?
Committees for 2018

Communications Committee Responsibilities for 2018

- Minimum **three** ExCom members on Committee
- Improve web site, including a review of APA-National’s hosting system
- Publish monthly newsletter
  - Obtain at least one original article for publication each quarter (4 in total)
  - Collect and disseminate information relevant to APA-MD members
- Coordinate with other APA committees to advertise:
  - AICP-CM events, including joint events w/ other orgs
  - Monthly socializing / networking events
  - The awards process
- Generate an “ad campaign” that advertises APA-MD and its benefits
- MEET MONTHLY, either digitally or remotely, during working hours
Committees for 2018

2019 Biennial Conference Committee – 2018 Tasks

• Minimum three ExCom members on Committee, Treasurer required
• Create an RFQ process for vetting conference planning firms
  • Work with ExCom to choose best firm
• Work with conference planner to choose date & venue
  • Reserve venue
  • Work with Treasurer on funding
• Create theme for conference
• Create sponsorship package in concert with ExCom
• Create call for proposals
  • Send by end of year, coordinate with Communications Committee
• MEET MONTHLY, either digitally or remotely, during working hours
Committees for 2018

Emerging Planners Group Responsibilities for 2018

- Minimum **three** ExCom members on Committee
- Work with Communications Committee to advertise for:
  - New members
  - Events & activities
  - Participation in APA management and committees
- Integrate EPG website with APA-MD website
  - Chapter communications need to be coordinated
- MEET MONTHLY, either digitally or remotely, during working hours
Independent Consultant
Independent Consultant

APA-MD will be taking on an independent consultant to assist us with the following tasks:

- Event planning and advertising
- Newsletter publication
- General advertising on social media
- Fundraising

Note that this consultant will only be assisting APA-MD. Actual responsibility for fulfilling the Work Program rests with the ExCom and the individual committees.

- When requesting consultant assistance, all requests must be cc-ed to the President.
- The consultant's work will be overseen by the President, Vice-President, and Treasurer, and will send progress reports to the Secretary.
Technology Issues
Technology Issues

Newsletter

APA-MD will be review its use of MailChimp in 2018. The Communications Committee will be in charge of this review

- Methods for reducing the number of emails that go to spam will be examined
- Other service providers will be reviewed
- Design and usability improvements to the newsletter will be examined
- Methods for continuing articles on the website that start on the newsletter will be examined
Technology Issues

Website

APA-MD will be updating its website in 2018. This update will be overseen by the Communications Committee.

• The Committee will review the APA-National web hosting service that they provide and decide if it is worth moving our website
• Eventbrite widgets will be integrated into the website
• Methods for continuing articles on the website that start on the newsletter will be examined
Remote Technology

APA-MD needs to use more remote meeting technologies to ensure that all members have a chance to participate in committees and events.

- Free Conference (freeconference.com): Allows anyone to set up free conference calls with screen sharing. Up to 10 people can participate
  - Good for smaller committee meetings
- WebEx
- APA Teleconference number: Who controls this?

APA-MD needs to come up with ways to stream CM-credit events online live for participants across the State, and to record these events and make them available to members after the fact.
Calendar for 2018
APA-MD should gather together all of the important dates that will occur in 2018 and decide how we will recognize them.

• Dates can refer to days, weeks or months.
• Examples are:
  • Earth Day (April 22\textsuperscript{nd})
  • Jane Jacobs Birthday (May 4\textsuperscript{th})
  • World Environment Day (June 5\textsuperscript{th})
  • Ride to Work Day (June 18\textsuperscript{th})
  • Planning Month (October)
  • World Food Day (October 16\textsuperscript{th})
  • Seasonal Holidays (Hanukkah, Christmas, Kwanzaa, etc.) (December)
# Proposed Calendar: January – March 2018

<table>
<thead>
<tr>
<th>Month</th>
<th>Task</th>
</tr>
</thead>
</table>
| January    | • AICP CM event  
             | • Social / networking event  
             | • Newsletter  
             | • RFQ for conference consultant issued |
| February   | • Newsletter  
             | • Responses for conference consultant received  
             | • Awards nomination package created  
             | • Programming for May AICP test takers? |
| March      | • AICP CM event  
             | • Social / networking event  
             | • Newsletter  
             | • Conference consultant chosen & contracted |
# Proposed Calendar: April – June 2018

<table>
<thead>
<tr>
<th>Month</th>
<th>Task</th>
</tr>
</thead>
</table>
| April  | • Social / networking event  
       | • Newsletter  
       | • 2019 Conference venue chosen  
       | • 2018 APA National Conference – New Orleans |
| May    | • AICP CM Event OR MEDA Conference (tentative)  
       | • Social / networking event  
       | • Newsletter  
       | • 2019 Conference topic chosen  
       | • AICP test administered by APA |
| June   | • APA-MD June Annual Meeting  
       | • Community Planning Conference – NDC  
       | • Newsletter  
       | • 2019 Conference sponsorship package issued  
       | • November 2018 AICP Exam application window |
## Proposed Calendar: July – September 2018

<table>
<thead>
<tr>
<th>Month</th>
<th>Task</th>
</tr>
</thead>
</table>
| July      | • AICP CM event  
            • Social / networking event  
            • Newsletter  
            • Awards Committee issues call for nominations |
| August    | • Social / networking event  
            • Newsletter  
            • Awards Committee collects nominations  
            • November 2018 AICP exam prep event? |
| September | • AICP CM event  
            • Social / networking event  
            • Newsletter  
            • Awards Committee begins selection |
## Proposed Calendar: October – December 2018

<table>
<thead>
<tr>
<th>Month</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>• AICP CM event</td>
</tr>
<tr>
<td></td>
<td>• Social / networking event</td>
</tr>
<tr>
<td></td>
<td>• Newsletter</td>
</tr>
<tr>
<td></td>
<td>• Call for October 2019 conference proposals</td>
</tr>
<tr>
<td>November</td>
<td>• Newsletter</td>
</tr>
<tr>
<td></td>
<td>• Awards Committee finalizes selections</td>
</tr>
<tr>
<td></td>
<td>• November 2018 AICP Exam administered</td>
</tr>
<tr>
<td>December</td>
<td>• Holiday seasonal event (dinner?)</td>
</tr>
<tr>
<td></td>
<td>• Awards ceremony at holiday event</td>
</tr>
<tr>
<td></td>
<td>• Newsletter</td>
</tr>
<tr>
<td></td>
<td>• Conference planning begins in earnest</td>
</tr>
<tr>
<td></td>
<td>• May 2019 AICP Exam application window</td>
</tr>
</tbody>
</table>
American Planning Association

Making Great Communities Happen