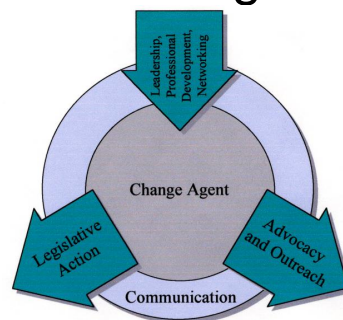




AMERICAN PLANNING ASSOCIATION **IOWA CHAPTER**

Strategic Development Plan
April 1, 2006 – March 31, 2008
Work Program



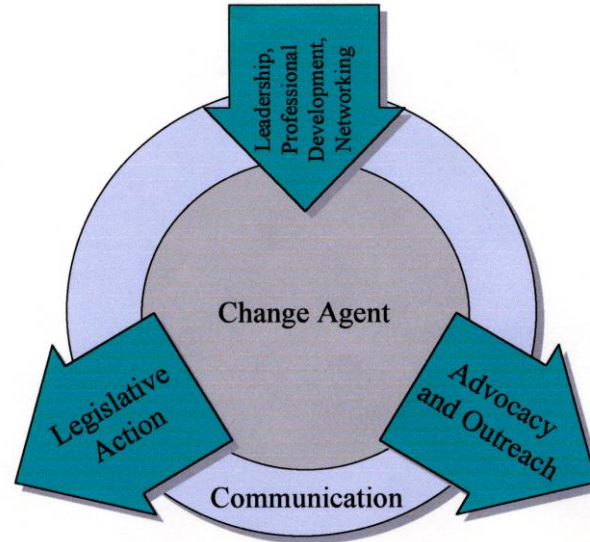
Purpose of the Plan

The 2006 – 2008 Strategic Development Plan for the Iowa APA will guide the provision of services to our membership well into the future. The Strategic Plan encompasses four service, or program, areas. One or more goals for each program area provide an action-oriented vision from which these member services will be developed. The plan also prioritizes the member services and identifies the most appropriate means for delivering each service. The four Program Areas are:

- ◆ Advocacy and Outreach
- ◆ Leadership, Professional Development and Networking
- ◆ Legislative Action
- ◆ Communication

The concept of the Strategic Development Plan is illustrated by the graphic below. The core of the chapter's purpose is to serve as a "change agent" by developing strong leadership and professional planners within the organization (inputs), and effectuating legislative action and advocacy and outreach programs (outputs). A communication "umbrella" binds all our efforts.

The four Program Areas provide a framework for committee structure and budgeting.



Program Area: Legislative Action

Goal: Prior to and during each legislative session, develop a legislative action plan that identifies policy positions and potential partners.

What	When To Be Completed	Person(s) Responsible	Progress Review Date
Strategy 1: Establish a method for developing IAPA position statements.			
<i>Task a:</i> Develop and distribute legislative issues survey prior to the Fall Conference.	With conf. registration material	LB	
<i>Task b:</i> Conduct a legislative session at the annual Fall Conference.	Fall Conference	Exec. Board	
Strategy 2: Develop methods for communicating positions			
<i>Task a:</i> Investigate cost feasibility of legislative liaison (shared lobbyist).	Fall 2006	LB	
<i>Task b:</i> Identify a central point of contact (CPC) for communications.	Fall 2006	Exec. Board	
<i>Task c:</i> Utilize email list serve.	NA	CPC	
Strategy 3: Develop “offensive” legislative strategy.			
<i>Task a:</i> Identify legislative issues/policy positions.	Fall Conference	Chapter	
<i>Task b:</i> Identify partners (other organizations; legislators).	Fall Conference	Chapter	
<i>Task c:</i> Determine appropriate method for communicating position.	Prior to session	LB/Exec. Board	
Strategy 4: Develop “defensive” legislative strategy.			
<i>Task a:</i> Track bills and develop policy positions (e.g. “for”, “against”, “monitor”).	During session	Chapter	
<i>Task b:</i> Identify partners (other organizations; legislators).	During session	Chapter	
<i>Task c:</i> Determine appropriate method for communicating position.	During session	LB/Exec. Board	
Strategy 5: Year-end evaluation.			
<i>Task a:</i> Ask for feedback (from legislators, Chapter, lobbyist).	After session	LB/Exec. Board	
<i>Task b:</i> Compare positions against outcomes.	After session	LB	
<i>Task c:</i> Update/educate Chapter (Annual Report component).	After session	LB	

Program Area: Advocacy and Outreach/External Voice

Goal #1: Create stronger ties to alliant organizations & non-traditional groups to extend the reach and influence of the Chapter.

What	When To Be Completed	Person(s) Responsible	Progress Review Date
Strategy 1: Identify existing alliant organizations and non-traditional groups that share an interest in one or more planning issues.			
<i>Task a:</i> Use methods such as web-searching, list serves, and other brainstorming to generate a list of potential alliant organizations and non-traditional groups.		Rich Russell	
<i>Task b:</i> Report back to the Chapter Executive Committee for validation of list.		Rich Russell	
Strategy 2: Establish formal relationships with a selected list of viable alliant organizations and non-traditional groups.			
<i>Task a:</i> Make formal invitation to meet with representatives at executive committee meetings to discuss participating opportunities.		Rich Russell	
<i>Task b:</i> Cross-appoint members to alliant organization boards or working committees as well as accept their members to our working committees		Rich Russell	
Strategy 3: Actively partner with identified alliant organizations and non-traditional groups within all activities of the Chapter.			
<i>Task a:</i> Explore partnering opportunities with every venture undertaken by the Chapter.		Rich Russell	
<i>Task b:</i> Document partnering in the Chapter annual (bi-annual) report to include a list of new partnerships quantified in terms of funds leveraged, attendees, evaluation summaries, etc.		Rich Russell	

Goal #2: Conduct Planning Commissioner Training.

What	When To Be Completed	Person(s) Responsible	Progress Review Date
Strategy 1: Partner with ISU Extension in establishing/conducting ongoing commissioner training programs.			
<i>Task a:</i> Develop a pool of planner to act as trainers.		Gary Taylor/ISUE	
<i>Task b:</i> Call on IAPA members to market programs to their boards and commissions.		Gary Taylor/ISUE	
<i>Task c:</i> Serve as advisors/resource professionals for curriculum development.		Gary Taylor/ISUE	
Strategy 2: Develop educational materials for planners to use for “in-house” board and commission training.			
<i>Task a:</i> Develop a train-the-trainer guidebook.		Gary Taylor/ISUE	
<i>Task b:</i> Conduct train-the-trainer sessions that focus on “how to conduct training for your boards and commissions.”		Gary Taylor/ISUE	

Goal #3: Continue and Improve Upon Ongoing Annual Awards Program.

What	When To Be Completed	Person(s) Responsible	Progress Review Date
Strategy 1: Maintain ongoing annual awards program.			
<i>Task a:</i> Create annual “playbook” (timeline) for the awards process.			
<i>Task b:</i> Develop contacts with other APA chapters for awards jury pool.			
<i>Task c:</i> Following the awards ceremony create a news release of winners to be sent to local and statewide publications/news outlets.			
Strategy 2: Establish an archive of past awards.			
<i>Task a:</i> Maintain a list of annual award applicants and awardees.			
<i>Task b:</i> Work with Chapter Secretary to maintain a list of Chapter Board members and term lengths to assist in presenting Chapter Service Awards.			

Goal #3 continued

What	When To Be Completed	Person(s) Responsible	Progress Review Date
Strategy 3: Create a marketing strategy.			
<i>Task a:</i> Develop a list of outside organizations to contact regarding the awards program.			
<i>Task b:</i> Develop strategies and timelines on notifying possible applicants to get the word out about the program.			

Program Area: Networking, Leadership and Professional Development

Goal #1: Provide additional education opportunities for our members including 1 state conference, 4 regional lunch & learns, and at least 2 chapter meeting educational sessions.

What	When To Be Completed	Person(s) Responsible	Progress Review Date
Strategy 1: Annual Conference			
<i>Task a:</i> Invite Legislators to the annual conference	Send post card by mid May and program by early August	N, L, and PD Co-Chairs	Yearly
<i>Task b:</i> Provide timely issues facing planners throughout the state. Issues like condemnation, retention of youth/brain drain/planning for gen. X/Y, etc.	Early November at conference	N, L, and PD Co-Chairs	Update at each board meeting
<i>Task c:</i> Partner with alliant organizations. AIA, ASLA, etc	Early November and conference	N, L, and PD Co-Chairs & President	Update at each board meeting
Strategy 2: AICP			
<i>Task a:</i> Training for the AICP exam	Provide training session in March to May and Sept to Nov. Provide regular updates in the newsletter.	PDO	Semi-annual updates to the board
<i>Task b:</i> Certification	Provide reminders to non-AICP members about the exam. Provide regular updates in the newsletter.	PDO	Semi-annual updates to the board
<i>Task c:</i> CE - Continuing Professional Development Program (CDPD)	Regularly submit CE to national for CDPD program. Provide updates in newsletter about the program	PDO and N, L, and PD Co-Chairs	Yearly

Goal #1 continued

What	When To Be Completed	Person(s) Responsible	Progress Review Date
Strategy 3: Develop/implement single focused learning opportunities			
<i>Task a:</i> Encourage regional "Lunch and Learn" with the chapter supporting the establishment of regional groups (a minimum of 4 events in 2006)	Ongoing/yearly. Provide regular updates in the newsletter.	Local planning groups and N, L, and PD Co-Chairs	Update at each board meeting
<i>Task b:</i> Develop education sessions as part of the board meetings and open such session up to the general membership (a minimum of 2 events in 2006)	Ongoing at board meetings. Provide regular updates in the newsletter.	N, L, and PD Co-Chairs & President	Update at each board meeting

Program Area: Communication

Goal #1: Improve communication with Iowa Chapter members.

What	When To Be Completed	Person(s) Responsible	Progress Review Date
Strategy 1: Create a more interactive website.			
<i>Task a:</i> Find a web host where Chapter Communications Chair can do updates.	Oct/Nov 2006	Communications Chair	May 2006
Strategy 2: Improve the effectiveness of the Quarterly Newsletter			
<i>Task a:</i> Phase out print version of Newsletter by December 2006.	December 2006	Communications Chair	September 2006
<i>Task b:</i> Gather a more complete e-mail list of Chapter Members (90%+).	December 2006	Communications Chair/Board Secretary	September 2006
<i>Task c:</i> Implement a quarterly digital newsletter in Jan 2007 and take it monthly in Jan 2008.	January 2007	Communications Chair	September 2006
Strategy 3: Create an Annual Report on Chapter			
<i>Task a:</i> Create a glossy report sent to all Chapter Members that includes a budget summary, program area activities summary, year in review report, awards summary and the top 10 planning events in the state.	January 2007	Communications Chair and all Executive Board Members	September 2006
<i>Task b:</i> Send to other organizations, legislators, etc...	January 2007	Communications Chair and all Executive Board Members	September 2006