**Goal:** APA New Jersey will serve as a catalyzing voice for policies and legislation that affect land use, planning and the planning profession.

**OBJECTIVE: ADVOCATE FOR POLICIES AND PRACTICES THAT REINFORCE PLANNING**

**STRATEGIES**

- Adopt a policy and legislative agenda every two years.
- Convene stakeholders to establish consensus positions on major policy priorities.
- Continuously upgrade best planning practices and policies via collective knowledge sharing with national as well as international APA divisions, planning programs, and other partners.
- Engage members in review of national APA policy guides and leverage adopted policies in the drafting of position statements to the legislature.

**OBJECTIVE: BE RELEVANT AS A PROFESSION IN THE POLICY ARENA AND INFORMED ON CURRENT PLANNING POLICIES**

**STRATEGIES**

- Advance legislative reforms to NJ Municipal Land Use Law that improve its usability and reflect current planning needs and evidence-based practices.
- Engage with the New Jersey Board of Professional Planners to ensure that requirements reflect current planning needs.
- Encourage the Governor's Office to appoint quality planners to vacant positions.
- Incorporate current policy initiatives into legislative workshops and events hosted by topical committees and ensure the conference program reflects timely policy matters.
- Create a bimonthly policy newsletter to inform the membership of state legislative activities and encourage their involvement in the drafting of position statements and advocacy work.

**OBJECTIVE: PROMOTE PLANNING POLICY SUCCESSES AT ALL LEVELS OF GOVERNMENT**

**STRATEGIES**

- Enhance the voice of planners in the political process by educating elected officials on planning issues and encouraging planners to assume leadership positions at local, and state levels.
- Deploy the Chapter's Community Planning Assistance Program (CPAP) strategically for maximum visibility and impact.
- Collaborate/contribute to a statewide database of planning know-how (i.e. urban informatics at Bloustein School).
- Incorporate Great Places as case studies to easily communicate how policies and investment advanced planning success.
- Establish a new award's category that celebrates elected officials who are committed to planning (Legislator of the Year).
Goal: APA New Jersey will partner to leverage resources and build coalitions to advance the Chapter’s mission and goals.

OBJECTIVE: DEVELOP AND STRENGTHEN ALLIANCES WITH ALLIED PROFESSIONALS, SPONSORS, ACADEMIC, AND GOVERNMENT REPRESENTATIVES

STRATEGIES

☐ Create Standard Operating Procedures for sponsorship retention and recognition.

☐ Develop a partnership protocol for co-sponsoring events, providing CM credits, making a financial contribution, marketing and promotion, etc.

☐ Initiate development of an interdisciplinary conference session with allied professionals at each other’s conferences and professional development events.

OBJECTIVE: EXPAND INFLUENCE, SHARE AND ACCESS RESOURCES

STRATEGIES

☐ Develop a Speaker’s Bureau with pre-sorted roles according to specialty topics/expertise to meet requests in a timely fashion.

☐ Cross market/promote award programs and other event opportunities through promotional sponsorships.

☐ Share calendar and encourage related entities to post relevant CM worthy events on the Chapter’s website which will also be distributed via email to members.

☐ Look for opportunities to partner with allied professions or academic institutions on grant opportunities.

OBJECTIVE: COLLABORATE WITH OTHER APA CHAPTERS ON PROFESSIONAL DEVELOPMENT OPPORTUNITIES, NETWORKING AND SHARING CHAPTER ADMINISTRATION BEST PRACTICES.

STRATEGIES

☐ Partner with other chapters for AICP Exam Training opportunities.

☐ Engage in professionally facilitated workshops on topics of regional planning importance.

☐ Co-host and co-sponsor networking opportunities at national events with other chapters.

☐ Regularly participate in APA Engage and share information on Chapter successes.
Goal: APA New Jersey will communicate and engage communities to foster citizen leadership and public participation.

OBJECTIVE: CREATE BETTER COMMUNITIES THROUGH EDUCATION, OUTREACH AND AWARENESS OF SOUND PLANNING PRINCIPLES AND PROCESSES.

STRATEGIES

☐ Expand Great Places Program through awareness and innovative outreach (i.e. polling favorite places through membership or other venues).
☐ Continue to support and grow the Planning In Schools initiative and curriculum.
☐ Publicize walking tours and workshops to the general public through press releases to local media outlets and community calendars.

OBJECTIVE: PRODUCE AND DISSEMINATE RESOURCES FOR CITIZENS TO TAKE A LARGER ROLE IN ADVANCING PLANNING IN THEIR COMMUNITIES

STRATEGIES

☐ Develop resource guides, tool kits and fact sheets on community planning processes and engagement to ensure individuals.
☐ Create a “Community Engagement” resource section on the Chapter’s website and advertise it to municipalities to share with their residents.
☐ Act as a resource for public initiatives and programs that facilitate community capital and empowerment.

OBJECTIVE: FOSTER COMMUNITY THROUGH VOLUNTEERISM AND GRASSROOTS INITIATIVES THAT SUPPORT SOUND PLANNING.

STRATEGIES

☐ Develop partnerships with local advocacy and community groups to heighten awareness of sound planning initiatives.
☐ Engage the public as members of the Community Planning Assistance Program team.
☐ Engage the public as part of special event planning (walking tours, forums, healthy communities initiative).
Goal: APA New Jersey will serve and grow its membership.

OBJECTIVE: CREATE A MORE DIVERSE MEMBERSHIP

STRATEGIES

☐ Increase outreach and engagement in minority communities.
☐ Establish stronger relationships with high schools, undergraduate and graduate programs.
☐ Develop a scholarship fund for a high school student interested in city planning.
☐ Coordinate career services with local and regional planning programs.
☐ Connect emerging planners to established planners to improve international engagement.

OBJECTIVE: PROMOTE SERVICES THROUGH STRATEGIC MARKETING

STRATEGIES

☐ Ensure that members are aware of the services we offer online and on a new membership brochure to be distributed at our exhibit table.
☐ Develop a strategic marketing plan leveraging all tools to increase membership.

OBJECTIVE: PROVIDE HIGH QUALITY AND ENGAGING EDUCATIONAL OPPORTUNITIES

STRATEGIES

☐ Initiate and support mobile tours to share good planning practices throughout the state.
☐ Ensure professional development opportunities occur in each of the Chapter’s regions.
☐ Aggressively solicit conference sessions to position the Chapter’s conference as the leading planning and land-use event in the state and region.

OBJECTIVE: SUPPORT AND RECOGNIZE MEMBERS

STRATEGIES

☐ Acknowledge and promote the accomplishments of our members.
☐ Market the value of planner’s credentials.
☐ Enhance the value of PP and AICP credentials.
☐ Encourage planners to pursue advanced and specialized certifications.
☐ Provide opportunities to connect/network with other members.
Goal: APA New Jersey will maximize participation of chapter members with efficient operations and seamless transitions.

OBJECTIVE: ENHANCE PARTICIPATION FROM THE EXECUTIVE COMMITTEE AND GENERAL MEMBERS IN CHAPTER AFFAIRS AND INITIATIVES

STRATEGIES
- Establish and adopt Minimum Executive Committee Participation Standards
- Produce an Executive Committee Manual
- Publish a Guide to Volunteerism
- Host an annual Volunteer Summit

OBJECTIVE: ENSURE CONTINUITY IN ADMINISTRATION AND GOVERNANCE

STRATEGIES
- Appoint a working group and develop an administrative succession management plan with current roles and responsibilities and the necessary steps needed if roles need to be bifurcated with any transition of staff.
- Appoint a working group and develop a board member succession management plan to ensure efficient transitions of board members following elections.
- Establish and/or update all administrative procedures.
- Update Chapter bylaws to reflect changes in board roles and responsibilities

OBJECTIVE: STREAMLINE OPERATIONS FOR MORE EFFECTIVE AND EFFICIENT MANAGEMENT

STRATEGIES
- Identify and implement best practices for document storage, archiving, virtual meetings and collaboration tools.
- Launch a new website with an emphasis on user experience.
- Improve virtual terminals for registrations and payment processing