



American Planning Association
New Jersey Chapter

Making Great Communities Happen

**CHAPTER STRATEGIC PLAN & WORK PROGRAM
 FY2011-2012**

Adopted September 10, 2010

PROFESSIONAL DEVELOPMENT

Goal: Expand opportunities for continuing education for APA-NJ members, ensuring broad interests and geographic regions are represented

Strategy	Time Frame	Assigned
Provide 5 CM credits in each of 5 regions of the state by sponsoring 1 APA webinar plus speaker and 1 walking or bus tour and panel discussion	Year 1; ongoing	Area Reps
Increase continuing educations partnerships with at least 5 new allied organizations each year in order to offer more CM events for members.	Year 1; ongoing	PDO for Continuing Education, Area Reps

Goal: Expand content of the Annual Conference to increase the availability of technical skills training, and ensure conference topics are interesting and current

Strategy	Time Frame	Assigned
Aim for at least 10 credits of technical skills training on topics such as development finance and pro formas, negotiation, GIS, graphic design (programs and freehand), grant writing, providing expert testimony	Year 1, ongoing	PDO for Continuing Education, VP of Conference Services

Seek session proposals from Executive Committee and ad hoc committee chairs in each of their areas of focus	Year 1, ongoing	VP of Conference Services
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Goal: Improve exam preparation opportunities for both PP and AICP

Strategy	Time Frame	Assigned
In the short term, focus on the PP Exam preparation course in order to maintain consistency and high quality of trainers to continue to offer the best assistance to planners who take the exam	Year 1, ongoing	PDO for Exam Prep
Create a new AICP Exam Preparation curriculum	Year 2	PDO for Exam Prep
Hold exam preparation courses twice a year and communicate the schedule to membership	Year 1	PDO for Exam Prep
Help to coordinate exam study sessions	Year 2	PDO for Exam Prep; Young Planners Group
Coordinate with Bloustein Online Continuing Education Program to see if there is any overlap	Year 2	PDO for Exam Prep

MEMBERSHIP AFFAIRS

Goal: Coordinate with the NJ Board of Professional Planners to enhance services to APA-NJ members who are licensed professional planners

Strategy	Time Frame	Assigned
Provide recommendations to the Governor’s office for appointments to the Board of Professional Planners	Year 1, ongoing	President, PDO of Exam Prep
Provide direction to the Board of Professional Planners regarding initiatives that would enhance customer satisfaction and communications with its constituency	Year 1, ongoing	PDO of Exam Prep
Advance a legislative initiative to require the NJ Board of Professional Planners to include an APA-NJ Executive Committee representative	Year 2	VP of Policy
Advance a legislative initiative to require continuing education for NJ Licensed professional planners	Year 1	VP of Policy, PDO of Exam Prep

Goal: Improve outreach to young planners and students

Strategy	Time Frame	Assigned
Enhance the relationship between the Chapter and NJ planning students, including participation in activities	Year 1, ongoing	Student reps; Young Planners

and mentorship opportunities		Group Chair
Hold annual young planner networking events	Year 1, ongoing	Student reps; Young Planners Group Chair
Plan a session and event for young planners at the annual conference	Year 1, ongoing	Student reps; Young Planners Group Chair
Publish an article in NJ Planner targeted at young planners on issues such as new, cutting edge, social media and/or LEED	Year 1, ongoing	Student reps; Young Planners Group Chair
Provide annual CM opportunities targeted to young planners	Year 1, ongoing	Student reps; Young Planners Group Chair
Work with the NY Metro and APA-PA Chapters and their young planner/student groups to plan for future joint events	Year 2	Young Planners Group Chair

Goal: Improve outreach to ethnically and culturally diverse planners

Strategy	Time Frame	Assigned
Enhance involvement of ethnically and culturally diverse planners in Chapter activities and initiatives	Year 1, ongoing	ECDC Chair
Promote initiatives that encourage the participation of E&C diverse communities in the planning process	Year 1, ongoing	ECDC Chair
Hold quarterly brown bag lunch discussions, that are eligible for CM credits, including one potential webinar	Year 1, ongoing	ECDC Chair
Plan a session on diversity at the annual conference	Year 1, ongoing	ECDC Chair
Co-sponsor CM-eligible events with allied organizations	Year 1, ongoing	ECDC Chair
Hold an annual ECDC networking social event	Year 1, ongoing	ECDC Chair
Publish a diversity-themed article in an issue of NJ Planner	Year 1, ongoing	ECDC Chair
Create a pro-bono Planning Assistance Program with an ethnic or cultural diversity perspective in order to get membership interested in the type of project and to become more familiar with diverse communities	Year 2	ECDC Chair

Goal: Improve relations with all NJ institutions of higher education that offer planning or planning-related degrees

Strategy	Time Frame	Assigned
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Increase involvement of students in planning and planning-related programs in APA-NJ activities	Year 1, ongoing	VP of Membership, Student Rep
Create a statewide student planning organization	Year 2	VP of Membership, Student Rep
Inform institutions of higher education with planning programs about the process to become PAB accredited, and assist them in obtaining accreditation as necessary	Year 2	VP of Membership

Goal: Increase outreach to high school students to teach them about the profession earlier in their education

Strategy	Time Frame	Assigned
Closely monitor the potential for a Newark Urban Planning High School which may be created, along the lines of the NY Urban Planning High School	Year 2	
Create a general high school outreach program such as an essay contest for a scholarship award	Year 2	
Design a sample high school curriculum	Year 2	

Goal: Increase general outreach to expand membership

Strategy	Time Frame	Assigned
Create pages on LinkedIn, Facebook, Yahoo, Google, etc, for APA-NJ	Year 1	Executive Director, VP of Membership, VP of PR
Create attractive membership opportunities for allied professionals and lay persons	Year 1, ongoing	Executive Director, VP of Membership,

POLICY

Goal: Position APA-NJ as a resource for guidance on major policy areas important to planners and that affect NJ's public interest

Strategy	Time Frame	Assigned
Establish APA-NJ Policy Guide - evaluate adopted APA policies and adapt, as necessary, to establish Chapter policy statements.	Year 1	VP of Policy, Substantive Committee Chairs

Goal: Increase APA-NJ's visibility as a resource for the Legislature and Administration as a major advocate for laws and rules that advance sound planning in the public interest and that affect NJ

Strategy	Time Frame	Assigned
Track legislation and rulemaking, including agencies and commissions, on issues relevant to planning	Year 1, ongoing	VP of Policy, Substantive Committee Chairs
Provide written and/or oral comment on pending legislation and rules	Year 1, ongoing	VP of Policy, Substantive Committee Chairs
Meet with legislators and relevant policy advisors to government leadership on issues of importance to the planning community	Year 1, ongoing	President, VP of Policy, Substantive Committee Chairs
Investigate the feasibility of retaining a lobbyist to assist in policy advocacy functions under the direction of the Legislative Policy Committee and Executive Committee	Year 2	VP of Policy,

Goal: Increase APA-NJ's visibility as a resource for litigation

Strategy	Time Frame	Assigned
Provide suggestions and/or direction to the APA Amicus Curiae Committee regarding litigation relevant to planning and that affects NJ's public interest	Year 1, ongoing	VP of Policy

Goal: Improve APA-NJ internal communications and processes

Strategy	Time Frame	Assigned
Develop and implement a Chapter Administrative Procedures Manual	Year 1	President, VP of Policy
Require each officer to provide a written statement of policies related to their functional areas	Year 1	All voting and ad hoc members of Executive Committee

PUBLIC RELATIONS

GOAL: Enhance communications with members, and provide them with better planning-related information resources

Strategy	Time Frame	Assigned
Improve and maintain the APA-NJ website to be a repository of information for all planning-related issues	Year 1	VP of PR, Executive Director, Webmaster

Make enhancements to the newsletter: <ul style="list-style-type: none"> • Web-based • Advertisements on web article pages • Require each Exec Com member to contribute one article per year 	Year 1	VP of PR, Executive Director, Webmaster
Clearly delineate specific PR responsibilities to specific people	Year 1	VP of PR
Write and publicize position statements and press releases	Year 1, Ongoing	VP of PR, VP of Policy, Executive Director
More aggressively seek content for newsletter and other public statements from membership and Executive Committee members to give APA-NJ a bigger and better voice in NJ land use issues	Year 1, ongoing	VP of PR
Incorporate legislative updates in each edition of the newsletter	Year 1, ongoing	VP of Policy

GOAL: Position APA-NJ as an organization widely known and recognized for its ability to lend credible and timely information and advice

Strategy	Time Frame	Assigned
Delineate ways to advance planning as an important issue in NJ via newspaper advertisements, articles in the League magazine, websites, etc.	Year 1	VP of PR
Develop a protocol for outreach to the public by membership and Executive Committee, such as creating standard letters to the editor and legislator	Year 2	VP of PR
Increase chapter presence on conference and workshop panels by monitoring upcoming conferences and requests for sessions of other organizations and playing a more active role in getting Executive Committee members and chapter members involved	Year 2	Executive Director
Provide more frequent publications in addition to newsletter	Year 2	VP of PR
Update the NJ Planning Guide at least every 3 years and aggressively distribute it so it remains relevant and is seen as a high-quality go-to guide to planning in the state.	Year 2	President, VP of Policy
Partner with other organizations such as state agencies, and non-profits to create new publications similar to the Redevelopment Handbook	Year 2	President, VP of PR
Place strategic advertisements to enhance APA-NJ image in order to increase stature of chapter and bring in membership	Year 1	Executive Director, VP of PR