

**Alabama Chapter of the American Planning Association  
Annual Work Program  
2010-2011**

**Executive Committee**

1. **Spring Conference.** Hold meetings with conference committee and host committee to organize Spring Annual Conference. *President/Vice President*
2. **Committee Leadership Involvement.** Assure that each committee has a chairperson and encourage and promote a stronger leadership role of committee chairs by encouraging attendance at the Leadership Retreat and Business Meetings. *President*
3. **Committee Formation & Appointments.** Appoint members to all standing committees. Form special committees as needed and appoint members to each. *President*
4. **Major Conference Sponsors.** Identify major sponsors and maintain relations with existing sponsors for the Chapter. *M&M Committee/President*
5. **Section Support.** Support section representatives through the budget and timely reimbursement of section activities. *Treasurer*
6. **Student Member Support.** Schedule meetings with each student organization in the state and determine how best the chapter can support them through mentoring, training, etc. Identify and develop contacts with professors at each university (not just AU and A&M).
7. **New Member Recognition and Mentoring.** Acknowledge and welcome new members with calls and letters and recruit existing Chapter members to mentor new Chapter members. *Section Representatives*
8. **Support National Office Holders.** Provide support for Chapter members holding or seeking national office. *Executive Committee*
9. **Conference Budget Approval.** Review and approve the budgets for upcoming conferences at least 90 days prior to the event. *Executive Committee*
10. **Leadership Development.** Assign increasingly responsible leadership roles to new Chapter leaders. *Executive Committee*
11. **CPC Grants Program.** Solicit interest from among the leadership and membership in pursuing programs or activities that can be funded by the CPC Grants Program. *President/Executive Committee*
12. **FAICP.** Establish criteria and formulate a management strategy for handling the nomination and application process of qualified chapter members to FAICP. *Executive Committee/Current FAICP Members*

13. **Fall Seminar Planning and Coordination.** Have Executive Committee continue to coordinate with the Professional Development Committee in cultivating a professional development “planning” tract to be held in Fall Leadership Meeting, AARC Meeting or World Town Planning Day (November 8<sup>th</sup>). *Executive Committee/Professional Development Committee*
14. **Create a Website that provides: endless educational tools; current planning laws; executive committee information and bylaws.** *President/ Vice President/Media and Marketing/Webmaster*
15. **Leadership Manual.** Update and Provide Chapter Leadership Manual on website. *Vice President/Webmaster*
16. **Policies and Procedures.** Ratify the administrative policies and procedures adopted by the Executive Committee on an annual basis. And, further refine fiscal and conference procedures. Develop procedures for consistent management of office such as Treasurer and for activities such as conference planning, etc. *Vice President*
17. **Chapter Development Plan.** Review and update the Chapter Development Plan. *Executive Committee*

### **Past Presidents Advisory Council (Immediate Past President)**

**Reinitiate Involvement.** Reinitiate the involvement of the PPAC in chapter activities. Have chair schedule regular meetings and provide feedback to the Executive Committee.

**Support.** Provide support to Chapter and Executive Committee through active involvement in chapter functions.

**Advice.** Serve as advisors to the Chapter President in the development of Chapter Programs.

**Bylaws.** Suggest proposed bylaws amendments as needed.

**Conference Assistance.** Assist in planning conferences and seminars and in the solicitation of sponsors and exhibitors for these events.

**FAICP Certification.** Discuss and make recommendations concerning criteria to use for evaluating and making recommendations regarding Alabama FAICP nominations.

### **Member Services Committee**

**Membership Recruiting.** Develop and conduct ongoing membership recruitment activities to attract new members and reactivate lapsed memberships. Involve the section representatives and

student representatives. Use mailing lists from the University of North Alabama API Program, AARC and other sister organizations as a basis for starting the drive. Include groups such as citizens, boards & commissions, etc. Develop regular articles for the newsletter.

**Membership Brochure.** Update and maintain the Chapter membership brochure to use in the membership recruitment and retention, provide to sponsors, and display at the ALAPA tabletop exhibit.

**Table Top Exhibit.** Purchase New Table Top/Exhibit display to replace outdated and battered unit we currently own.

**Outreach.** Encourage and assist the Section Representatives in creating an e-mail data base/list serve/forum for Section members.

### **Conference and Seminar Committee**

**Committees.** Establish a standing conference committee (of Executive Committee members) and a host committee (from general ALAPA members) for each conference location. Develop an outline of responsibilities for each. *Executive Committee*

**Conference Participation.** Consider participation in conferences and seminars from the ranks of transportation planners, transit providers, engineers and design professionals, city/county managers, city clerks, students, and related organizations. *Executive Committee*

**Conference Program Development.** Advise and assist spring conference host committee in development of conference sessions. Develop seminars and workshops aimed at professional planners and special interest groups either as a stand-alone ALAPA function or in conjunction with other professional organization. *Executive Committee*

**Sponsorships.** Coordinate Past Presidents Advisory Council for solicitation of conference sponsorships and exhibitors.

**Future Conference Sites.** Identify and receive Executive Committee approval for future conferences sites two to three years in advance and post on the website. Assemble conference planning committees a year or more prior to the conference dates. *Executive Committee/webmaster*

**Student Activities.** Work with host committee to incorporate student oriented activities and sessions into the annual conference agenda.

**Planning Commission & Zoning Board Members.** In cooperation with UNA/API work with host committee to develop topics of interest to Planning Commission and Zoning Board Members for inclusion in annual conference agenda.

**Sponsor & Vendors List.** Establish and maintain a current list of sponsors, exhibitors and vendors. Strive to add to this list each year and to have the Chapter President contact each one during the year, outside of regular annual contact requesting participation in the conference.

## **Awards Committee**

**Application Process.** Discuss ways to simplify the application process to encourage more applications. The Awards Committee meets in early fall each year to discuss ways to improve the program, award categories and encourage more nominations.

**Ongoing Nomination Process.** Develop an ongoing awards nomination process to include an announcement in each newsletter and on the website that award nominations will be accepted at any time of the year.

**Awards Notification & Recognition.** Notify awards recipients of their award and invite them to attend awards banquet. Provide a press release to media and invite them to attend awards banquet.

**Policies & Guidelines.** Establish and maintain committee policies and guidelines.

**Special Recognition of Major Sponsor(s).** Establish a process for recognizing major sponsors of annual chapter event(s).

**Awards.** Explore the idea of creating new awards such as trophies.

## **Media & Marketing Committee**

**Newsletter Frequency.** Post the Chapter newsletter quarterly on the AL APA website.  
*Newsletter Editor*

**Web Site Information.** Maintain web site with current information to include: Sections Calendar of Events, Chapter Development Plan, Chapter Bylaws, Chapter Work Program, Job Announcements, Newsletter, Archives and other information as submitted. *Web Master*

**Section News.** Emphasize news of interest to the Chapter Sections in the Newsletter and on the Web Site. Encourage consistent input from sections. *Newsletter Editor and Web Master*

**Student News.** Solicit input from students for the newsletter. Develop contacts with college planning professors who can assist in developing student involvement and input in the Chapter.  
*Newsletter Editor*

**Newspapers.** Establish a contact and place the major state newspapers on the mailing list of Annual Conferences. *Executive Committee/Conference Committee*

**Awards.** Prepare an awards feature article in the newsletter and highlight them on the web site.  
*Awards Committee Chair, Newsletter Editor and Web Master*

**AICP Recognition.** Recognize new AICP members in the newsletter and on web site. *PDO*

**Advertising.** Continue to solicit newsletter advertisements. Coordinate the solicitation of ads with other efforts to raise Chapter funds such as sponsorships, etc.

**Social Media.** Establish a chapter presence on various social media websites.

## **Legislative Committee**

**Coalition Building.** Work with the League of Municipalities, Association of County Commissioners, Home Builders, and Farmers Federation on legislative items of mutual interest.

**National APA Legislative Activities.** Expand involvement in National APA legislative activities.

**State Planning Legislation.** Support the existing State municipal planning legislation and educate planners on the use of the current legislation.

**County Planning Enabling Legislation.** Appoint a liaison to ACCA on consideration of county planning enabling legislation.

## **Professional Development and Media & Marketing Committees**

**Public Information Programs.** Support members willing to implement the public education and information program emphasizing such programs as “Planner’s Day at School” and “World Town Planning Day”. Consider local Jr. Achievement programs as assistance with this effort.

**Support “Your Town” Program.** Provide support as requested by Board of Directors of Your Town Program, assist with Your Town segments.

**Information Program.** Develop a program to inform members about activities such as World Town Planning Day, Your Town Workshops, etc.

**Chapter Advocacy.** Find ways to overtly promote the Chapter – “Toot Your Own Horn”.

**Assist with Membership Development.** Assist Member Services Committee in attracting membership from the ranks of non-professionals and para-professionals interested in the advancing the field of planning.

**Explore Alternative Educational Initiatives.** Explore the development of alternative educational initiatives such as:

- slogan to capture public attention on priority planning issues,
- a monthly or quarterly guest newspaper editorial program on priority planning issues;
- recreating and disseminating a promotional brochure on planning.
- creating a public educational presentation on planning for adults;
- explore options to create a half-hour video presentation on planning for public TV.

**Replace Tabletop Display and Provide New Handout Information.**

### **Professional Development Committee**

**Fall Professional Development Training.** Coordinate with AARC and Executive Committee to develop a professional development planning tract in conjunction with the fall AARC Conference and determine the AICP continuing education credits that can be given for attendance at the seminar. Work with AARC to provide discount conference rates to planners.

**PDO Resource Materials.** Acquire PDO resource materials. Make available for AICP membership the CPDP credit forms (online).

**AICP Recognition.** Recognize new AICP members in the newsletter, local papers and through congratulatory correspondence to new members.

**General Training.** Develop one-day, or half-day, intensive professional development training workshops, possibly in conjunction with API. Look into possible regional participation. Continue support of and participation in the Alabama Planning Institute.

**Training Survey.** Develop a training interests survey to determine what types of training members are interested in receiving.

**AICP Exam Counseling.** Develop exam-counseling sessions for the annual spring conference including identification of instructors.

**AICP Study Groups.** Assist in the establishment of study groups, in cooperation with section representatives, consisting of AICP candidates led by successful exam takers.

**AICP Training Manuals.** Distribute AICP information regarding the qualifications for taking the AICP exam and a resource study guide. Make available training manuals to members taking the exam.

**AICP Information Session.** Provide an information session conducted by successful past AICP exam participants at annual conference.

## **Student Affairs Committee**

**Evaluate Student Participation.** Evaluate the effects of previous efforts to encourage increased student participation in Chapter activities and develop a process or program for student involvement.

**Student Sponsor.** Designate a professional chapter member to act as a sponsor/mentor for each student organization to establish continuity. Announce these mentors at annual conference.

**Speakers.** Identify planning professionals who are willing to speak to introductory planning classes at state planning schools.

**Planning School Accreditation.** Determine how to best support Alabama Universities that are seeking accreditation for planning degree programs.

## **Scholarship Intern Program Committee**

**Annual Award.** Annually award an internship to a qualifying planning student or support appropriate alternative student activities as determined by the executive committee. (Possibly YourTown)

**Funding Source.** Establish a permanent funding source for the program.

**Policies.** Update formal policies for the program.