

# AMERICAN PLANNING ASSOCIATION -- WISCONSIN CHAPTER

## WAPA CHAPTER PLAN 2009

### INTRODUCTION

The WAPA Chapter Plan is a multi-year statement of goals and objectives intended to provide continuity in Chapter programs and to assist the Chapter in realizing its potential as a professional organization. The Chapter Plan provides a focus for implementing Chapter services and a guide for allocating resources through the annual budget process.

The Chapter plan is being implemented through a system of work committees established for each strategic direction, with each committee responsible for accomplishing a defined set of measurable objectives. Program implementation will be reviewed annually and adjusted as necessary.

### MISSION STATEMENT

The American Planning Association and its chapters provide leadership through citizen and professional planners in the development of vital and sustainable communities by advocating excellence in community planning, promoting education and citizen empowerment, and providing the tools necessary to effect positive change. To this end, the Wisconsin Chapter of the American Planning Association (WAPA) shall dedicate its resources to:

#### **Communication**

Increase awareness and involvement in community issues and the planning process, in our membership and in our communities.

#### **Education and Advocacy**

Provide and contribute to public forums for teaching, exchanging information, sharing professional experience regarding planning issues, and develop/promote legislative and policy issues.

#### **Public Participation**

Promoting decision-making processes based on sound planning and community development principles, to effectively resolve land use, natural resource, and development issues.

#### **Professionalism**

Train and guide members according to the national APA standards of professional conduct and promote membership in the American Institute of Certified Planners (AICP), adherence to the AICP Code of Ethics, and ongoing certification maintenance.

#### **Partnership**

Expand relationships with other organizations involved in community development and revitalization in Wisconsin.

#### **Membership Services**

Identify and respond to the needs and requests for services expressed by the chapter membership.

### 1. ADMINISTRATION AND ORGANIZATION

**Goal:** To provide an effective and efficient program to carry out the purpose of the Chapter

<u>Actions</u>	<u>Responsible Parties</u>
• Increase member participation in Chapter affairs.	Vice President for Chapter Affairs District Representatives
• Evaluate and update by-laws periodically.	WAPA Executive Committee

Actions

Responsible Parties

- Train new Executive Committee members (Each Executive Committee member will develop a position description). President  
WAPA Executive Committee
- Assign Executive Committee as committee chairs. President
- Prepare an annual work program. WAPA Executive Committee
- Implement the strategic planning process. WAPA Executive Committee
- Review Chapter Organization and Structure. WAPA Executive Committee  
President
- Preparation of a WAPA Annual Report telling the activities of the organization. WAPA Executive Committee

**2. BUDGET AND FINANCE**

**Goal:** To maintain finances to support Chapter programs

Actions

Responsible Parties

- Prepare an annual budget in support of the annual work program. WAPA Executive Committee
- Maintain sound financial record keeping. Treasurer
- Provide for an audit of Chapter books every three years and whenever a new treasurer has been elected. One Executive Committee member and 2 other members appointed by the President
- Implement a program to generate income from other sources, such as newsletter calling cards and conference co-sponsorships. WAPA Executive Committee
- Provide support for the Chapter President at the APA national conference and at APA meetings. WAPA Executive Committee
- Provide support for the Chapter Vice President for Professional Development at the APA national conference. WAPA Executive Committee
- Provide support for the PODO at the APA national conference. WAPA Executive Committee
- Provide support for student representatives to attend Executive Committee meetings. WAPA Executive Committee
- Provide support for student chapters at Wisconsin's universities. WAPA Executive Committee

### 3. WAPA ENDOWMENT FUND

**Goal:** To provide scholarships for graduate students at accredited graduate planning schools

<u>Actions</u>	<u>Responsible Parties</u>
• Provide oversight for the WAPA Scholarship Endowment Fund.	WAPA Executive Committee
• Make annual contributions to the WAPA Scholarship Endowment Fund.	WAPA Executive Committee
• Solicit contributions to the WAPA Scholarship Endowment Fund.	WAPA Executive Committee
• Establish a procedure for awarding funds from the WAPA Scholarship Endowment Fund to graduate students who are WAPA members.	Endowment Fund Committee

### 4. MEMBERSHIP

**Goal:** To provide a current membership roster and expand membership among professional and citizen members, and allied professions

<u>Actions</u>	<u>Responsible Parties</u>
• Implement programs to increase Plan Commission membership.	PODO
• Increase student membership and participation.	Student Members
• Conduct a membership survey of member needs as necessary.	Membership At-Large VP Public Relations Volunteer

### 5. NEWSLETTER & CHAPTER WEBSITE

**Goal:** To communicate with Chapter members and non-member constituencies in promoting effective planning in Wisconsin.

<u>Actions</u>	<u>Responsible Parties</u>
• Encourage reporting of planning successes in Wisconsin.	Newsletter Editor
• Identify evolving planning trends for articles in the newsletter.	Newsletter Editor and Executive Committee
• Electronically publish 4 newsletters annually.	Newsletter Editor
• Provide links to sponsors websites.	Newsletter Editor
• Maintain the Chapter website.	Newsletter Editor
• Maintain the membership listserv.	Newsletter Editor

Actions

Responsible Parties

- Maintain a WAPA District email list for each of the four geographic districts. VP for Membership
- Increase planning related links on the website in a well-organized manner. Newsletter Editor
- Encourage other websites to maintain a link to the WAPA website. At-Large Rep for Public Relations

**6. PRIDE IN THE PROFESSION**

**Goal:** To increase pride in the profession by promoting awareness among members, potential members, and the public of planning activities and accomplishments in Wisconsin.

Actions

Responsible Parties

- Publicize presentation of Chapter awards. At-Large Rep for Awards
- Establish working relationships and cooperation with allied professionals and organizations. President
- Support the recognition of Community Planning Month (October). VP for Membership
- Provide a Membership Certificate suitable for framing to each member. VP for Membership
- Provide a Chapter pin to every member. VP for Membership

**7. PROFESSIONAL DEVELOPMENT**

**Goal:** To coordinate delivery of continuing education programs for Chapter members and to promote understanding of professional planning practices.

Actions

Responsible Parties

- Offer an annual AICP exam workshop. VP for Professional Development
- Offer at least one professional development workshop per year. VP for Professional Development
- Certify and/or co-sponsor workshops conducted by allied professions. VP for Professional Development and Certificate Maintenance Officer
- Coordinate between university extension and WAPA. Planning Official Development Officer and Certificate Maintenance Officer
- Support the PODO taking the AICP written exam periodically. WAPA Executive Committee

<u>Actions</u>	<u>Responsible Parties</u>
• Establish guidelines for funding CM credit programs.	VP for Professional Development and Certificate Maintenance Officer
• Develop a mentoring program as needed.	VP for Professional Development and Student Rep
• Transmit training information to AICP.	Certificate Maintenance Officer
• Provide a minimum of 16 CM credits/year.	Executive Committee/AICP/Certificate Maintenance Officer
• Annually conduct training activities on planning ethics and law.	Executive Committee
• Make educational materials (manuals, video tapes, DVD's) available to WAPA members.	VP for Professional Development

## 8. CONFERENCES/TRAINING

**Goal:** To sponsor conferences and workshops that stimulate the exchange of ideas and information, provide networking opportunities, provide certificate maintenance training opportunities and generate new Chapter revenues.

<u>Actions</u>	<u>Responsible Parties</u>
• Sponsor conferences and workshops to raise Chapter revenue.	WAPA Executive Committee
• Offer programs for plan commissions.	Planning Official Development Officer
• Schedule annual conferences and training workshops. In years when the Chapter conducts the Upper-Midwest Conference, a spring workshop should be held.	Conference Coordinator
• Support the annual Upper Midwest regional conference (usually conducted in September/October). Schedule other Chapter events in a manner as not to conflict with the Upper Midwest regional conference.	President
• Recruit more planners in conference planning.	President
• Solicit the support of allied organizations in WAPA conferences.	Conference coordinator
• Sponsor an informal Chapter reception at National APA conferences.	WAPA Executive Committee & President
• Encourage attendance of WAPA members at the APA National Conference.	VP for Professional Development

## 9. LEGISLATIVE/LEGAL AFFAIRS

**Goal:** To monitor national, state, and local legislative, agency, and judicial issues and coordinate Chapter responses when appropriate.

<u>Actions:</u>	<u>Responsible Party</u>
• Explore registration of planners to promote professional planning.	VP for Chapter Affairs & Legislative Counsel
• Maintain process for monitoring of legislative issues.	VP for Chapter Affairs & Legislative Counsel
• Seek proposals periodically for legislative and legal tracking agencies.	President
• Provide Chapter members with timely information about significant legislative issues and case law.	VP for Chapter Affairs & Legislative Counsel
• Develop a process for expressing policy positions after first soliciting input from the WAPA general membership.	VP for Chapter Affairs
• Monitor and participate in legal proceedings as needed.	VP for Chapter Affairs & Legislative Counsel
• Monitor and participate in administrative and agency proceedings.	VP for Chapter Affairs & Legislative Counsel
• Improve Chapter liaison with state legislators and state administrative officials.	VP for Chapter Affairs
• Serve on local, regional and state planning policy efforts.	President or President's designee

## 10. AWARDS

**Goal:** To give recognition to outstanding achievements in planning and to publicize persons and organizations whose activities advance planning in Wisconsin.

<u>Actions</u>	<u>Responsible Party</u>
• Conduct an annual Chapter awards program.	At-Large Rep for Awards
• Solicit entries for and make awards in the following categories:  + Planning Documents and tools + Plan Implementation + Recognition Awards + Special Awards + Planning tools + Urban Design	At-Large Rep for Awards

<u>Actions</u>	<u>Responsible Party</u>
<ul style="list-style-type: none"> <li>• Make an awards presentation in the categories set forth above at the annual educational conference of WAPA. In addition, whenever possible, make a second presentation of the awards in the community where the award recipient works.</li> </ul>	At-Large Rep for Awards and WAPA District Representatives
<ul style="list-style-type: none"> <li>• Participate in the selection of the Casier Scholarship recipient at UW-Milwaukee.</li> </ul>	President or President's designee
<ul style="list-style-type: none"> <li>• Change our practice to award the student award funds in conjunction with the endowment scholarship funds.</li> </ul>	WAPA Executive Committee
<ul style="list-style-type: none"> <li>• Nominate qualified AICP planners every other year for each National FAICP Membership.</li> </ul>	WAPA Executive Committee
<ul style="list-style-type: none"> <li>• Create and maintain an electronic library of ALL entries, both winners and non-winners. All winners will be posted on the web. Unless there are an overwhelming number of entries, the non-winners will also be posted on the web.</li> </ul>	Secretary

## **CHAPTER POLICIES**

1. Policy for accepting sponsorships – The Chapter will accept sponsorships from organizations and businesses that support the mission of WAPA.
2. Policy for WAPA supporting other activities – If WAPA co-sponsors or provides our mailing list for an activity not hosted by WAPA; the activity is reviewed by the President for relevancy to our members. In exchange, WAPA will be listed as co-sponsor.
3. Policy for WAPA will strive to improve the sustainable of WAPA activities – Hold conferences in green facilities.
4. Certificate Maintenance Policy – WAPA will at a minimum:
  - Offer 16 hours of CM credit per year and offer Ethics and Law once per year
  - All WAPA sessions offered at WAPA conferences and workshops will qualify for CM
  - In order to expand CM offerings – both in content and location – WAPA will partner with appropriate organizations and agencies to jointly sponsor suitable events and sessions.
    - o WAPA will be listed as a main partner in the event – e.g. text and /or logo at top of page or in the list of main partners.
    - o WAPA's name will appear in the marketing of the event.
    - o Someone from WAPA will be involved in or consulted on the design of the event to ensure that it meets the criteria for CM
    - o WAPA will market the event as a “WAPA sponsored event” to its members.
  - Depending on APA policy, cost and availability of partners, WAPA will offer/partner in online and recorded education (CD, DVD, etc.) in order to provide training to the greatest number of members. Special attention will be paid to offering education that will reach members outside major metropolitan areas and in more rural sections of the state.