

## **American Planning Association, Maryland Chapter**

### **2020 Annual Work Program**

**Adopted November 15, 2019**

## **Introduction**

APA Maryland's 2020 Annual Work Program is intended to guide the work of the APA MD Executive Committee and its various support committees during 2020. The objectives that APA MD wishes to achieve are listed below and organized by committee of responsibility. The goal of this Work Program is to create objectives for 2020 that:

- Foster effective communications with members on a regular basis
- Program events that involve members across the State
- Create participation opportunities for new and emerging planners
- Offer educational opportunities that provide AICP CM credits
- Support members who wish to take the AICP exam and become certified
- Support members who want to achieve FAICP status
- Recognize the achievements of members, organizations, and APA MD volunteers
- Attract new members
- Attract sponsorship

To achieve these objectives, the APA Maryland Executive Committee set the following goals for 2020:

- Four activities worth a total of sixteen CM-credits to be offered throughout the year
- Regular blog posts with articles written by APA MD officers, volunteers, and members
- A monthly newsletter (The Maryland Planner) to be sent to members and other subscribers
- Where possible, APA-Maryland will work with other groups to create AICP-CM credit opportunities for its members. Examples are:
  - Cooperation with Morgan State University to plan lecture programs in the spring and fall
  - Cooperation with AIA Baltimore to plan occasional lecture programs
- Offer regular opportunities for APA-Maryland members to socialize & network
  - Regional representatives should each host at least one regional networking event in 2020
- Create and implement a social media strategy

## **Priorities for 2020**

### **Communications**

According to APA-Maryland's national parent, the American Planning Association, "[c]hapters should publish and send to its members some form of communication that focuses on current information and concerns relevant to its chapter. This publication may be in an electronic form. Each chapter will determine the most appropriate format(s) and frequency for this communication, but 3 times per year appears to be a practical minimum."

To fulfill this requirement, APA-Maryland proposes to:

- Publish the Maryland Planner, the chapter's monthly newsletter
- Provide regular weekly to monthly updates through its social media channels
- Continuously improve its new website by adding information and improving navigation
- Publish at least one original blog post on the APA blog per month

### **Professional Development**

According to APA-Maryland's national parent, the American Planning Association, "[p]roviding educational opportunities for the membership is a key component to the performance of Chapters, thus, chapters should provide access to 16 hours' worth of educational opportunities to its members each year. These educational opportunities can include section events, workshops, conference sessions, brown bag lunch & learns, webinars, co-sponsoring educational opportunities relevant to the planning profession by allied organizations or any other format which delivers professional development opportunities to the membership as well as providing planning-related education to the broader community. Chapters should also consider creating a process and committee to assist eligible AICP members to be nominated to the AICP College of Fellows."

To fulfill this requirement, APA Maryland proposes to:

- Create several activities over the year that will allow members to earn Certification Maintenance (CM) credits
- Cooperate with sister organizations (such as AIA-Baltimore, MD-ASLA, and others) to ensure that relevant events held by them will allow APA MD members to earn Certification Maintenance (CM) credits
- Advertise and support the AICP exam process, including participating in exam preparation courses
- Advertise and support the FAICP process

### **Awards Program**

According to APA-Maryland's national parent, the American Planning Association, "[c]hapters should have an awards program to recognize professional planning projects undertaken and completed within the Chapter territory. The categories within awards programs must be tailored to the needs of each

Chapter and can include recognition of individuals as well as projects and plans. Whenever possible, Chapters should use awards as a way to communicate to the community at large about the value of planning.”

To fulfill this requirement, APA-Maryland proposes to:

- Continue the awards program on a yearly basis, based on the 2019 awards cycle.
- Create an award for APA-MD volunteers to recognize their accomplishments
- Hold an awards ceremony in 2020

### **Outreach to Youth, Students and New Professionals**

According to APA-Maryland’s national parent, the American Planning Association, “[c]hapters should work closely with College and University Planning Programs in their area, but should also look for ways to engage K-12 youth about the value of citizen engagement and community planning. Finally, Chapters should make specific efforts to bring new planning professionals into the Chapter through mentoring, programming and representation. Mentor-match programs are a best practice which many Chapters have found to be effective and are a way to involve AICP Fellows.”

To fulfill this requirement, APA-Maryland proposes to:

- Continue to support its Emerging Planners Group, which will continue to work with Universities and young & new planners to involve them in APA MD
- Work with the Emerging Planners Group to review the merits of a mentor-match program
- Plan for K-12 engagement in the future, but not to take action on this topic in 2020

### **Local Great Places Program**

According to APA-Maryland’s national parent, the American Planning Association, “[s]ome Chapters have found that instituting a statewide or localized Great Places program is very beneficial for promoting planning and what planners can accomplish. Great Places programs can be easily combined with advocacy outreach efforts as elected officials rarely object to being part of positive recognition events.”

To fulfill this requirement, APA-Maryland proposes to:

- Perform outreach to local planning offices to request nominations to APA
- Perform outreach to the general membership to request nominations to APA

### **Fundraising and Sponsorship in 2020**

APA-MD needs resources to carry out its mission. The way to gather those resources is to create a successful fundraising and sponsorship program.

To continue fundraising in 2020, APA-Maryland proposes to:

- Update its 2019 sponsorship package
- Continue to showcase sponsors to our website
- Create a list of potential sponsors and discuss potential sponsorship opportunities
- Set a goal of \$3,000 in sponsorships for 2020

### **Committees for 2020**

The following committees will be active as needed in 2020. Membership will be open to members according to Chapter bylaws.

- Professional Development Committee
- Activities Committee
- Communications Committee
- 2021 Biennial Conference Committee
- Emerging Planners Group
- Awards Committee
- Nominating Committee
- Bylaws Committee

All Executive Committee members should endeavor to belong to at least one committee. Each committee should meet monthly, in person if possible, but remote or e-mail meetings are acceptable. All committee members must be APA MD members. There should be attendance rules in place for all Committee members, requiring that membership is terminated if three consecutive meetings are not attended, and enforced by the Committee chair.

### **Committee Responsibilities for 2020**

#### **Professional Development Committee**

- Will plan to offer support to AICP Exam test takers.
- Will work with the Communications Committee to advertise & recruit
- Will work with the Executive Committee in its fundraising role to obtain funding for AICP Exam scholarships
- Will work with the Executive Committee to advertise benefits of APA membership and AICP membership to employers
- Will oversee and advertise (through the Communications Committee) digital AICP CM product offerings
- Will coordinate (through the Activities Committee) with outside groups to offer AICP credits for events held by outside groups
- Will coordinate with the Activities Committee to schedule AICP-CM events

## Activities Committee

- Will coordinate with the Professional Development Committee to schedule AICP-CM events
- Will coordinate with the Communications Committee to advertise activities
- Will prepare a preliminary Activities schedule for 2020 and strive to implement that schedule
- Will strive to offer at least one AICP CM Credit activity every quarter
- Will plan and execute at least four AICP CM Credit activities in 2020
- Will strive to hold regular (perhaps monthly) socializing / networking events.

### Activities in planning for 2020 (as of January 3, 2020)

- January 2020 – Joint happy hour with related professions
- Bi-monthly Volunteer Happy Hours – One every other month until December 2020
- Regional happy hours - Regional reps shall schedule occasional happy hours in their regions
- March - May 2020: Partnership with AIA / BAF on Baltimore Lecture Series
- Spring 2020: Partnership with Morgan State on lecture series
- December 2020: Holiday Party – Ensure that it is scheduled after Fall semester finals to ensure good turnout

## Communications Committee

- Will continuously improve the APA-MD web site so that it offers more content to APA members and is easier to navigate
- Will publish a monthly newsletter, in which it will:
  - Obtain at least one original article for publication from an APA member each quarter
  - Collect and disseminate information relevant to APA-MD members across the State
  - Publish two regional reports written by each regional representative throughout the year
- Will coordinate with other APA committees to advertise:
  - AICP-CM events, including joint events with partner organizations
  - Monthly socializing / networking events
  - The awards process
- Will generate an “ad campaign” that advertises APA-MD and its benefits

## 2021 Biennial Conference Committee

- Will create a theme for the 2021 conference by Q3 2020
- Will finalize a sponsorship package by Q3 2020
- Will create a call for conference session proposals by Q4 2020
- Will disseminate calls for sponsorships and proposals by Q4 2020 in coordination with the Communications Committee
- Will finalize conference planning and pricing by Q2 2021
- Will administer and staff the conference in October 2021

## **Emerging Planners Group**

- Will work with the Communications Committee to:
  - Advertise for new members
  - Promote events & activities
  - Coordinate all communications to Emerging Planners
  - Integrate EPG website with APA-MD website
- Will work with the Activities Committee to create events directed at emerging planners
- Will work with the Professional Development Committee to recruit members to take the AICP Exam
- Will recruit emerging planners to participate in APA management and committees

## **Independent Consultant**

APA MD contracts with an independent consultant to assist it with the following tasks:

- Event planning and advertising
- Newsletter publication
- General advertising on social media
- Fundraising

Note that this consultant only assists APA MD volunteers. Actual responsibility for fulfilling the Work Program rests with the Executive Committee and with each individual committee

- When requesting consultant assistance, all requests must be cc-ed to the President
- The consultant's work will be overseen by the Executive Committee, and will submit monthly progress reports to the Secretary

## **Technology Issues**

### **Remote Technology**

APA MD will examine remote meeting technologies to ensure that all members have a chance to participate in committees and events. It would be helpful to members if APA MD could stream CM-credit events online live for participants across the State, and to record these events and make them available to members after the fact. It would also be helpful if members could participate in APA MD meetings remotely.

## **Calendar for 2020**

### **Important Dates in 2020**

APA-MD will gather together all of the important dates that will occur in 2020 and decide how they should best be recognized. “Dates” can refer to days, weeks or months. Examples of important dates are below:

- Earth Day (April 22)
- Jane Jacob's Birthday (May 4)
- Bike to Work Week (May 11–17, 2020)
- Bike to Work Day (May 15, 2020)
- National Public Works Week (May 17-23, 2020)
- World Environment Day (June 5th)
- National Dump The Pump Day (June 18, 2020)
- National Farmer's Day (October 12)
- World Food Day (October 16)
- Planning Month (October)
- World Town Planning Day (November 8, 2020)
- Seasonal Holidays (Hanukkah, Christmas, Kwanzaa, etc.) (December)

Important conference dates:

- APA National Planning Conference (April 25-28, 2020; Houston, TX)
- National Outdoor Recreation Conference (April 27-30, 2020; Knoxville, TN)
- A'19: AIA Conference on Architecture (May 14-16, 2020; Los Angeles, CA)
- Congress for New Urbanism – CNU 28 (June 10-13, 2020; Twin Cities, MN)
- ULI Fall Meeting (October 12-15, 2020; San Francisco, CA)
- ACSP Annual Conference (November 4-8, 2020; Toronto, ON)
- ASLA Conference on Landscape Architecture (October 2-5, 2020; Miami, FL)
- 2020 Policy and Advocacy Conference (September 2020; Washington, D.C.)

### **Proposed Calendar**

APA-MD will create a proposed calendar of events and meetings for the entirety of 2020, make that calendar available to members, and strive to keep to those dates. This will allow members to know what meetings and activities are planned throughout the year so that they can plan accordingly.