

# **WESTERN CENTRAL CHAPTER of the AMERICAN PLANNING ASSOCIATION**

## **PROFESSIONAL STRATEGIC DEVELOPMENT PLAN**

AS DRAFTED BY THE BOARD June 2011  
Revised and Adopted by Executive Committee \_\_\_\_\_, 20\_\_

## MISSION STATEMENT

The Western Central Chapter of the American Planning Association (WCC) will be an advocate for western planners in the four states of Montana, North and South Dakota, and Wyoming. The Chapter will provide professional training, a quarterly newsletter, and participate in an annual conference within our region.

WCC is committed to promoting the practice of planning, fostering social and environmental equity, advancing opportunities for citizen participation and supporting the opportunities for planners in both the private and public sector. In particular the Western Central Chapter will focus on planning issues impacting western states and in fostering professional development opportunities concerning those issues.

## STRATEGIES AND ACTIONS

**STRATEGY #1.** Provide and encourage AICP exam preparation and Certification Maintenance.

Action. Provide AICP study manuals to our membership, PDO will actively participate in training.

Responsibilities: State PDOs and State Reps

Time Frame: At every WCC and state conference

Measures of Success:

- a. Participation in training.
- b. Offered annually at conferences.
- c. Number and percent that pass exam.

Tracking: PDO to report to Executive Committee each year.

**STRATEGY #2.** Provide continuing education relevant to all chapter members.

Action A.

Sponsor one or more conference sessions for the Western Planner Conference when held in the Chapter region, contribute funds to bring in speaker(s), and generally support the conference

Responsibilities: WCC Board

Time Frame: Ongoing

Measure of Success: Number of people attending training session

Tracking: Board evaluation with a survey for topics

Action B. Market scholarship programs for conference attendees.

Responsibilities: Executive Committee

Time Frame: 2010/2011 state conferences

Measure of Success: Person taking advantage of the program

Tracking: State representatives report to Executive Committee.

Action C. Update the WCC web site  
Responsibilities: Website Editor  
Time Frame: Ongoing  
Measure of Success: Current website  
Tracking: Annual Board report to APA

Action D. Use WCC s newsletter to provide information on state conferences.  
Responsibilities: State representatives  
Time Frame: On-going  
Measure of Success: Evaluate annually in APA Chapter report  
Tracking: Board President files

Action E. Sponsor sessions eligible for AICP CM  
Responsibilities: PDO and Executive Committee  
Time Frame: Ongoing  
Measure of Success: Host two or more CM-eligible webinars on a yearly basis.  
Tracking: PDO and APA national.

Action F. Support or develop state conference sessions for planners, planning and zoning commissioners and elected officials  
Responsibilities: State representatives  
Time Frame: Yearly state conferences, ongoing  
Measure of Success: Participation level of non-planners, shared planning knowledge, and educated planners  
Tracking: State representatives report to Executive Board

Action G. WCC will act as the umbrella certification maintenance provider for state conferences.  
Responsibilities: State representatives, treasurer and PDO.  
Time Frame: Ongoing  
Tracking: PDO and state representatives.

**STRATEGY #3.** Determine priorities for service delivery to State sections.

Action A. Survey of membership  
Responsibilities: WCC Chapter president  
Time Frame: 2010  
Measure of Success: Response rate of survey  
Tracking: Report results in annual Chapter Board report to APA

Action B. Distribute Professional Development Plan to state Professional Development Officers and state organizations.  
Responsibilities: Executive Committee  
Time Frame: On-going, Annual Basis  
Measure of Success: Delivery  
Tracking: State representatives report to Board

- Strategy #4.** Commit to maintaining a healthy, sustainable financial position, with balanced annual budgets and adequate reserves.
- Action A. Consider modest dues increase, to recover withheld APA administrative fee.
- Responsibilities: Executive Committee, Treasurer  
 Time Frame: Fiscal Year 2010  
 Measure of Success: Implementation of modest ( $\pm$ \$4) dues increase  
 Tracking: Treasurer
- Action B. Implement, as appropriate, recommendations of APA President’s “Long Term Chapter Finance, Budget, and Services Task Force”
- Responsibilities: Executive Committee, Treasurer  
 Time Frame: FY 2011 and beyond  
 Measure of Success: Balanced budget; no duplication of APA services  
 Tracking: Executive Committee, Treasurer
- Action C. Maintain Chapter reserves equal to or greater than two years operating budget
- Responsibilities: Executive Committee, Treasurer  
 Time Frame: Ongoing  
 Measure of Success: Annual “Carry Over” into next Fiscal Year is at least equal to two years operating budget  
 Tracking: Executive Committee, Treasurer