



American Planning Association  
**Northern New England Chapter**

*Making Great Communities Happen*

## **NNECAPA Strategic Plan 2011-2016**

The Northern New England Chapter of the American Planning Association (NNECAPA) is one of 47 Chapters and 20 Divisions within the American Planning Association (APA), and serves APA members in Maine, New Hampshire, and Vermont. The American Planning Association is a non-profit public interest and research organization representing more than 40,000 practicing planners, officials, and citizens involved with urban and rural planning issues across the country. The American Planning Association, and its professional institute the American Institute of Certified Planners (AICP), is organized to advance the art and science of planning and to foster the activity of planning -- physical, economic, and social -- at the local, regional, state, and national levels. The objective of the Association is to encourage planning that will contribute to public well being by developing communities and environments that meet the needs of people and society more effectively.



The purpose of this document is to identify a program of action for the Chapter to pursue to support the work of Northern New England's planners, and aid in improving their effectiveness in helping to create communities of lasting value throughout the region. The action items detailed in this plan are intended to implement the Chapter's goals in each of four areas of responsibility:

### **I: Member Communications**

- Provide opportunities for professional support, facilitate communication, and an exchange of information for Northern New England's planners.
- Celebrate the hard work and achievements of planners working throughout Northern New England.

### **II: Professional Development**

- Encourage and support ongoing professional development and education of all chapter members.
- Provide information & assistance to professional planners applying for membership in AICP.
- Provide information & assistance to professional planners applying for advanced specialty certifications.
- Support current members of AICP in obtaining the necessary continuing professional development credits.

- Organize or sponsor opportunities for professional development through workshops, courses, and conferences.
- Collaborate with neighboring chapters in sharing information about professional development opportunities and organizing regional planning conferences.

### **III: Advocacy and Outreach**

- Serve as a resource for information about the field of planning and the importance of planning to our communities.
- Serve as a conduit for information and exchange with the three state associations, academic institutions, allied professions, and neighboring APA and CIP chapters.
- Build and maintain successful academic programs for planners across the region.

### **IV: Chapter Administration**

- Provide organizational and fiduciary support in order to fulfill the ongoing activities and responsibilities of the Chapter.
- Provide transparency, accountability, and access for the membership in the activities of the Chapter.

Two guiding principles reflect how the Chapter conducts business and pursues the implementation of the action items detailed in this strategic plan.

**Putting Members First:** It may go without saying, but all of the programs, projects, and activities of the Chapter revolve around the central focus of providing service and value to our membership. While some activities are best suited to professional planners, all types of planners – lay and professional – are welcomed and supported by the Chapter.

**Fostering Partnerships:** Given the geography of our chapter and the diversity of Northern New England’s planners, communities, and landscapes, the Chapter recognizes that most activities will be conducted in concert with other groups or agencies. Maine, New Hampshire, and Vermont each have active state associations of planners. The Chapter routinely works in partnership with the three state associations to advance the art and science of planning in Northern New England.

## Mission Statement

The purpose of the Northern New England Chapter, American Planning Association, shall be to improve and promote the standards and quality of planning at all levels in the States of Maine, New Hampshire, and Vermont, to encourage the free exchange of ideas among planners in Northern New England, and to facilitate the participation of members in the activities of the American Planning Association.

### I. Member Communications:

#### Goals:

- *Provide opportunities for professional support, communication, and an exchange of information for Northern New England's planners.*
- *Celebrate the hard work and achievements of planners working throughout Northern New England.*

#### Activities

#### Tasks

##### **1. Website** (*Public Information Officer*)

Provide a resource on the web that provides a service to members regarding chapter activities and services, job postings, APA resources, and state association information, and that offers information to the public about planning in northern New England and NNECAPA.

- Update and revise information as it becomes available.
- Improve website software framework to allow for easier uploading and content management
- Clarify roles on posting website content.
- Formalize a job posting policy for the NNECAPA website.

##### **2. ListServe** (*Public Information Officer*)

Provide a resource that enables an interactive exchange of information and ideas among Chapter members.

- Promote active and effective utilization of the NNECAPA ListServe.
- Coordinate ListServe management with APA

<p><b>3. Chapter Communication List</b> (<i>Professional Development Officer, Public Information Officer</i>)</p> <p>Maintain a contact list of Chapter members to efficiently distribute information related to Chapter business, professional development opportunities, and other items of interest to members.</p>	<ul style="list-style-type: none"> <li>• Compare with active membership list annually.</li> </ul>
<p><b>4. Social Media Outreach</b> (<i>Public Information Officer</i>)</p> <p>Develop communications resources that further the exchange of planning ideas through the social interaction of NNECAPA members.</p>	<ul style="list-style-type: none"> <li>• Develop and maintain at least one social media resource (e.g. Twitter, Facebook, Blog, or Wiki).</li> <li>• Explore and periodically evaluate emerging social media tools.</li> </ul>
<p><b>5. Yankee Planner Newsletter</b> (<i>Public Information Officer</i>)</p> <p>Assemble and publish a (at least) quarterly newsletter to be distributed to the chapter membership.</p>	<ul style="list-style-type: none"> <li>• Coordinate exchange with other state associations and APA Division newsletters, and links to our neighboring associations.</li> <li>• Solicit, create, and publish diverse, timely articles.</li> <li>• Explore improvements in electronic format.</li> </ul>
<p><b>6. Chapter Awards</b> (<i>State Directors and Public Information Officer</i>)</p> <p>Annually solicit, review, and present awards for outstanding plans, planning projects, and individuals in the Chapter.</p>	<ul style="list-style-type: none"> <li>• Originate awards process in early spring through the state associations, and solicit nominations outside of state associations by website and ListServe postings.</li> </ul>
<p><b>7. APA National Awards</b> (<i>Executive Committee</i>)</p> <p>Assist Chapter award winners in the submission of applications for national awards.</p>	<ul style="list-style-type: none"> <li>• Solicit and support qualified nominations.</li> <li>• Investigate and determine whether NNECAPA can better synchronize its awards process with APA's.</li> </ul>
<p><b>8. AICP College of Fellows (FAICP) Nominations</b> (<i>Executive Committee</i>)</p> <p>Identify candidates for application for induction into the AICP College of Fellows, and provide the necessary support.</p>	<ul style="list-style-type: none"> <li>• Biannually solicit nominations from the State Associations.</li> </ul>

## II. Professional Development:

### Goals:

- *Encourage and support ongoing professional development and education of all chapter members.*
- *Provide information & assistance to professional planners applying for membership in AICP.*
- *Provide information & assistance to professional planners applying for advanced specialty certifications.*
- *Support current members of AICP in obtaining the necessary continuing professional development credits.*
- *Organize or sponsor opportunities for professional development through workshops, courses, and conferences.*
- *Collaborate with neighboring chapters in sharing information about professional development opportunities and organizing regional planning conferences.*

### Activities

### Tasks

#### **1. AICP Exam Preparation/Assistance** (Professional Development Officer)

Regularly make available AICP Exam information, application, and testing deadlines to prospective AICP and advanced specialty certification candidates.

- At least once a year, organize an AICP Exam Preparation Seminar.
- Make available AICP Study Guides to applicants for the AICP Exam.
- Annually make available the Reduced AICP Exam Fee Scholarship to a qualified applicant for the AICP Exam.
- Make this information available on the chapter website and newsletter.

#### **2. AICP Professional Development Support** (Professional Development Officer)

Maintain a calendar of relevant professional development opportunities for chapter members.

- Make this information available on the chapter website and newsletter.
- Establish and make available AICP Certification Maintenance (CM) Credits for all qualified professional development opportunities in the chapter.
- Apply for credits from AICP, advertise their availability in event program materials, and include the event on the AICP CM website.
- Provide multiple CM workshop opportunities to meet the law and ethics requirements.

<p><b>3. CM Session Certification Assistance</b> (<i>Executive Committee</i>)</p> <p>The Chapter will willingly be an active participant in sponsoring any CM qualified session sponsored by any of the three state associations so long as such participation is not <i>ex post facto</i>.</p>	<ul style="list-style-type: none"> <li>• Conduct outreach to state associations and other partner organizations with the details of CM Session Certification Assistance, including NNECAPA involvement prerequisite.</li> <li>• Draft and adopt a co-sponsor policy for events in the region to address both funding and CM.</li> </ul>
<p><b>4. Annual Fall Chapter Planning Conference</b> (<i>State Directors &amp; Associations</i>)</p> <p>Organize an annual chapter-wide planning conference in collaboration with the state planning associations. The location of the conference will rotate among the three states tri-annually.</p>	<ul style="list-style-type: none"> <li>• Ensure that applicable state director is the conference chair, creates a state association subcommittee, and reaches out across the three associations for region-wide speakers and substance.</li> <li>• Coordinate early with PDO in registering for CM credits.</li> </ul>
<p><b>5. Regional Planning Conference</b> (<i>Executive Committee</i>)</p> <p>Collaborate with neighboring chapters to organize a periodic multi-chapter planning conference.</p>	<ul style="list-style-type: none"> <li>• Conduct periodic outreach to neighboring chapters regarding a multi-chapter planning conference approximately every 5 years.</li> </ul>
<p><b>6. National Planning Conference</b> (<i>Executive Committee</i>)</p>	<ul style="list-style-type: none"> <li>• Support and send delegation to attend regional reception at national conference.</li> <li>• Encourage and foster student participation.</li> <li>• Explore budgeting to cover expenses (full or partial) for PDO and Legislative Liaison to attend.</li> </ul>

### III. Advocacy and Outreach:

**Goals:**

- *Serve as a resource for information about the field of planning and the importance of planning to our communities.*
- *Serve as a conduit for information and exchange with the three state associations, academic institutions, allied professions, and neighboring APA and CIP chapters.*
- *Build and maintain successful academic programs for planners across the region.*

**Activities**

**Tasks**

**1. State Associations** (*President/ Vice-President/State Directors*)

Serve as a conduit for information and exchange with the three state associations (VPA, NHPA & MAP).

- Provide limited financial support to each state association

**2. Planning Student Support**

Establish and increase a successful student support network across the region and increase student engagement with NNECAPA.

- Develop a process to financially support students wishing to attend training/educational sessions at the Chapter or National level.
- Develop targeted outreach strategies to engage students studying planning or related fields at colleges and universities within Maine, New Hampshire, and Vermont.
- Maintain faculty and student representation from each state.
- Conduct outreach to and connect student planning clubs in the region.
- Create student Facebook page.
- Ask for interest from full membership in work of the student outreach committee
- Involve students from multiple disciplines.

<p><b>3. Academic Institutions</b> (<i>State Directors/Faculty Liaison/Student Rep</i>)</p> <p>Serve as a conduit for information and exchange with academic institutions with the three state area (UVM, UNH, USM, Plymouth State University, VT Law, and others interested) particularly with regard to student membership, internship opportunities, academic research, and professional development opportunities.</p>	<ul style="list-style-type: none"> <li>• Maintain contact list of programs and professors in each state.</li> <li>• Describe role of student outreach committee.</li> <li>• Create outreach strategy for Chapter/APA and planning field.</li> <li>• Post internship information on website.</li> <li>• Support poster sessions at regional and national conference.</li> <li>• Create a student/faculty/practicing planner forum.</li> <li>• Establish a mentoring program (utilize APA mentoring handbook, assist in internship and job seeking).</li> </ul>
<p><b>4. Allied Professions</b> (<i>Executive Committee, Professional Development Officer</i>)</p> <p>Serve as a conduit for information and exchange with allied professions (AIA, ASLA, etc) particularly with regard to professional development opportunities.</p>	<ul style="list-style-type: none"> <li>• Maintain contact list via state associations.</li> </ul>
<p><b>5. APA Affiliates</b> (<i>Chapter President, Professional Development Officer</i>)</p> <p>Serve as a conduit for information and exchange with neighboring APA chapters and sections (Massachusetts Chapter, Upstate New York Chapter/Capital District Section) particularly with regard to professional development opportunities.</p>	<ul style="list-style-type: none"> <li>• Maintain contact list.</li> <li>• Regularly share information.</li> </ul>
<p><b>6. Canadian Institute of Planners (CIP) Affiliates</b> (<i>Chapter President, Professional Development Officer</i>)</p> <p>Serve as a conduit for information and exchange with neighboring CIP affiliates (Atlantic Planners Institute, Ordre des urbanistes du Québec, and the Ontario Professional Planners Institute) particularly with regard to professional development opportunities.</p>	<ul style="list-style-type: none"> <li>• Maintain contact list.</li> <li>• Regularly share information.</li> </ul>

<p><b>7. APA Policy Guides</b> (<i>Executive Committee/Legislative Liaisons</i>)</p> <p>Review and comment on proposed APA Policy Guides and present those opinions at the annual Chapter Delegates Assembly.</p>	<ul style="list-style-type: none"> <li>• Share draft with Executive Committee and state assoc. for comments, and share with APA.</li> <li>• Chap. Pres. or designee attends annual Chapter Delegates Assembly.</li> <li>• Explore how to apply the national policy statements to Chapter and state association work.</li> </ul>
<p><b>8. State Congressional Delegations</b> (<i>Executive Committee/Legislative Liaisons</i>)</p> <p><b>Serve as a conduit for information and exchange with members of the three state Congressional delegations on matters of interest to APA and the Chapter.</b></p>	<ul style="list-style-type: none"> <li>• Maintain list of staff contacts.</li> <li>• Explore creating a set of legislative priorities for election cycles via the legislative committee.</li> <li>• Solicit additional membership involvement in legislative committee work.</li> </ul>

## IV. Chapter Administration:

**Goals:**

- *Provide organizational and fiduciary support in order to fulfill the ongoing activities and responsibilities of the Chapter.*
- *Provide transparency, accountability, and access for the membership in the activities of the Chapter.*

<u>Activities</u>	<u>Tasks</u>
<p><b>1. Executive Committee Meetings</b> (<i>Chapter President</i>)</p> <p>Meet regularly (bi-monthly) to conduct Chapter affairs and plan activities/events.</p>	<ul style="list-style-type: none"> <li>• Split the meetings between conference calls and face-to-face meetings.</li> <li>• Post agendas and minutes of these meetings to the membership so they can monitor, add to agendas and participate as desired.</li> <li>• Draft a bylaw provision to allow Executive Committee members to vote by electronic mail, providing at least 24 hours notice for discussion and feedback.</li> <li>• Create an annual timeline of key chapter deadlines/events.</li> </ul>

<p><b>2. Financial Management</b> (<i>Treasurer</i>)</p> <p>Ongoing management of the Chapters financial accounts, and regular reporting to the Executive Committee.</p>	<ul style="list-style-type: none"> <li>• Prepare an annual budget for consideration by the membership at the annual meeting.</li> <li>• Adopt and maintain Reserve Fund and Special Projects Funding policies.</li> <li>• Clarify Executive Committee authority to make minor budget modifications within the NNECAPA Bylaws.</li> <li>• Develop and maintain a tracking process for current and future CPC (or other) grants to NNECAPA.</li> </ul>
<p><b>3. Annual Meeting</b> (<i>Chapter President</i>)</p> <p>Organize and conduct an annual meeting of the membership to among other things adopt an annual budget and conduct Chapter business.</p>	<ul style="list-style-type: none"> <li>• Complete strategic planning process and establish chapter issue and project priorities.</li> <li>• Draft roles and responsibilities between state association and NNECAPA on annual conference, including fiduciary, business meeting cost coverage, and purchase of insurance.</li> </ul>
<p><b>4. Appointments &amp; Elections</b> (<i>President/Past-President</i>)</p> <p>Fill appointed positions on the Executive Committee. Organize biannual officer's nominations and elections.</p>	<ul style="list-style-type: none"> <li>• Follow bylaws to address filling vacancies, revise appointed positions and quorums.</li> <li>• Create a Nominating Committee comprised of at least three NNECAPA members not seeking office.</li> </ul>
<p><b>5. Chapter President's Council/APA Leadership</b> (<i>President/Vice-President</i>)</p> <p>Represent the Chapter on the Chapter President's Council (CPC) as part of the APA Leadership, and serve as a conduit for information and exchange with APA National representing the needs and interests of the membership.</p>	<ul style="list-style-type: none"> <li>• Attend APA Leadership Meetings in the fall and at the annual conference.</li> <li>• Pres-Elect attend a leadership meeting prior to taking office for orientation.</li> </ul>
<p><b>6. CPC Grants</b> (<i>Executive Committee</i>)</p> <p>Prepare applications for CPC Grants on behalf of the Chapter for projects of Chapter-wide interest/benefit.</p>	<ul style="list-style-type: none"> <li>• Solicit, develop, and support CPC grant applications that benefit the planning interests of Maine, New Hampshire, and Vermont.</li> </ul>

