



## APA-NM STRATEGIC WORK PLAN 2019-2020

This document tracks the APA-NM Board's implementation of the 2019-2020 Strategic Work plan.

**Our Mission Statement is:**

*Engage professional planners and communities to improve and promote the quality and standards of planning in New Mexico.*

**Our Vision is:**

*We better all communities of New Mexico by:*

- *increasing awareness of all aspects of the profession of planning;*
- *training leaders to use proven and effective planning processes;*
- *engaging communities to promoting equitable and inclusive outcomes for all; and*
- *offer professional development opportunities for all members that promote the use of credible planning principles.*

**Our Goals are:**

- *Increase the impact and visibility of planning.*
- *Increase the planning expertise of professional planners.*
- *Increase expertise of elected officials, citizen planners, and students.*
- *Integrate relationships with affiliated groups and organizations to strengthen our capacity as a professional planning organization.*
- *Build fairness and inclusivity in our planning process by inviting all members of society to participate.*

**Red font indicates Action Strategy Proposed**

**Green font indicates Action Strategy Undertaken**

## **STRATEGY 1: Increase APA-NM Participation and Membership Engagement**

1A: Provide multiple opportunities and benefits for members and prospective members to take advantage of, including outreach, networking and professional development opportunities.

1B: Offer Chapter-Only membership as a vital part of the overall membership

1C: Support our affiliation with Western Planner, encourage members to provide articles showcasing their work, and provide appropriate funds for APA-NM representation regarding Western Planner activities.

1D: Publish Quarterly Newsletter for members showcasing the work of planners in the state, featured planner/featured project, planning successes and member resources.

1E: Continuously explore ways to elevate the planning profession in New Mexico among local and state leaders in order to raise awareness of the value of planning and planners.

1F: Utilize the APA-NM website and social media as communication tools to recruit and maintain membership involvement, showcase planning work in the state, and highlight events.

1G: Develop and implement an electronic communication policy to ensure that chapter emails to the members are meaningful and valuable.

1H: Continued and sustained outreach to planners working in New Mexico but not members of the chapter.

1I: Ensure continued outreach to all members throughout the state working in all settings.

**Action: Encourage greater participation from City of Albuquerque planners in APA-NM, which represents the largest planning agency in the State**

**STRATEGY 2: Become A Catalyst for Effective and Sound Planning in New Mexico Across All Areas in All Communities**

- 2A: Reach out to allied professionals and allied organizations, tribal groups and other entities to advance our profession and build partnerships and keep our membership informed of projects and programs.
  
- 2B: Evaluate and provide direction to determine the Legislative Policy Action Committee's (LPAC) future role within the Chapter and shape NM legislative policy on key planning issues and monitor, review and comment on proposed legislation affecting planning in NM.
  
- 2C: Seek legislative sponsorships and other assistance with draft legislation that strives to advance planning in NM (e.g. review and update of state enabling legislation).
  
- 2D: Apply for grants to advance our outreach capacities.

**STRATEGY 3: Inspire Next Generation Planners**

- 3A. Attend and support student-led and organized events including annual meet the planners events hosted by the UNM APA Student Board
  - Action: Meet the Planners 2019
  
- 3B. Support mentorship opportunities that encourages student-professional planner interaction.
  
- 3C. Provide students with professional resume review and other professional development support.
  
- 3D: Support building student planning awareness and outreach throughout New Mexico.
  
- 3E: Partner with and support APA-UNM through joint initiatives, financial support, and resources including scholarships for National Planning Conference Attendance.

Action: Award scholarships for National Planning Conference Attendance

## **STRATEGY 4: Re-Invest in the Membership Through Professional Development**

4A: Ensure APA-NM provides membership high quality educational opportunities through conferences and CM eligible trainings throughout the year and at varying locations as is feasible.

Action: Explore the level of interest in reviving the past successful “Northern New Mexico Planners Group” intended to provide networking and professional development opportunities.

4B: Invite members to professional development and networking events.

4C: Provide AICP exam training on an annual basis.

4D: Provide employment resources for planners such as job notifications, skill building, or resume workshop.

4E: Re-invest in the membership through resources and support whenever possible including:

- AICP Study resources (Flashdrive) to the APA National AICP Exam Scholarship Material.
- Additional AICP Exam scholarships in exchange for chapter volunteer time.
- Stipends to members to assist with travel expenses for attending State\Western Planner Conferences.

Action: Provide travel stipend to Western Planner Conference for those members living outside the Albuquerque and Santa Fe areas in 2019.

4F: Support the nomination of FAICP eligible planners in each selection cycle.

4G: Empower the membership by seeking volunteers to assist in Chapter business and initiatives.

## **STRATEGY 5: Responsible Chapter Management**

5A: Provide APA National all appropriate chapter requirements in a professional and timely manner and attended all appropriate national leadership meetings in a consistent manner.

5B: Guarantee the long-term financial and operational solvency of APA-NM.

5C: Provide for a system of Chapter record keeping that allows consistency and continuity for current and future Boards.

**Action: Create an e-notebook for all Board members containing pertinent chapter leadership and business documents, procedures, timelines, and records.**

**Action: Establish a cloud to store leadership documents, chapter publications, meeting minutes, agendas, and other important items necessary for continued consistency in chapter business.**

5D: Ensure transparency in Chapter decision making and use of funds.

5E: Develop a robust leadership development program and election recruitment strategy for Board succession.

**Action: Develop a Chapter Leadership Certificate**