# Membership Recruitment, Certification, and Education Activities

Group Members

* Richard Luedke – PDO
* Ann Bagley – PODO
* Barbara Holly – CM Officer
* Ivonne Audirac – University Representative
* Kelsey Poole – Student Representative
* Fred Lopez – Membership Committee Chair / West Section Director
* Dave Gattis – Historian
* Rebecca Pacini – Southwest Section Director

# FY19 Goals

* Develop social networks and recognition opportunities with Section/University/Chapter activities (include student/YP/EPL organizations)
* Identify university program coordinators to develop training opportunities and formalize membership recruitment and AICP/APA coordination
* Develop outreach to Planning Directors, City Managers, and City Secretaries regarding Planning Commissioner membership rate and benefits to address declining Planning Commissioner membership.
* Identify cities that provide training and pay for AICP/APA membership

# APATX 2017-2022 Action Plan Relevant Actions

* See Following Pages

# 1G Action: Recruit new members to the planning movement. A key approach is to increase partnerships with the universities and the student planning organizations.

Status: In Progress

Implementation Timeline: 3-5 Years

Responsibility: President/Membership Committee Chair/Diversity Chair

May ’18 Status Notes

* Creating Board Position of Membership Committee Chair and Diversity Chair

October ’18 Target

* Established Work Program for the Membership Committee
* Welcome letters for new APA and AICP members

October ’18 Status Notes

* Finalizing letters to APA and AICP members

May ’19 Target

* Letters will be sent beginning January 1 to new APA and AICP members by Membership Chair
* Conduct additional outreach to MPA students at other schools

October ’19 Target

* Chapter goal is 100 new members by October 2019.
* Chapter goal is to increase membership for elected and appointed officials.

# 1L Action: Offer experiential learning opportunities. Develop these opportunities to train and inspire planners while assisting communities.

Status: Pending

Implementation Timeline: 3-5 Years

Responsibility: Executive Committee/EPL

May ’18 Status Notes

* No Action to Report.

October ’18 Target

* APATX BOD should discuss how to make progress towards this action.

October ’18 Status Notes

* Hurricane Harvey recovery committee and grant to provide experimental learning opportunities

May ’19 Target

* Develop list of cities that pay for AICP training/exam and offer training opportunities
* Identify additional learning opportunities through Universities
* Evaluate Northeast’s program for skype/offsite training opportunities

October ’19 Target

# 2E Action: Send welcome letters from the Chapter to new APA and AICP members.

Status: Pending

Implementation Timeline: 1-2 Years

Responsibility: Membership Committee Chair; Chapter President

May ’18 Status Notes

* Drafting welcome letters.

October ’18 Target

* Letters should be drafted and should start being send out to new members.

October ’18 Status Notes

* Finalizing Letters

May ’19 Target

* Letters should be sent out beginning January 1 to all new APA and AICP members

October ’19 Target

# 2G Action: Conduct special outreach to 'Early Professionals'. These are former planning students who are now in the workforce. Since they are no longer students, their membership is no longer free. So attention is needed to keep them in the organization.

Status: Pending

Implementation Timeline: 1-2 Years

Responsibility: Membership Committee Chair, EPL Rep

May ’18 Status Notes

* APATX created a new Membership Committee Chair to assist with this action.

October ’18 Target

* A membership committee work program will be presented to the APATX BOD, which will include this action.

October ’18 Status Notes

* No Status Update

May ’19 Target

* Coordinate with UMANT on programs.
* Develop social networks through universities (Alumni events)

October ’19 Target

# 2H Action: Promote APA membership to Planning Commissioners.

Status: Pending

Implementation Timeline: 1-2 Years

Responsibility: Membership Committee Chair, Planning Officials Development Officer

May ’18 Status Notes

* APATX created a new Membership Committee Chair to assist with this action.

October ’18 Target

* Identify leaders to run for positions in 2019; Identify leaders to take over appointed roles as needed; identify how the Membership Committee can assist in promoting leadership opportunities.

October ’18 Status Notes

* A membership committee work program will be presented to the APATX BOD, which will include this action.

May ’19 Target

* Work with APA to strengthen Planning Commissioner Training
* Target planning directors, city secretaries, city managers regarding the benefits of APA.

October ’19 Target

# 2I Action: Create a structure to engage 'legacy' professionals. Find ways to involve FAICP members and retired planners.

Status: Pending

Implementation Timeline: 3-5 Years

Responsibility: President; Historian

May ’18 Status Notes

* No Action to Report.

October ’18 Target

* APATX BOD should discuss how to make progress towards this action.

October ’18 Status Notes

* No Action to Report.

May ’19 Target

October ’19 Target

# 2J Action: Create a structure to engage 'legacy' professionals. Find ways to involve FAICP members and retired planners.

Status: In Progress

Implementation Timeline: 3-5 Years

Responsibility: Planning Officials Development Officer

May ’18 Status Notes

* Chapter hosting 3 Regional Workshops across Texas.

October ’18 Target

* Chapter will have 8 Short Course Sessions at Conference.

October ’18 Status Notes

* No Action to Report.

May ’19 Target

October ’19 Target

# 3D Action: Expand partnerships with universities and student planning organizations.

Status: In Progress

Implementation Timeline: Ongoing

Responsibility: Executive Committee; Student and Facility Representatives; EPL Rep

May ’18 Status Notes

* APATX was available for accreditation meetings for all PAB schools and have met with UNT regarding their undergraduate program.

October ’18 Target

* Student and Facility Representatives should identify ways APATX can assist with programs and student recruitment.

October ’18 Status Notes

* No Action to Report.

May ’19 Target

* Develop student engagement activities at the APATX Conference
* Formalize outreach with urban planning programs

October ’19 Target

# 6A Action: Evaluate current Chapter programming and expand or revamp it to provide value to members. Many respondents to this year’s membership survey commented that they believe the Conference is all the Chapter does. The Board should review all the existing programs and decide if there are ways to provide more value to Texas members.

Status: In Progress

Implementation Timeline: Ongoing

Responsibility: All; Professional Development Officer

May ’18 Status Notes

* Chapter is assisting with the Big 6 Conference and ramped up the Regional Workshops this year.
* Chapter also established a diversity and inclusion committee, which may factor into future programs.

October ’18 Target

* Chapter should identify additional statewide programs for members.

October ’18 Status Notes

* Chapter conducted Short Course/Elected and Appointed Officials Training around the state this y ear.

May ’19 Target

* Identify existing conferences and programs the Chapter can partner with.

October ’19 Target

# 6D Action: Take advantage of distance technology. This includes offering more webinars & simulcasts, using Skype for meetings and archiving presentations for future use and distribution.

Status: Pending

Implementation Timeline: 3-5 Years

Responsibility: Professional Development Officer, Communications Tech

May ’18 Status Notes

* No Action to Report.

October ’18 Target

* Select a program for the Chapter to participate in the Ohio Chapter Webinars.

October ’18 Status Notes

* No Action to Report.

May ’19 Target

* Chapter should evaluate the use of technology for Sections to host trainings.

October ’19 Target

# 6E Action: Create a new Short Course.

Status: Pending

Implementation Timeline: 3-5 Years

Responsibility: Planning Official Development Officer

May ’18 Status Notes

* No Action to Report.

October ’18 Target

* Evaluate the 2018 Short Course and provide recommendations for 2019 changes.

October ’18 Status Notes

* No Action to Report.

May ’19 Target

October ’19 Target

# 6H Action: Encourage National to simplify the process for registering Commissioner Members.

Status: Pending

Implementation Timeline: 1-2 Years

Responsibility: Membership Chair, President

May ’18 Status Notes

* APATX created a new Membership Committee Chair to assist with this action.

October ’18 Target

* A membership committee work program will be presented to the APATX BOD, which will include this action.

October ’18 Status Notes

* Wendy Shabay submitted a request to National on behalf of the Chapter.

May ’19 Target

* Chapter President will follow up with National.
* Chapter should develop a promotional pamphlet to provide at TML and to cities.

October ’19 Target

* Increase in Commissioner memberships for the Chapter.

# 6J Action: Make the national Houston 2020 conference the most awesome conference ever!

Status: In Progress

Implementation Timeline: 3-5 Years

Responsibility: Local Host Committee

May ’18 Status Notes

* Local host subcommittee Chair to provide an update from the San Francisco meeting.

October ’18 Target

* Local Host Subcommittee Chair to introduce needs from National to full board.

October ’18 Status Notes

* Local Host Subcommittee Chair appointed sub-chairs to attend meeting in Houston in November.

May ’19 Target

* Begin identifying local workshops.

October ’19 Target

# 6K Action: Do more to recognize FAICP, particularly new Fellows. This could include presentations at their Council meetings and activities at the Conference.

Status: In Progress

Implementation Timeline: 1-2 Years

Responsibility: Communications Tech, President, Historian

May ’18 Status Notes

* Added FAICP member profiles in monthly newsletters

October ’18 Target

* Will recognize new Fellows in Annual Report.

October ’18 Status Notes

* New Fellows were recognized in Annual Report and on website.

May ’19 Target

October ’19 Target

# 6L Action: Assist AICP Candidates and Early Planners in achieving AICP certification.

Status: In Progress

Implementation Timeline: Ongoing

Responsibility: Planning Development Officer

May ’18 Status Notes

* State pass rate - 56% compared to 63% at National. AICP Workshop at Conference.

October ’18 Target

* Work with Membership Committee Chair to increase exposure to AICP Candidates to encourage taking the exam.

October ’18 Status Notes

* Promoted AICP Candidates and AICP members at conference
* Promoted AICP Candidates and AICP members in Annual Report

May ’19 Target

* Work with universities to develop an elective for AICP training

October ’19 Target

# 6M Action: Continue (and revamp as necessary) the regional workshops offered by APA Texas.

Status: In Progress

Implementation Timeline: 1-2 Years

Responsibility: Planning Official Development Officer

May ’18 Status Notes

* APATX Partnering with West, Northwest, and East Sections on Regional Workshops. Midwest and Southmost independently hosting Regional Workshops.

October ’18 Target

* Identify additional speakers for Regional Workshops
* Identify Regional Workshop sites for FY19.

October ’18 Status Notes

* No Action to Report

May ’19 Target

* Explore online (live) interactive course for cities who cannot send Commissioners to training.

October ’19 Target