

The Fiscal Year 2021 Federal Planning Division Work Plan

Federal Planning Division (FPD) Purpose

The following document as approved by the FPD Executive Committee (EC) serves as a guide to the EC in the execution of their duties as articulated in the FPD bylaws. The *purpose* of FPD, as quoted from paragraph 1.2 of the FPD Bylaws, is to provide direction for the FPD EC and its members and guided development of FPD's FY20 Workplan:

- *To provide a forum for planners involved in the development and/or implementation of comprehensive planning and land management policies, techniques, and procedures at federal properties or by federal agencies located within the United States and abroad;*
- *To promote professional communication among members of the Division through a variety of member services and publications such as newsletters, conference sessions, workshops, webinars, and social media.*
- *To support and promote all federal planning programs that protect and enhance federal properties and that improve the quality of life of the many individuals who live on, work on, and/or use federal lands and facilities.*
- *To foster positive economic, environmental, and social relationships between federal properties and their adjacent non-federal communities or areas.*
- *To support and promote all federal planning programs which provide technical and/or financial assistance to state, regional and local communities in the United States, and to both US interests and national governments abroad.*

Equally relevant, FPD remains committed to the purpose and intent of the American Planning Association. The following are contained under paragraph 1.3 of FPD Bylaws:

- *The Division will support all relevant APA national goals, objectives, and policies by bringing a Federal perspective to such issues as appropriate.*
- *The Division will work together with APA leadership, divisions, and chapters to further their mutual objectives.*
- *The Division will assist in promoting certification of its members in the American Institute of Certified Planners (AICP), and will assist its members in maintaining their AICP certification.*
- *The Division will ensure professional development training, including AICP certification maintenance credits, is provided through the APA National Conference and the FPD National Training Conference.*
- *The Division will assist, as requested, the Planning Accreditation Board (PAB) in the accrediting process to ensure planning programs that encourage addressing federal planning related issues.*

The following FY21 FPD Work Plan articulates focus areas and a means to achieve the objectives under each focus area.

FY21 Work Plan

Focus Areas	Objective	Action/Performance Measure (all items = \$0 unless otherwise noted)	Responsible Party
1. Continue Building a Strong Professional Community	a. Communicate on a consistent basis with members	(1) Maintain APA Division Website. Contents will be reviewed on a quarterly basis.	Communications Coordinator Communications Committee
		(2) Produce two newsletters or publications by soliciting submissions from membership and leadership	Communications Coordinator Communications Committee
		(3) Maintain social media presence by adding new content on a regular basis.	Communications Coordinator Communications Committee
		(4) Send email blasts regularly with links to social media sites.	Communications Coordinator Communications Committee
	b. Grow awareness of federal planning activities	(1) Create and manage a list of agency representatives that will pass information to their communities of practice. Provide workshop, event, and opportunities on federal planning activities.	Division Chair Vice Chairs Membership Coordinator Communication Coordinator Agency Reps
		(2) Sponsor annually a webcast series on federal planning through the Ohio Chapter or other APA platform <i>(\$150-Fee)</i>	Communications Coordinator Professional Development Officer Vice Chair Student Representative
	c. Maintain an effective and transparent leadership team	(1) Conduct monthly EC teleconferences	Division Chair Secretary
		(2) Post approved minutes to website and share drive	Secretary
		(3) Organize the share drive and develop a map to find documents.	Secretary
		(4) Develop a program of incentives that can be marketed to membership when soliciting for volunteers. Advertise 8 hrs of CM credits/year for serving on EC.	Executive Committee
		(5) Attend APA events that will increase the effectiveness of EC members	Executive Committee
		(6) Encourage broad participation in the annual business meeting through promotion and technology. Aim for 50 attendees.	Division Chair

Focus Areas	Objective	Action/Performance Measure (all items = \$0 unless otherwise noted)	Responsible Party
	d. Promote and assist AICP certification	(1) Publish new AICP members in newsletter and other media avenues.	Professional Development Officer Communications Committee
		(2) Host biannual AICP training sessions to assist test takers and coordinate study groups.	Professional Development Officer
#1 Focus Area Budget: \$150			
2. Successful Membership Meeting Opportunities	a. Coordinate a successful Federal Planning Workshop in conjunction with the NPC	(1) Establish workshop committee	Workshop Chair
		(2) Budget workshop to be revenue neutral. <u>(\$95 – CM Provider Fee)</u>	Workshop Chair Treasurer
		(3) Put out call for sessions, evaluate submissions, coordinate high quality sessions that qualify for AICP CM credits	Workshop Chair
		(4) Put out a call for award submissions. Review submissions by jury.	Workshop Chair Awards Committee Chair
		(5) Review and refine as needed the FPD Awards program in keeping with principles of fairness, relevance, and competitiveness.	Workshop Chair Awards Committee Chair
		(6) Coordinate logistics in advance of training workshop	Workshop Chair
		(7) Provide an AICP training session during the workshop	Professional Development Officer
		(8) Distribute awards at the FPD Workshop or by mail if necessary. <u>(\$1,900)</u>	Awards Committee Chair
		(9) Host an FPD member web series. <u>(\$500)</u>	Professional Development Officer
		(10) Add to the “Workshop Manual” of approach, after action reports, and lessons learned	Current and Recent Workshop Chairs and Committees Vice Chairs
#2 Focus Area Budget: \$2,495			
3. Retain and Expand Membership	a. Reach out to younger members	(1) Consider offering a scholarship(s), paper competition, or a research grant to increase appeal for young members <u>(\$1,000)</u>	Student Engagement Committee
		(2) Consider offering students reduced or free admission to the annual workshop in exchange for volunteering	Workshop Committee

Focus Areas	Objective	Action/Performance Measure (all items = \$0 unless otherwise noted)	Responsible Party
	b. Reach out to Federal Agency members	(1) Reinstitute a Federal Agency Representatives Group for dialogue and outreach.	Membership Committee
		(2) Explore opportunities to offer industry advice to federal agencies drafting guidance and regulations.	Executive Committee
		(3) Maintain lists of federal planners who are and are not members. Work with communications to provide targeted material regarding opportunities to join and information about upcoming events.	Membership Coordinator Communication Committee
	c. Understand member concerns and priorities	(1) Coordinate Member Survey	Membership Coordinator
	d. Coordinate Membership Campaign	(1) Prepare marketing materials and campaign strategy aimed at boosting paid membership to 500 and total membership to 1,100. <i>(\$750)</i>	Membership Coordinator
		(2) Connect with other divisions or chapters to reach planners working in federal service <i>(\$500)</i>	Membership Coordinator
	e. Engage with new members and those that leave the division	(1) Provide a welcome letter to new members and a follow-up email to members that leave the division	Membership Coordinator
			#3 Focus Area Budget: \$2,250
4. Maintain engaged relationship with APA	a. Align with APA Systems and Initiatives	(1) Consider opportunities for FPD to contribute to Division Initiatives	Division Chair
	b. Enhance FPD's standing and recognition within APA	(1) Explore possibility of having APA staff contribute to FPD workshop as speakers	Workshop Chair
	c. Champion APA's efforts towards equity in planning practice, the planning profession, and the organization.	(1) Explore ways to identify opportunities to implement APA's guidance	All
			#4 Focus Area Budget: \$0
			Total Budget: \$4,895