

# Alaska APA

## 2005 Strategic Plan

**Purpose:** The purpose of this strategic plan is to provide a framework to guide APA Alaska activities over the coming year.

### GOALS AND OBJECTIVES

*The goals of the organization are:*

- To promote increased knowledge of planning techniques and experience;
- To foster intercommunication among the various planning disciplines;
- To serve as a public forum for planning issues of general interest;
- To foster standards of conduct among those practicing planning;
- To facilitate public education and information about planning and to foster citizen involvement;
- To promote and facilitate rural/urban interregional communication
- To promote social, economic, and racial equity in planning practice.

### COMMUNICATIONS ACTION PLAN

**Goal:** To foster intercommunication among the various planning disciplines.

*Objectives:*

- Use quarterly newsletter and website to encourage and improve the dissemination of information and member participation.
- Increase the effectiveness and visibility of Alaska APA by leveraging existing forums of communication.
- Undertake a concentrated effort to better involve planning commissioners as members and active participants in APA.
- Integrate member and nonmember planners into the communications effort for the first year.

*Strategies and Actions:*

- Newsletter
  - Make sure the newsletter goes out quarterly!!!!!!
  - Mine the planning commission handbook for articles.
  - Build a member/nonmember email list – send newsletter out by email with a one-year grace period for nonmembers.
  - Add membership information to the newsletter.
  - Provide for business card sponsorships to defray the cost of printing.
- Web Site
  - Flesh out the website by building on the DCED outline
  - Coordinate with DCED on the website development.

- Identify a webmaster devoted to the development and upkeep and to coordinate with DCED.
  - Mine existing publications for website material.
- Meetings
  - Continue regular monthly Board meetings.
  - Initiate monthly or quarterly lunch meeting (southcentral)
  - Participate and leverage existing planning-related meeting opportunities e.g. coastal program meetings, AML, SWAMC, etc.
  - Work toward reestablishing an annual Alaska APA conference.
- Build regional email lists – both member and nonmember for general communications and distribution of information.

Goal: To promote and facilitate rural/urban interregional communication.

***Objectives:***

- Integrate rural topics of interest into publications.
- Undertake a concentrated effort to better involve rural planners as members and active participants in APA.

***Strategies and Actions:***

- Newsletter
  - Increase distribution at meetings where rural planners are likely to be in attendance like SWAMC and SE Conference and provide budget for that dissemination.
  - Try to get rural topics into the newsletter. Interview rural planners etc.
- Web Site
  - Identify topics of rural interest for website.
  - Provide basic planning-related information to assist rural planners which may have more limited budgets and planning training.
- Meetings
  - Participate in and leverage existing planning-related meeting opportunities where rural planners are likely to be in attendance e.g. coastal program meetings, AML, SWAMC, etc.
  - Budget permitting, hold one Alaska APA retreat/work meeting a year in a rural Alaska location off of the road system. And invite local planners to participate.
- Coordination.
  - Coordinate with existing organizations focused on rural planning issues e.g. Denali Commission, RuralCap, Regional Health Consortia, etc.
  - Build regional email lists – that identify rural planners - both member and nonmember.

## **PROFESSIONAL DEVELOPMENT AND ETHICS ACTION PLAN**

**Goal:** To foster standards of conduct among those practicing planning.

### ***Objectives:***

- Promote and support training that fosters professional development related to the standards and conduct of the planning profession.
- Promote and support APA members interested in pursuing AICP.
- Conduct at least one ethics-related educational opportunity each year.

### ***Strategies and Actions:***

- Sponsor online and or teleconference professional development training through APA National. Network with and leverage existing opportunities.
- Partner with ethics discussions/programs of other organizations such as Rotary International
- Planning Commissioner Training – hold off for 6 months to avoid organizational burnout.
- Call on members' experience in rural Alaska for generating relevant planning commissioner training
- Survey membership for training needs.
- Develop online Planning Commissioner training based on the Planning Commissioner guidebook.
- Purchase and/or develop video trainings that would be available through a checkout system.
- Provide information about AICP test registration, deadlines, and benefits of AICP through website and newsletter.
- Provide study manuals for AICP applicants through the Chapter.

**Goal:** To promote increased knowledge of planning techniques and experience

### ***Objectives:***

- Provide Alaska APA members with information about professional development and continuing education opportunities.
- Become a clearing house for planning related information in the state.
- Provide Alaska APA members with opportunities to increase their knowledge of planning techniques and to share their experiences with other members.

### ***Strategies and Actions:***

- Promote development and dissemination of planning materials – like Planning Commissioner Guidebook.
- Identify and network with other organizations that are providing opportunities for national speakers/seminars coming to the state. (Alaska Design Forum, Municipality of Anchorage, Institute of Transportation Engineers, Alaska Humanities Forum, International Right of Way Association.)

- Leverage and promote existing professional development opportunities related to planning techniques being conducted by members or affiliated organizations. (e.g. UAA College of Engineering/Alaska Chapter of American Institute of Architects Northern Design Course)
- Develop a program that provides recognition through annual awards – Planner of the Year and Project of the Year.
- Compile planning resource materials and information from various sources and make it available on the web site.

## **POLICY DEVELOPMENT ACTION PLAN**

**Goal:** To serve as a public forum for planning issues of general interest.

*Objectives:*

- Provide a forum for the discussion of planning related policy issues.

*Strategies and Actions:*

- Develop a web-based forum (bulletin board or list serve) for public discussion of Alaska planning-related issues and topics.

**Goal:** To promote social, economic, and racial equity in planning practice.

*Objectives:*

- Provide information on planning-related legislation at the state level.
- Promote policy and practice of equity and efficiency in distribution of goods and services through public education and outreach.

*Strategies and Actions:*

- Track and monitor pending state legislation related to planning.
- Request quarterly written legislative report from Alaska Chapter legislative liaison
- Disseminate pending state legislation related to planning information through the newsletter and website.
- Write letters/opinion pieces for general newspaper publication which promote the principals of APA.
- Coordinate with and provide assistance to AFN/rural planners.

## **PUBLIC EDUCATION AND INVOLVEMENT ACTION PLAN**

**Goal:** To facilitate public education and information about planning and to foster citizen involvement.

***Objectives:***

- Promote public involvement techniques in the planning profession through education and dissemination of information.
- Facilitate public education about planning through outreach.

***Strategies and Actions:***

- Write or submit articles to other publications providing information about planning.
- Coordinate with UAA on their public involvement seminar series of lectures and seminars.
- Provide pro bono facilitation services.
- Continue to teach and support the Northern Design Course at UAA.
- Contact Anchorage Home Builders Association to offer assistance in judging “Create a Community” competition