

2018/2019

Strategic Plan

Kansas Chapter
of the
American Planning
Association

At the May 17, 2018 Board Retreat, the board worked through a series of ideas and actions designed to help implement our mission statement and move the chapter forward in a direction that is beneficial to our members and the profession of planning within the State of Kansas.

Mission Statement

The mission of the Kansas Chapter of the American Planning Association is to communicate, educate, advocate, and celebrate our members, communities, and profession.

Our 5 year strategic objectives are:

Communicate

Provide Effective, accessible, and equitable communication through multiple channels.

Educate

Advance and provide educational opportunities to Chapter members and those in our communities outside of the organization.

Advocate

Advocate for quality planning that is inclusive and transparent to demonstrate the value of the profession.

Celebrate

Celebrate the successes of our communities, our profession, and our members.

IMPLEMENTATION STEPS - 2018/2019

Communicate			
<i>Item</i>	<i>Time Line</i>	<i>Champion</i>	<i>Cost/Income</i>
Draft a Comprehensive Communications Plan (Communications Chair)	6/2019	Erin Ollig	
Create and Nominate a Communication Chair	4/2019	Chad Bunger & Erin Ollig	
Develop Committee to do following <ul style="list-style-type: none"> • Newsletter Person • Social Media • Maintain Website (Get more information on new APA website) -based platform 	8/2019	Future Comm Chair	
Educate			
Student Outreach			
Continue Baseline: <ul style="list-style-type: none"> • University Stipend • Student Conference Fee Rate 	Ongoing	Ex Comm	
Chapter will have a board member Speak within the first month of a semester as to create a contact point with new students at PAB schools	8/2019	Stephanie Peterson & Chad Bunger	
Ask (formally) what they PAB schools need and act on those requests work plan to work into future activities.	8/2019	Stephanie Peterson & Chad Bunger	
Spring Symposium		Stephanie Peterson	
Annual Conference (even years bi-state, odd years home state)		Bonnie Johnson, PDO	
Advocate			
Develop Taskforce to draft legislative platform		Lauren Driscoll Erik Pollom	

Celebrate			
Actively pursue Great Places in America application to national	10/2019	Scott Knebel	
Using national and other models reach out to members who are FAICP eligible and encourage them to apply	10/2019	Annie Driver	
Recognize new AICP/FAICP immediately after testing period and at the state conference.	Ongoing	Chad Bunger	
Announce annual chapter awards after the conference with press release, photos, Facebook, and sending information out to award winners.	10/2019	Comms Chair	
Administrate			
Comprehensive review of bylaws	10/2019	Chad Bunger	
Revisit fee structure	10/2019	Josh White	

IMPLEMENTATION STEPS – 2020 - 2023

Communicate

<i>Item</i>	<i>Time Line</i>	<i>Champion</i>	<i>Cost/Income</i>
Develop Committee to do following <ul style="list-style-type: none"> ● Newsletter Person ● Social Media ● Maintain Website (Get more information on new APA website) -based platform 	Ongoing	Future Comm Chair	

Educate

Student Outreach			
Continue Baseline: <ul style="list-style-type: none"> ● University Stipend ● Student Conference Fee Rate 	Ongoing	Ex Comm	
Chapter will have a board member Speak within the first month of a semester as to create a contact point with new students at PAB schools	Ongoing	Stephanie Peterson & Chad Bunger	
Ask (formally) what they PAB schools need and act on those requests work plan to work into future activities.	Ongoing	Stephanie Peterson & Chad Bunger	
Develop and deploy Youth Planning Education Toolbox	1/2021	TBD	
Spring Symposium	Annually	Conference Chair	
Annual Conference (even years bi-state, odd years home state)	Annually	Conference Chair	

Advocate

State Planners Day on the Hill	Annually	Legislative Chair	
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Legislative Taskforce discusses and updates legislative platform	Annual	Legislative Chair	
Celebrate			
Actively pursue Great Places in America application to national	Annually	Scott Knebel	
Using national and other models reach out to members who are FAICP eligible and encourage them to apply	Bi-Annually	Task Chair	
Recognize new AICP/FAICP immediately after testing period and at the state conference.	Annually	President/PDO	
Announce annual chapter awards after the conference with press release, photos, Facebook, and sending information out to award winners.	Annually	Comms Chair	
Administrate			
Comprehensive review of bylaws	1/2023	President	
Establish new member committee	6/2020	President	
Address chapter succession planning	6/2020	President	