



**AMERICAN
PLANNING
ASSOCIATION**

New York Metro Chapter

1999 – 2000 STRATEGIC PLAN

I. Committees

Short Range

- Membership Packets - require that chapter committee chairs and area directors have packets of membership material (both APA National and Metro Chapter information) for distribution at meetings and events. (*VP for Programs*)
- Marketing – will be improved through increased use of the New York MetroChapter web site. (*VP for Programs*)
- Committees– a special committee will be formed to review and recommend changes to the chapter bylaws. (*Chaired by Janice Jijina*)

Long Range

- Core Functions – committees will review their core functions and prepare an annual strategic plan for their activities. (*VP for Programs*)
- Vice President of Programs - continue to meet with committees on a regular basis. (*VP for Programs and Committee Chairs*)
- Executive Committee Liaisons – each member of the executive committee will be assigned as a liaison to one or more committees; they will be responsible for contacting the committee chair prior to each executive committee meeting for a status report. (*Executive Committee members*)
- Student Involvement – efforts will be made to increase student involvement on committees. (*Student Liaisons*)

II. Communication

Short Range

- Mailings - increase communication by providing mailings for special events, programs and meetings. (*Secretary & VP for Programs*)
- Fax Tree - publicize existence of the fax tree; increase its use as a means for disseminating information to a larger audience. (*Public Affairs Director*)

Long Range

- Press Releases - increase the number of press releases. (*Public Affairs Director*)
- Listserve – promote use of the APA e-mail listserve. (*Technology Committee Chair*)
- Issue Briefs –seek ways to disseminate information to affiliated organizations on a monthly basis. (*Public Affairs Director*)
- Notification of Events – identify more places to advertise and promote APA events (i.e. other planning newsletters, mailing lists, etc.). (*Public Affairs Director*)

III. Computer Technology

Short Range

- Web site – update and maintain the NY Metro Chapter web site on a regular basis; seek ways to increase the use of the web site for communication and job postings. (*Chapter Administrative Assistant*)

Long Range

- Seminars – continue to provide seminars on technology related issues. (*Technology Committee Chair*)

IV. Intergovernmental/Public Relations

Short Range

- Relationship with NY Upstate, New Jersey and Connecticut Chapters – continue to foster the relationship between the NY Metro Chapter and other regional chapters as well as city and county planning commissions. *(President & VP for Intergovernmental Affairs)*
- Relationship with other NY Organizations – continue to strengthen the relationship between the NY Metro Chapter and other local planning organizations. *(President & VP for Intergovernmental Affairs)*
- Testimony – continue to testify before City Planning Commission, City Council, planning/zoning boards in other areas and preservation organizations. *(President & VP for Intergovernmental Affairs)*
- Co-sponsorship of Events – seek opportunities to co-sponsor events with other organizations and chapters. *(All)*
- Legislative Affairs - continue to monitor legislative affairs. *(VP for Intergovernmental Affairs)*

Long Range

- Chapter Presidents' Council – re-constitute the New York Chapter Presidents' Council and include local civic associations. *(President)*
- Fact Sheets – develop fact sheets outlining Chapter accomplishments and goals; coordinate with APA National. *(President)*

V. Long Range Planning

- Fundraising – increase fundraising to support events and publications. *(Special Advisor)*
- Goals – investigate role and direction of New York Metro Chapter as a professional organization. *(Administration Committee Chair)*
- Conference Schedule – determine how often NY Metro Chapter conferences will be held. *(Administration Committee Chair)*

VI. Membership

Short Range

- Customer Service – become more customer-service oriented; become more responsive to inquiries and better at disseminating information. *(All)*
- Job Postings – maintain a listing of available jobs in the MetroPlanner and on the web site. *(MetroPlanner Editor & Chapter Administrative Assistant)*
- Hudson Valley and Long Island Members – continue to develop a strong relationship with members in the Hudson Valley and Long Island Sections; Long Island and Hudson Valley sections will reach out to New York City members as well. *(Section Representatives)*
- Event Checklist – create a checklist to assist event/program planners with promoting the Chapter. *(President & VP for Programs)*
- E-Mail Directory – develop a directory of members who have e-mail addresses. *(Membership Committee Chair)*
- Letters to Members – the Chapter President will develop a welcome letter for new members and a 'please come back' letter to be sent to lapsed members. *(President, Secretary & Membership Committee Chair)*

Long Range

- Member Surveys – learn more about members by looking at member profiles and conducting surveys of members; investigate why people do not join the Chapter; will reach out to lapsed members. *(Membership Committee Chair)*
- Membership Drive – conduct a major membership drive. *(Membership Committee Chair)*
- Evaluation – create feedback/evaluation tools for use at events and conferences. *(VP for Programs)*
- Member Benefits – develop a bulleted list of what services/benefits membership offers. *(Membership Committee Chair)*

VII. MetroPlanner

Short Range

- Due Dates/Special Topics – provide due dates in the newsletter and by fax or e-mail to committee chairs for submission of articles and announcements. Post the schedule of special topic newsletters. (*MetroPlanner Editor*)
- Section & Committee Submissions – continue to maintain a balance of articles from Hudson Valley, Long Island and New York City and articles from committees. (*MetroPlanner Editor*)
- Fundraising – fundraise by targeting advertising and corporate sponsorship to support enhancements to the newsletter (i.e. recycled paper). (*MetroPlanner Editor & Fundraiser*)
- Outreach to Municipalities – seek ways to provide the MetroPlanner to community boards, municipalities and other government agencies. (*Membership Committee Chair, VP for Intergovernmental Affairs & Public Affairs Director*)

VIII. Position and Policy Statements

Short Range

- Joint Position Statements – continue to seek joint position statements with other civic or design organizations. (*Executive Committee and Working Committee Chairs*)
- Major Planning Initiatives – continue to take positions on major planning initiatives. (*Executive Committee and Working Committee Chairs*)
- Bylaws – prepare an amendment to the bylaws to relax constraints on time sensitive issues. (*Chaired by Janice Jijina*)

Long Range

- Community Facility Zoning – the Chapter will initiate a forum on the Community Facility Zoning issue. (*Zoning Committee Chair*)

IX. Professional Development

Short Range

- Certification – investigate and implement certification for participation in applicable events. (*VP for Professional Development*)
- Planning Officials – provide support and technical assistance to planning officials. (*VP for Professional Development & Section Representatives*)

Long Range

- Workshops – continue to conduct professional development workshops. (*VP for Professional Development*)

X. School Relations and Planning Education

Short Range

- Graduate Planning Schools – continue to strengthen relationship with graduate planning schools. (*School Liaisons*)
- Other Schools – increase efforts to reach out to regional planning schools and non-accredited schools. (*School Relations Committee Chair*)
- Course Listing – post information on planning-related courses on the web site and in the newsletter. (*School Relations Committee Chair*)
- Sponsorship/Scholarships – fundraise to increase student sponsorship for the 2000 APA Conference, student scholarships and awards. (*Conference 2000 Committee & Fundraiser*)

Long Range

- Planners' Day in School – continue to introduce planning to elementary and high school students throughout the metropolitan region. (*Planners' Day in School Committee Chair*)

ASSIGNMENTS REFERENCE GUIDE

POSITION	SHORT RANGE	LONG RANGE
President	<ul style="list-style-type: none"> • IV) Relationship with NY Upstate, NJ and Conn. Chapters • IV) Relationship with other NY Organizations • IV) Testimony • VI) Event Checklist • VI) Letters to Members 	<ul style="list-style-type: none"> • IV) Chapter Presidents' Council • IV) Fact Sheets
VP for Programs	<ul style="list-style-type: none"> • I) Membership Packets • I) Marketing • II) Mailings • VI) Evaluation • VI) Event Checklist 	<ul style="list-style-type: none"> • I) Core Functions
VP for Professional Development	<ul style="list-style-type: none"> • IX) Certification • IX) Planning Officials 	<ul style="list-style-type: none"> • IX) Workshops
VP for Intergovernmental Affairs	<ul style="list-style-type: none"> • IV) Relationship with NY Upstate, NJ and Conn. Chapters • IV) Relationship with other NY Organizations • IV) Testimony • IV) Legislative Affairs • VII) Outreach to Municipalities 	<ul style="list-style-type: none"> •
Secretary	<ul style="list-style-type: none"> • II) Mailings • VI) Letters to Members 	<ul style="list-style-type: none"> •
Section Representatives	<ul style="list-style-type: none"> • VI) Hudson Valley and Long Island Members 	<ul style="list-style-type: none"> • IX) Planning Officials
MetroPlanner Editor	<ul style="list-style-type: none"> • VII) Due Dates/Special Topics • VII) Section Submissions • VII) Fundraising 	<ul style="list-style-type: none"> •
Public Affairs Director	<ul style="list-style-type: none"> • II) Fax Tree • VII) Outreach to Municipalities 	<ul style="list-style-type: none"> • II) Press Releases • II) Issue Briefs • II) Notification of Events
Chapter Administrative Assistant	<ul style="list-style-type: none"> • III) Web Site 	<ul style="list-style-type: none"> •
School Relations Committee & Student Representatives	<ul style="list-style-type: none"> • X) Graduate Planning Schools • X) Other Schools • X) Course Listing 	<ul style="list-style-type: none"> • I) Student Involvement
Membership Committee Chair	<ul style="list-style-type: none"> • VI) E-mail Directory • VI) Letters to Members • VII) Outreach to Municipalities 	<ul style="list-style-type: none"> • VI) Member Surveys • VI) Membership Driver • VI) Member Benefits
Administration Committee Chair	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • V) Goals • V) Conference Schedule
Planners' Day in School Chair	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Planners' Day in School
Technology Committee Chair	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • II) Listserve • III) Seminars
Zoning Committee Chair	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • VIII) Community Facility Zoning
Executive Committee Members	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • I) Executive Committee Liaisons
Working Committee Chairs	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • I) Vice President for Programs
ALL	<ul style="list-style-type: none"> • IV) Co-sponsorship of Events • VI) Customer Service • VIII) Joint Position Statements • VIII) Major Planning Initiatives 	<ul style="list-style-type: none"> •
Conference 2000 Committee	<ul style="list-style-type: none"> • II) Press Releases • II) Notification of Events • X) Sponsorship/Scholarships 	<ul style="list-style-type: none"> •