



American Planning Association  
**Idaho Chapter**

## STRATEGIC PLAN



### MISSION

*Advocate for effective planning programs, practices and legislation statewide. To this end, we shall provide resources, training, monitoring, mentoring, communications, lobbying, and other services to, and for all Idaho professional, student, and citizen planners. These activities shall help to assure that Idaho's planners are professionally knowledgeable and empowered to create and implement balanced, informed and visionary plans for their communities.*

## MISSION OBJECTIVES

- A. Promote the art and science of planning in Idaho.
- B. Help planning professionals in their profession.
- C. Advance the practice of planning and opportunities for planners.
- D. Emphasize the importance of achieving the final vision/goal over mere procedure.
- E. Protect the legacy of our state's natural environment.
- F. Nurture the improvement of our built environment.
- G. Foster social and environmental equity.
- H. Advocate for every citizen's opportunity to participate.
- I. Support planning and zoning commission members and citizen planners

## MISSION STRATEGIES

- A. Organize and distribute planning resources.
- B. Promote education about planning to other professions and the public.
- C. Promote education of planners and planning and zoning commission members.
- D. Support the Idaho APA membership.
- E. Increase the Idaho APA membership.
- F. Create a program for enhancing the chapter's administrative and organizational effectiveness.
- G. Create a legislative outreach program for the chapter.
- H. Create a program to assist planning commissioners.
- I. Seek to energize and excite the public about planning.
- J. Work in partnership with other non-profit and professional organizations in promoting the values of planning.



## 2021 WORK PROGRAM

| Task # | Task  | Start      | End        | Objectives | Feb       | Mar       | Apr      | May       | Jun       | Jul      | Aug       | Sept     | Oct        | Nov        | Dec       |
|--------|---|------------|------------|------------|-----------|-----------|----------|-----------|-----------|----------|-----------|----------|------------|------------|-----------|
|        |   |            |            |            | 2/11/2021 | 3/11/2021 | 4/8/2021 | 5/13/2021 | 6/10/2021 | 7/8/2021 | 8/12/2021 | 9/9/2021 | 10/14/2021 | 11/15/2021 | 12/9/2021 |
| 01     | Conference (Pending Separate Work Plan)                 | 2/11/2021  | 10/14/2021 | A,B,C,I    |           |           |          |           |           |          |           |          |            |            |           |
| 02     | Newsletter and Event Reminders                          | 2/11/2021  | 12/9/2021  | A,B,C,I    |           |           |          |           |           |          |           |          |            |            |           |
| 03     | Planning with Pints / AG Chats / Voices in Planning     | 2/11/2021  | 9/9/2021   | A,B,C,I    |           |           |          |           |           |          |           |          |            |            |           |
| 04     | Legislative Advocacy                                    | 2/11/2021  | 12/9/2021  | A,E,F,G    |           |           |          |           |           |          |           |          |            |            |           |
| 05     | Strategic Plan 1.0 / Annual Report                      | 2/11/2021  | 3/11/2021  | all        |           |           |          |           |           |          |           |          |            |            |           |
| 06     | Sponsorship Program                                     | 2/11/2021  | 12/9/2021  | all        |           |           |          |           |           |          |           |          |            |            |           |
| 07     | FAICP Nomination(s)                                     | 2/11/2021  | 8/12/2021  | A,B,C      |           |           |          |           |           |          |           |          |            |            |           |
| 08     | Idaho Smart Growth Citizens Academy                     | 3/11/2021  | 4/10/2021  | I,H        |           |           |          |           |           |          |           |          |            |            |           |
| 09     | Student Scholarship Program (initiate and awards)       | 3/11/2021  | 10/14/2021 | A,B,C      |           |           |          |           |           |          |           |          |            |            |           |
| 10     | Awards Program Program 2021                             | 4/8/2021   | 10/14/2021 | A,B,C      |           |           |          |           |           |          |           |          |            |            |           |
| 11     | AIC Training Presentation                               | 3/11/2021  | 6/10/2021  | A,B,C,I    |           |           |          |           |           |          |           |          |            |            |           |
| 12     | Membership Survey (Pre-Conference & General)            | 4/8/2021   | 5/13/2021  | all        |           |           |          |           |           |          |           |          |            |            |           |
| 13     | Re-establish Region Rep. Roles / Responsibilities / Geo | 5/13/2021  | 7/8/2021   | A,B,C,D    |           |           |          |           |           |          |           |          |            |            |           |
| 14     | Strategic Plan 2.0                                      | 6/10/2021  | 10/14/2021 | all        |           |           |          |           |           |          |           |          |            |            |           |
| 15     | Kickoff 2022 Conference (Elect Chair)                   | 10/14/2021 | 10/14/2021 | A,B,C,I    |           |           |          |           |           |          |           |          |            |            |           |
| 16     | Membership Survey (Post-Conference)                     | 11/15/2021 | 12/9/2021  | A,B,C,I    |           |           |          |           |           |          |           |          |            |            |           |