



APA ID 2022-2024 STRATEGIC PLAN

This Strategic Plan is an effort to move the chapter forward in a direction that is beneficial to members, the profession of planning within the State of Idaho, and the communities we serve.



STRATEGIC GOALS FOR 2022-2024

STRENGTHEN

Strengthen the foundation of the APA ID organization and board

PROVIDE

Provide effective planning in Idaho communities and continue to develop and strengthen professional planners

MAKE CONNECTIONS

Make connections with partner organizations and strengthen relationships internally and externally

APA Idaho's Mission Statement

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.

STRATEGIC PLANNING FRAMEWORK

The Idaho Chapter of the American Planning Association's Executive Board met on January 19, 2022 for a Strategic Planning Workshop. The Board worked through a series of discussion topics designed to prioritize and synchronize resources in order to implement our Chapter's mission statement and develop a work plan for the next three (3) years. The Board evaluated and discussed the results of a Strategic Planning Survey that was sent to membership and others on the 300-person distribution list in early 2022, and also reviewed Board member priorities and rankings. This Strategic Plan is an effort to move the chapter forward in a direction that is beneficial to members, the profession of planning within the State of Idaho, and the communities we serve.

Idaho as a whole is experiencing unprecedented change; this has resulted in significant stress to planning professionals across the state. There are more new planners than we have ever seen, faster turnovers, promotions and higher levels of burnout than is sustainable to the profession. Increasing grassroots efforts have resulted in more elected and appointed officials with significant need for a fundamental knowledge of local land use planning matters. The influx of new Idaho residents moving from other states with different views of growth, fiscal policies and laws that don't mirror Idaho laws have created more confusion and political pressures on elected and appointed officials at the local level, and similar challenges for planning professionals. Similarly open spaces and working lands continue to be converted to meet growth demands, infrastructure is failing across the state without adequate funding to make necessary repairs and upgrades, and housing prices are unsustainable for the workforce. Idaho communities continue to balance local control with a framework from the State. These critical issues and realities have driven the Board to outline a Strategic Plan that is designed to strengthen the organization and provide more support for planners and Idaho communities.

STRATEGIC GOALS AND OBJECTIVES THROUGH 2024

STRENGTHEN

- Define roles, responsibilities, expectations, and committee structures
- Focus on succession planning
- Develop members for Board and committee involvement, as well as leadership positions
- Continue to grow the APA ID membership by showing the value of the organization

PROVIDE

- Provide educational resources for members, Idaho communities and decision makers
- Function as a networking group and resource center
- Address key issues that are affecting Idaho communities

MAKE CONNECTIONS

- Encourage members to serve on partner organization Boards
- Expand Chapter recognition and exposure
- Evaluate future legislative advocacy roles/initiatives

CONTINUOUS WORK PROGRAM 2022-2024

Action Items

Champions

Loop in and actively recruit members for volunteer opportunities to expand succession planning

Annual Conference Chair and Region Reps

Support and develop Region Representatives as connections to local communities throughout the State

Executive Board and Region Reps

Continue to evaluate membership and reach out to underserved and inactive areas

Education and Outreach Chair with Board support

Identify Committees (based on the restructured Bylaws)

President, Vice President, Education & Outreach, Secretary

Continue Video Library

Professional Development Officer and Sub Committee

Host Ag Chats, Regional Events with speakers on Hot Topics

Rural Planning Leadership and Region Reps

Continue to support a high-quality Annual Conference and enhance the program each year

Annual Conference Chair

Create Regional Chats

Education & Outreach Chair, Region Reps, and Rural Planning Leadership

Membership Growth Drive

President/Vice President

FAICP Nominating Committee

Professional Development Officer

Encourage members to serve on local organizations and state-wide committees

President

Celebrate wins in the newsletter and on social media, including legislative items

Secretary with support of Board Members

Maintain and expand connections with Idaho Smart Growth, AIC, IAC presentations, IRP involvement and ULI Idaho

President, Vice President

Better promote annual awards and examples of planning in Idaho, including sessions at annual conferences

Education & Outreach Chair, Professional Development Officer

Strengthen

Provide

Make Connections

2022 WORK PROGRAM

Action Items

Champions

Define Board Member structure and roles through the creation of an organization chart

Executive Board

Transfer files to a shared file system on Google Drive

Executive Board

Identify state-level committees and opportunities for APA ID members to participate

President, Vice President, Legislative Co-Chairs

Survey past Board members

Secretary

Create a Communications Strategic Plan- focused on internal and external communications

President, Vice President, Secretary, Education and Outreach

Creation of a Video Library

Professional Development Officer and Sub Committee

Create legislative position papers on major topics

Legislative Co-Chairs

Continue to support a high-quality Annual Conference

Annual Conference Chair

Create Regional Chats

Education & Outreach Chair, Region Reps, and Rural Planning Leadership

Update Sponsorship Packet- Follow with development of a sponsorship outreach strategy and implementation

Vice President with Board and Secretary Support

Strengthen

Provide

Make Connections

2023 WORK PROGRAM

Action Items

Champions

Evaluate scholarship opportunities to send planners to National APA conference	TBD
Membership Growth Drive	President/ Vice President
FAICP Nominating Committee	Professional Development Officer
Continue to support a high-quality Annual Conference	Annual Conference Chair
Create City and County Roundtable Chats	Education & Outreach Chair, Region Reps and Rural Planning Leadership
Develop a Legislation and Advocacy Strategic Plan	Legislative Co-Chairs, President, Vice President

Strengthen

Provide

Make Connections

2024 WORK PROGRAM

Action Items

Champions

Execute the strategic plan for legislation and advocacy, and launch a state-wide land use committee	President, Vice President, Legislative Committee, Education & Outreach Chair
Implement the strategic plan for legislation and advocacy	TBD

Strengthen

Provide

Make Connections

2022-2024 ACTION ITEM FULL DESCRIPTIONS

- Define Board Member structure and roles through the creation of an organization chart. Include sub committees and then update the Bylaws. Require a work plan be created for each committee
 - Transfer files to a shared file system on Google Drive to ensure that historic and important documents are not lost, and are accessible to future board members, and transition/update the website to National APA
 - Loop in and actively recruit members for volunteer opportunities to expand succession planning
 - Support and develop Region Representatives as connections to local communities throughout the State
 - Continue to evaluate membership and reach out to underserved and inactive areas to identify needs, show value, and grow the organization with recruitment efforts
 - Identify state-level committees and opportunities for APA ID members to participate
 - Identify Committees (based on the restructured Bylaws) to assist with the organization's mission and better support Board members. Begin filling the committees with volunteers in 2022 and 2023. (Consider Education & Outreach, Conference, Communications, Membership, Agriculture/Rural Planning, and FAICP Nominating committees)
 - Survey past Board members to find out what practices would have improved their experiences with APA Idaho
 - Create a Communications Strategic Plan that outlines changes and improvements to communication practices - focused on internal and external communications
 - Evaluate scholarship opportunities to send planning students or a staff member from a rural community to attend the National APA conference
-
- Creation of a Video Library offering training and resources for Idaho communities and planning professionals
 - Host Ag Chats, Regional Events with speakers on Hot Topics
 - Continue to support a high-quality Annual Conference and enhance the program each year with new innovations and implementation of speakers that address priorities of Idaho communities/planners (using a hybrid format in 2022)
 - Create Regional Chats (City and County Roundtables) (similar to Ag Chat format) to allow discussions statewide on Hot Topics, and rotate events by region
 - Create legislative position papers on major topics (e.g., housing, infrastructure, impact fees, etc.)
 - Membership Growth Drive - outline a strategic membership drive based on the results of membership assessment and begin recruitment efforts
 - FAICP Nominating Committee
 - Continue to support a high-quality Annual Conference and enhance the program each year with new innovations and implementation of speakers that address priorities of Idaho communities/planners
-
- Encourage members to serve on local organizations and state-wide committees
 - Celebrate wins in the newsletter and on social media, including legislative items
 - Better promote annual awards and award-winning examples of planning in Idaho, including sessions at annual conferences
 - Maintain and expand connections with Idaho Smart Growth, AIC, IAC presentations, IRP involvement and ULI Idaho
 - Update Sponsorship Packet to highlight current programs and new efforts. Follow up with development of a sponsorship outreach strategy and implementation
 - Develop a Legislation and Advocacy Strategic Plan
 - Execute the strategic plan for legislation and advocacy, and launch a state-wide land use committee
 - Implement the strategic plan for legislation and advocacy

APA IDAHO BOARD MEMBERS

General Leadership

Hilary Anderson, President
Nicolette Womack, Vice President
Aaron Qualls, Past President

Elizabeth Allen, Secretary
Ethan Mansfield, Treasurer

Region Representatives

Mike Behary, Region 1
Mauri Knott, Region 2
Sheri Freemuth, Region 3
Ian Zollinger, Region 4
Vacant, Region 5
Cindy Donovan, Region 6

General Representatives

Diane Kushlan, Professional Development
Morgan Landers, Education & Outreach Chair
Jaap Vos, Faculty Representative UofI
Vacant, Faculty Representative BSU
Patricia Nilsson, Legislative Co-Chair
Joel Plaskon, Legislative Co-Chair
Alonzo Coby, Tribal Planning Representative
Alison Tompkins, Western Planner Rep
Nathaniel Campbell, Student Rep BSU
Stephanie Koziol, Student Rep UofI

Thank you to the following Board Members who attended the January 2022 Strategic Planning Workshop and provided valuable input for this plan:

- Hilary Anderson, President
- Nicolette Womack, Vice President
- Aaron Qualls, Past President
- Elizabeth Allen, Secretary
- Ethan Mansfield, Treasurer
- Diane Kushlan, Professional Development Officer
- Morgan Landers, Education & Outreach Chair
- Mauri Knott, Region 2 Representative
- Sheri Freemuth, Region 3 Representative
- Cindy Donovan, Region 6 Representative
- Jaap Vos, Faculty Representative
- Patricia Nilsson, Legislative Co-Chair
- Joel Plaskon, Legislative Co-Chair
- Nathaniel Campbell, Student Rep BSU

Special thanks to Erica Pecha, Communications and Outreach Intern (University of Idaho), for her efforts to put together this important plan.

Contact



American Planning Association
Idaho Chapter

American Planning Association

APA Idaho Chapter
Post Office Box 9691
Boise, ID 83707
idahoapa.org
info@idahoapa.org