

# Looking to the Future: Engaging Younger Generations in Planning

GPA / TAPA Joint Fall Conference  
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# Today's Speakers

# Why are we here?

- Help planners better address the needs of younger generations
- Discuss ways to generate more interest in and attract people to the field of planning
- Share ideas about techniques for engaging younger people in the field – professionally and civically
- Grow and engage future leaders and expand the diversity of our profession



# Engaging Young People in Planning Projects

# Common Challenges

- Vocabulary
- Complexity of topics
- Relatability
- Resources

# Make it Engaging

- Experiential learning
- Tactile, hands-on activities
- Drawing
- Elements of play
- Outdoors, in the field
- Books, film, TV





# Encourage Sharing of Ideas

- Ask what they think, how they feel
- What do they see? Hear?
- Use story telling
- Make it easy

# Example Activities

- Walking tours
- Scavenger hunts
- Drawing contests
- 'Kids corner' at traditional meetings/  
events
- Outdoor lessons
- Building sessions





# Encouraging Civic Engagement

## CITY OF ATLANTA INTERNSHIP PROGRAM

- Full-time paid internship
- Students must provide documentation to be able to receive school credit for internship
- For rising Juniors, rising Seniors and Graduate students currently enrolled in a college or university with a minimum cumulative 3.0 GPA
- Seeking the following majors:
  - Engineering
  - Public Policy
  - Finance
  - Urban Planning
  - Journalism/Communications
  - Political Science





# Youth Planner Program

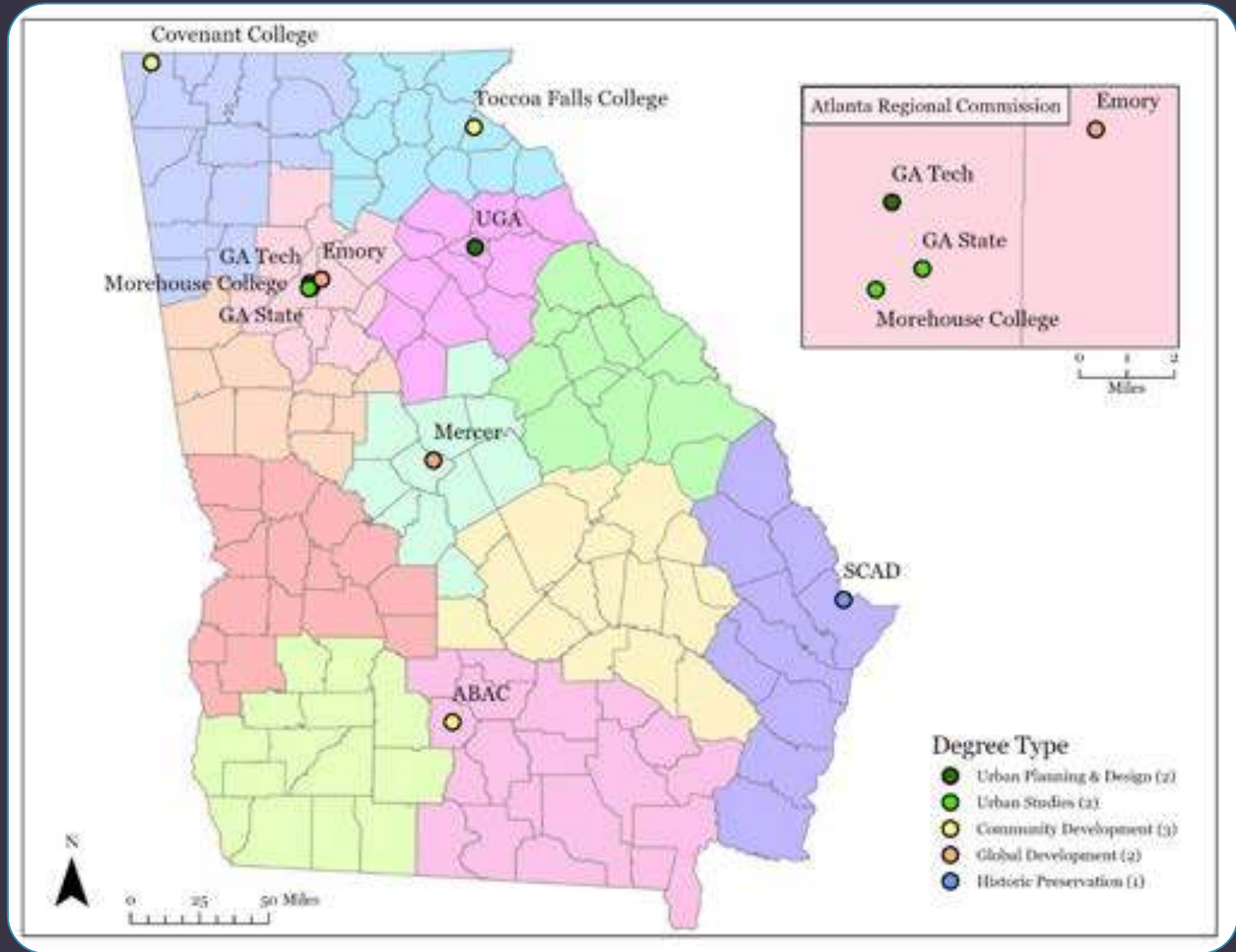
# Youth in Public Planning

- Rome Planning internship

- Young women mentorship program

# Post-Secondary Education Planning Programs in Georgia

GA Tech	City & Regional Planning; Urban Design
UGA	Urban Planning; Urban Studies; Hist Pres Cert
GA State	Urban Studies; Planning & Econ Dev Cert; Heritage Pres
Morehouse College	Urban Studies
ABAC	Rural Comm Dev
Covenant College	Comm Dev
Emory	Global Dev
Mercer	Global Dev
Toccoa Falls College	Sustainable Comm Dev
SCAD	Preservation Design





*Mentoring is a relationship. At the same time, it is a journey mentors and mentees embark on together. Throughout this journey, two or more individuals help each other arrive at a destination called professional excellence. Naturally, the journey can be challenging, with occasional muddy trails and blind spots but with many more panoramic lookouts and high points. Good mentoring is simply 'the best way to get there.'*

*– University of Washington,*

# Importance of Mentorship for the new Planner

APA Women's Division Mentorship Program

The purpose of the Women & Planning pilot mentoring program is to match students and early or mid-career Division members with tenured members or members in positions of leadership. This program is intended to enhance career growth, member professional development, and increase the representation of women in positions of leadership in planning.

# Importance of Mentorship for the Planning Student

GA Tech SPA Mentorship Program 2018-2019

GPA Mentorship Program

These programs gives young professionals the opportunity to connect with new talent and share your career experiences with current students.

This type of mentorship includes not only academic guidance, but also prolonged nurturing of the student's personal, scholarly and professional development.



# Importance of Mentorship and Internships for the High School Student interested in the Planning Field

High School Mentoring Programs  
Municipal Planning Department Internships





Internships in the Rome Floyd Planning Department

# High School Leadership Development Course

Overview

○ Origins

○ How participants are chosen

○ Topics



# Benefits

- How development gets approved
- Exposes participants to various career fields and educational opportunities
- Teaches how government works
- Critical thinking
- Networking skills
- Time management
- Servant heart/volunteerism
- Leadership development



# How to Ensure Effectiveness

- Inclusivity/Diversity
  - Barriers to participation
- Should be discussions, not lectures
  - This generation will be the next voters/workforce/property owners/etc.
- Objectivity
  - Can quickly devolve into a cheer session
- Missing topics



# Resources

- APA Ambassador Program
- *No Small Plans* – graphic novel
- GPA EDI Committee
- GPA Mentorship Program
- Podcasts
- “Talking Cities” on TikTok
- Example Curricula
  - Metropolis: A Green City of Your Own!
  - Place It!
  - Y-Plan

**Questions?  
Let's Talk!**

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