

**Georgia Chapter of the American Planning Association  
2016 – 2020 Chapter Development Plan**

This Chapter Development Plan is a five-year plan to develop and expand the efforts of the Chapter with regard to delivery of member services, professional/educational programs, lobbying, awards, and communication, among other things. This Chapter Development Plan is modeled after the 2015-2035 American Planning Association Development Plan.

An Annual Work Program helps the Chapter identify right-sized tasks that can be accomplished by Chapter leadership, staff, and volunteers on an annual basis. The Annual Work program also identifies a “champion” for each element who will lead the GPA Board, Committees, and members in that area. This section of the Chapter Development Plan should be revised annually by the President and/or President-elect.

The Chapter leadership includes several positions in its by-laws. Included here are the roles and responsibilities of each position as it relates to the Chapter Development Plan.

**Mission of the Georgia Chapter of the American Planning Association (GPA)**

The Mission of the Georgia Chapter of the American Planning Association is to provide leadership to plan and build vibrant communities throughout Georgia; advocate support for sound planning; and provide its members with tools, services, and support that advance the art and science of planning.

**Chapter Development Plan Strategies**

**1. GPA will LEAD the planning movement in Georgia**

GPA will be relevant, nimble, and at the forefront of issues and trends facing planning in Georgia. GPA will work to advance sustainable planning and other best practices. GPA will build capacity of practicing planners and nurture innovation and creativity in the profession. GPA will invest in the future of the planning profession through mentoring young/emerging planners and students.

**2016 Annual Work Program:**

- Maintain an active legislative committee that will report in a timely manner to membership on issues facing planning during the legislative session. (Legislative Chair)
- Host two state-wide professional development events annually (VP of Programs)
- Encourage each District Director to host at least one event in their district annually (District Directors)
- Promote the planning profession, the Chapter, APA, and AICP (PDO)
- Recognize best practices through the annual GPA Awards program (President)

**2. GPA will COMMUNICATE AND ENGAGE to foster quality leadership and participation in the Chapter and planning in Georgia.**

GPA will promote planning successes and best practices through awards and media communication. GPA will encourage members to volunteer to promote the profession through involvement in GPA and/or local community planning activities. GPA will build champions for planning through volunteerism and recognizing elected and appointed officials.

**2016 Annual Work Program:**

- GPA will work to develop an award recognizing an elected or appointed official who has had a positive impact and promotes the planning profession (President)

- GPA will continue to build its committee structure and leadership development for member volunteers (President)
- GPA will continue to improve its communication to its membership via traditional and social media channels and work to promote the profession to the public (VP of Chapter Services)

**3. GPA will PARTNER to leverage resources and build coalitions in Georgia.**

GPA will enhance the depth and breadth of our partnerships with allied organizations and professions throughout the state. GPA will work to foster interdisciplinary approaches to address planning and related issues.

**2016 Annual Work Program:**

- GPA will develop a partner/allied organization database and use that database to better reach potential members or conference attendees, and to cross-promote other events and educational opportunities (VP of Chapter Services)

**4. GPA will ADVOCATE for planning, planning leaders, and good government in Georgia.**

GPA will communicate the value and role of planning in building Georgia communities. GPA will strengthen our advocacy program at the state and local level to promote awareness of planning issues to members and elected officials. GPA will support and promote policies and practices that reinforce the value and role of planning. GPA will promote the value of our professional credentials, particularly the AICP credential. GPA will advocate for diversity (demographic) in the planning profession, among members and elected and appointed officials.

**2016 Annual Work Program:**

- Maintain an active legislative committee that will report in a timely manner to membership on issues facing planning during the legislative session. (Legislative Chair)
- GPA will work to develop an award recognizing an elected or appointed official who has had a positive impact and promotes the planning profession (President)
- GPA will continue to assist planners who seek the AICP credential through training sessions at conferences and workshops (PDO)
- Develop communication tools to educate and advocate to state legislators the value of planning (Legislative Chair)
- GPA will begin a new task force to promote diversity (demographic) in the profession in Georgia (President)

**5. GPA will INSPIRE building great communities in Georgia.**

GPA will inspire planners to be creative, entrepreneurial, and innovative in developing and promoting best practices for planning in Georgia. GPA will collaborate with academic institutions in the state to shape the future of the planning profession and its professionals. GPA will instill in its members and citizen planners throughout the state the highest ethical standards with a fundamental focus on the public interest. GPA will support and promote the GPA Planning Memorial Foundation to provide continuing education to the planning profession.

**2016 Annual Work Program:**

- GPA will encourage participation by students and faculty members in annual conferences and events, where research and academic work can highlight innovative ideas and best practices for practitioners and professionals. (Faculty and Student Reps)
- GPA will continue to promote high ethical standards and continue education in new legal and ethical issues to educate members of these ethical standards. (PDO)

- GPA will promote and build the GPA Planning Memorial Foundation to offer continuing education opportunities to professional planners. (Foundation Board Chair)

#### **6. GPA will SERVE its members.**

GPA will serve the interests of its members through a responsive and transparent process. GPA will work to grow and diversify (demographic) its membership of professional, academic, and citizen planners. GPA will provide career path support for all members (academic, career development, retirement) through engaging programs and services. GPA will provide high-quality education programs that protect and enhance the value of the AICP and FAICP credentials. GPA leadership will ensure the long-term financial health of the Chapter. GPA will provide leadership development and succession planning opportunities for emerging and mid-career professionals. Overall, GPA will ensure the services we offer are of value to our members in the most efficient and cost-effective manner possible.

#### **2016 Annual Work Program:**

- Host two state-wide professional development events annually (VP of Programs)
- GPA will continue to engage its Young and Emerging Professionals in educational and social events (YPG Co-Chairs)
- GPA will continue to foster succession planning in its committee and board structure (President)
- GPA will provide information annually to its members on the financial health of the organization (Treasurer)
- GPA will continue to grow its mentorship program for emerging, mid- and senior-level planners to learn from one another. (Mentor Program Chair)
- GPA will begin a new task force to promote diversity (demographic) in the profession in Georgia (President)

### **Roles and Responsibilities of GPA Officers/Board Members/Committee Members**

#### **Board of Directors/Executive Committee**

- See Article VI, Section 3 of Bylaws
  - Develop Chapter Policies
  - Approve Annual Budget
  - Approve Chapter Development Plan and Annual Work Program
  - Appoint Audit Committee
- See Article IX, Section 1 of Bylaws (Executive Committee)

#### **President**

- See Article VII, Section 3 (a) of Bylaws, among others
  - Call and Preside at Meetings
  - Develop Policies in Coordination with Board
  - Prepare an Annual Budget with Treasurer
  - Coordinate Review and Update of Chapter Development Plan and Annual Work Program
  - Represent GPA on matters of legislative affairs
  - Be a member of all standing committees
  - Represent GPA at APA Chapter Presidents Council
  - Sign all contracts and other formal instruments
  - Appoint Nominations Committee

#### **President-Elect/Past President**

- See Article VII, Section 3 (b-c) of Bylaws
  - Assist President with Review and Update of Chapter Development Plan and Annual Work Program
  - Assist President with preparation of Annual Budget
  - (President-Elect Only) Represent GPA at APA Chapter Presidents Council

#### **GPA Events Planner**

- This is a contracted staff position with GPA; see the contract for detailed scope of work
- Overall, this position is to coordinate all aspects of GPA conferences and events

#### **Vice President of Programs**

- See Article VII, Section 3 (d) of Bylaws
  - Prepare/coordinate annual conference and other conferences/events of the Chapter
  - Chair the Programs Committee (See Article IX, Section 5 of Bylaws)
    - Engage Event Sponsors
    - Advertise the Events
    - Obtain CM Credits for AICP
    - Coordinate with GPA Events Planner
    - Delegate other duties as needed to committee members to ensure successful events

#### **Vice President of Chapter Services**

- See Article VII, Section 3 (e) of Bylaws
  - Chair the Chapter Services Committee (see Article IX, Section 6 of Bylaws)
  - Prepare timely newsletters to inform and educate membership
  - Maintain Chapter website and social media accounts
  - Provide Membership Services
    - Coordinate with the Chair of the Diversity Task Force
  - Engage Annual Sponsors
  - Build Partnerships with Allied Organizations and Agencies
  - Delegate other duties as needed to committee members to ensure member satisfaction

#### **Secretary**

- See Article V, Section 6; Article VII, Section 3 (f) of Bylaws
  - Maintain membership records in accordance with APA and Chapter guidelines
  - Maintain meeting records in accordance with Chapter requirements in a transparent manner

#### **Treasurer**

- See Article VII, Section 3 (g) of Bylaws
  - Maintain financial records of the Chapter in accordance with Bylaws and common accounting procedures in a transparent manner

#### **Professional Development Officer (PDO)**

- See Article VII, Section 3 (h) of Bylaws
  - Chair the Professional Development Committee (See Article IX, Section 3 of Bylaws)
  - Promote and ensure access and training for the AICP credential

#### **Planning Officials Development Officer (PODO)**

- See Article VII, Section (j) of Bylaws

- Advise Board and serve as a liaison to local planning commissions throughout the State
- Coordinate with professional planners, GA Dept. of Community Affairs, and others to promote continuing education of planning commissioners.

#### **Student Board Representative**

- See Article VII, Section 3 (i) of Bylaws
  - Serve as a liaison to the Board and all students in the Chapter

#### **University Student Representatives**

- As appointed by each school's Student Planning Organization, be a liaison to GPA in matters relating to planning education, events, attendance/volunteering, and conferences

#### **Academic Board Representative**

- See Article VII, Section 3 (h) of Bylaws
  - Advise the Board and PDO of the evolving character of planning education, trends, etc.

#### **District Directors**

- See Article VI, Section 10 (b) of Bylaws
  - Provide at least one annual gathering of Chapter members within the sub-state district represented by such Director. The form of such annual gathering shall be at the discretion of the Director, but may consist of a luncheon meeting, social event, or professional development or training opportunity, among other things.

#### **AICP and Non-AICP Directors and other Board Members**

- Actively participate as a member of any of the committees of the Chapter

#### **Legislative Committee**

- Provide ongoing information and educational resources to members of legislative activities in Georgia
- Prepare position and briefing statements on various legislative topics affecting planning
- Testify and speak on behalf of GPA before legislative committees and other bodies

#### **Mentor Program Chair**

- Implement the Mentor Program successfully

#### **Young and Emerging Professionals Group Co-Chairs (YPG)**

- Host various events (social and educational) to promote career development and networking for all members

#### **Georgia Planning Memorial Foundation Board**

- Ensure the financial stability of the independent Georgia Planning Memorial Foundation
- Encourage members to apply for funding from the foundation for continuing education programs
- Encourage members to financially support the Foundation with monetary donations