Looking to the Future: Engaging Younger Generations in Planning

GPA / TAPA Joint Fall Conference
October 7, 2021 2:00pm
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
- 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 in Public Planning

- Rome Planning internship
- Young women mentorship program
Post-Secondary Education Planning Programs in Georgia

<table>
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<tr>
<th>Institution</th>
<th>Program(s)</th>
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<tbody>
<tr>
<td>GA Tech</td>
<td>City &amp; Regional Planning; Urban Design</td>
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<tr>
<td>UGA</td>
<td>Urban Planning; Urban Studies; Hist Pres Cert</td>
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<tr>
<td>GA State</td>
<td>Urban Studies; Planning &amp; Econ Dev Cert; Heritage Pres</td>
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<tr>
<td>Morehouse College</td>
<td>Urban Studies</td>
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<td>ABAC</td>
<td>Rural Comm Dev</td>
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<td>Covenant College</td>
<td>Comm Dev</td>
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<td>Emory</td>
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<td>Mercer</td>
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<td>Toccoa Falls College</td>
<td>Sustainable Comm Dev</td>
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<td>SCAD</td>
<td>Preservation Design</td>
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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 give 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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