



OUR STRATEGIES

LEAD

L-1 Be relevant, bold and responsive to planning issues and trends.

L-2 Advance community planning and communicate best practices at the local, regional and state-wide levels.

L-3 Build capacity for planning at the local, district, and state-wide level.

COMMUNICATE & ENGAGE

C-1 Publish and celebrate planning successes and lessons learned via all aspects of Chapter communication tools.

C-2 Increase volunteerism and provide a venue to advertise volunteer opportunities within the profession and APA Colorado.

C-3 Communicate regularly with members, partners, other APA Chapters, APA Divisions and APA National.

PARTNER

P-1 Enhance and expand our partnerships.

P-2 Foster interdisciplinary approaches to address planning issues and collaborate to expand positive community impacts.

P-3 Build enthusiasm for planning among community and industry leaders.

ADVOCATE

A-1 Assert, promote and communicate the value and role of planning and our profession, particularly the AICP credentials.

A-3 Promote policies and practices that reinforce planning ideals and provide more planning tools at the state and local levels.

A-4 Advocate for equity, diversity and inclusivity in the planning profession, and among appointed and elected officials.

A-2 Strengthen our planning advocacy program at the state and local levels.

EDUCATE

E-1 Make our communications more narrative, specific, personal, and compelling.

E-3 Instill in planners the highest standards of ethical behavior with a fundamental focus on the public interest.

E-4 Collaborate with the academic community to shape the future of the planning profession and bridge the gap between academia and real world.

E-2 Develop early outreach programs to middle and high school students to teach them about the value of planning.

SERVE

S-1 Be member responsive and transparent.

S-2 Ensure that the services we offer are of value to our members and are provided in the most efficient and cost-effective manner possible.

S-3 Ensure the availability of high quality educational products, events and conferences for planners at all stages of their careers.

S-4 Ensure the long-term financial and operational health of APA Colorado.

S-5 Provide a robust program of leadership development and succession planning in APA Colorado.

S-6 Implement additional retention strategies and set realistic goals for growth of the Chapter membership.

OUR 2022 ACTION ITEMS

A-1 Proactively engage members on future trends and big ideas and integrate into chapter activities, including communications and education, in order to poise planners to be adaptive to changing conditions. **(S: L-1)**

LEAD: Area Representatives in coordination with Committees

A-2 Provide education and outreach on the importance of equitable communities and what it means to plan with an equity lens. **(S: A-4)**

LEAD: Professional Development Officer and Equity, Diversity & Inclusion Committee

A-3 Complete the transition from the Chapter's current website to the APA hosted website. **(S: S-2)**

LEAD: Outreach & Communications Committee

A-4 Using the Chapter's educational themes, start a podcast series and use it, the website and newsletter as vehicles to publish and highlight good planning and to educate our members on issues, trends and legislative matters. **(S: C-1)**

LEAD: VP Communications

A-6 Update and implement the Chapter's strategic communications plan. **(S: C-3)**

LEAD: Outreach & Communications Committee

A-7 Continue to track and raise awareness of legislative trends and bills that are important to our communities and constituents through the preparation and distribution of a monthly summary of legislative issues. **(S: A-2)**

LEAD: Legislative Committee

A-8 Promote the value of our profession, particularly the AICP credentials. **(S: A-1)**

LEAD: Professional Development Committee

A-9 Promote best practices for adopting healthy and sustainable actions in land use and building codes and create easily accessible resources for planners and non-planners throughout the state. **(S: L-2)**

LEAD: Professional Development' Healthy Communities, Sustainability and Outreach & Communications Committees

A-10 Continue support and engagement with the Symposium for Sustainable Infrastructure (SSI) / City we Want, which may include event organization and leadership. **(S: P-2)**

LEAD: Sustainability Committee

A-11 Host quarterly educational and networking events around the state. **(S: S-3)**

LEAD: Area Representatives in collaboration with Committees

A-12 Identify topics, resources and topic experts while working with DOLA for the Public Officials training kit to include short videos, handouts and other informational resources. **(S: L-2 and A-3)**

LEAD: Professional Development Committee and Public Official Representative

A-13 Hire an intern to survey small towns, identifying specific needs for planning assistance and list resources, prioritize tasks and draft initial documents and videos. **(S: L-2 and A-3)**

LEAD: Small Town Task Force, Professional Development Committee

A-14 Promote National Community Planning Month and engage tactics to reach new audiences in the community with activities relevant to building community capacity. **(S: L-2)**

LEAD: Outreach &

Communication Committee, EDI Committee and Board

A-15 Create a volunteer campaign and "Involvement Plan" to increase participation and volunteerism by drafting a "how to guide" and providing a venue to advertise opportunities within the profession and the Chapter. **(S: C-2)**

LEAD: VP External Affairs and Membership Committee.

A-16 Create a list of existing and desired partners and communicate with at least one each quarter. **(S: P-1)**

LEAD: VP External Affairs

A-17 Support APA's efforts. **(S: S-1)**

LEAD: President, President Elect & Past President

A-18 Create and promote internship opportunities, design charrette judging, etc. **(S: E-4)**

LEAD: Student Representative and Faculty Representative

A-19 Encourage participation in STEM, career fairs, smart cities competitions and mentor programs and create a outreach kit for use by members in these efforts. **(S: C-4)**

LEAD: Youth in Planning Committee; Membership Committee

A-20 Demonstrate through story telling the value of planning to the state's elected leaders. **(S: A-2)**

LEAD: Outreach & Communication Committee and Legislative Committee

A-21 Perform a financial health assessment / audit of Chapter resources and receive financial advice on investment or other strategies available to grow the Chapter's resources. **(S: S-4)**

LEAD: President, President-Elect and Treasurer

Adopted by the APA Colorado Board on January 7, 2022