



## APA OHIO 2020 WORK PLAN

### EXECUTIVE

Develop performance metrics/key performance indicators (KPIs) to measure the Chapter's success at implementing programs and initiatives. Examples include membership rates, post-conference surveys/ratings, Section event attendance/registrations, Planning Webcast series registrations, sponsorship rates, eNews email analytics (ie. opens, click-thru rates), etc.

Use the Chapter's Annual Report to reinforce key messages as well as report on annual activities and successes.

Maintain communication and engagement with national APA.

Work with Sections and Universities to incorporate leadership training into local events and annual conferences.

Develop a communication plan. Identify key audiences including elected officials and allied organizations; develop "elevator speeches," one-pagers, website content, etc. to concisely and effectively introduce APA Ohio and the value the Chapter offers to various audiences; expand the use of social media with more strategic postings.

**[WITH COMMUNICATIONS COMMITTEE]**

### COMMUNICATIONS

Assist Executive Committee with communication plan development and implement a plan for regular updates to the communication plan to keep the story relevant.

Explore ways to engage membership in submitting articles to the Ohio Planners News.

### EDUCATION

Develop strategies to ensure that local events and annual conferences continue to be effective and deliver value for members.

Explore topical or policy "themes" on an annual basis for consistent programming and messaging across the state.

Explore the creation of a Planning Webcast Series 2.0 to leverage this resource as a body of planning knowledge for members, including planning resources and best practices in a variety of formats in addition to video.

## MEMBERSHIP

Work with Sections and Universities to develop a framework for student/new professional mentoring programs that can be consistently applied across the state.

**[WITH UNIVERSITY REPS + PDO]**

Develop a leadership and engagement “path” for student/young professional members that connects them as students and retains them (student → YP → established professional → emerging leader)

**[WITH PDO]**

## LEGISLATIVE

Annually identify guest speakers to invite to Board meetings to advance policy discussions and expand APA Ohio’s influence.

Update the 2017 APA Ohio Policy Guide.

Assist Awards Committee with 2020 Great Places in Ohio awards program.

## AWARDS + SCHOLARSHIP

Administer 2020 Great Places in Ohio awards program.

**[WITH LEGISLATIVE COMMITTEE]**

Explore new scholarship opportunities.

## GOVERNANCE

Administer the 2020 APA Ohio election process with sensitivity to diversity of geography, race, age and professional background.

Determine and administer suggested bylaw changes related to Executive Committee succession, in conjunction with 2020 APA Ohio elections.