



OUR STRATEGIES

LEAD

S-1 Be relevant, nimble, and out in front of issues and trends.

S-2 Advance sustainable planning and other best practices.

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

S-4 Nurture innovation and creativity in the profession.

S-5 Ensure APA CO is the go-to organization for planning information in Colorado.

COMMUNICATE & ENGAGE

S-6 Promote planning successes.

S-7 Foster increased volunteerism and activities within the profession.

S-8 Improve communication with members, partners, other state APA chapters and APA National

S-9 Build champions for planning among elected and volunteer leaders.

PARTNER

S-10 Enhance the depth and breadth of our partnerships.

S-11 Foster interdisciplinary approaches to address planning issues.

S-12 Explore the establishment of a set of research priorities in collaboration with our funders and other partners.

ADVOCATE

S-13 Assert and communicate the value and role of planning in community building.

S-14 Strengthen our planning advocacy program at the state and local levels; and broaden the level of planning advocacy efforts.

S-15 Promote policies and practices that reinforce planning ideals and provide more planning tools at the state and local levels.

S-16 Advance the profession and our communities, think big, look forward, embrace change.

S-17 Promote the value of our professional credentials, particularly the AICP credentials.

S-18 Advocate for diversity in the planning profession, and among appointed and elected officials, to reflect the population our members serve.



INSPIRE

S-19 Inspire planners to reach new heights of creativity, energy and innovation.

S-20 Collaborate with our partners in the academic community to address the role of post-secondary education in shaping the future of the planning profession through effective training of planning professionals and research to advance planning objectives.

S-21 Develop early outreach programs to middle and high school students to teach them about the value of planning.

S-22 Raise awareness, respect and support among state and local leaders about the importance of planning and professional planners.

S-23 Instill in planners the highest standards of ethical behavior with a fundamental focus on the public interest.

S-24 Reach out to and inspire the public and other planning participants.

S-25 Make our communications more narrative, specific, personal, and compelling, in order to become a leading inspiration in planning.

SERVE

S-26 Become more member-responsive and transparent.

S-27 Implement sound growth and retention strategies for membership.

S-28 Improve intergenerational engagement.

S-29 Provide career path support, as part of a pipeline from pre-graduation through employment, career development and retirement.

S-30 Enhance the value of AICP and FAICP credentials.

S-31 Celebrate our volunteers, and create opportunities for members to serve the profession and their communities.

S-32 Ensure the availability of high quality educational products and conferences for planners at all stages of their careers.

S-33 Ensure the long-term financial and operational health of APA CO.

S-34 Provide a robust program of leadership development and succession planning.

S-35 Ensure that the services we offer are of value to our members and are provided in the most efficient and cost-effective manner possible.



OUR STRATEGIES WITH ACTION ITEMS

S-5 Ensure APA CO is the go-to organization for planning information in Colorado.

- A-1** Improve the effectiveness of the Chapter's tools (website, email, newsletter, etc.).
- A-2** Enhance, market and update the Planning Institute of Colorado (PIC) program and materials.

S-6 Promote planning successes.

- A-3** Promote "Plan Finder" and solicit additional member input.
- A-4** Increase exposure of tactical urbanism, provide examples and testimonials.
- A-5** Prominently highlight the accomplishments of members in a variety of ways.

S-7 Foster increased volunteerism and activities within the profession.

- A-6** Develop an "Engagement Plan" that acts as a "how-to" guide on how to get involved with CO APA including lists of activities, committees, and etc.
- A-7** Develop volunteer portal on webpage that lists all volunteer opportunities and committees, task forces etc.
- A-8** Offer additional scholarships to conferences/events for volunteers.
- A-9** Support communities in Community Planning Assistance Team (CPAT) applications.
- A-10** Track number of volunteers and activities.

S-8 Improve communication with members, partners, other state APA chapters and APA National.

- A-11** Develop and implement a (strategic) communications plan.

S-10 Enhance the depth and breadth of our partnerships.

- A-12** Identify additional organizations to partner with and sign reciprocal agreements.

S-14 Strengthen our planning advocacy program at the state and local levels; and broaden the level of planning advocacy efforts.

- A-13** Promote Planner's Day at the Capital.
- A-14** Adopt annual APA CO Policy Agenda prior to the legislative session.

S-18 Advocate for diversity in the planning profession, and among appointed and elected officials, to reflect the population our members serve.

- A-15** Establish a Diversity Committee.

S-20 Collaborate with our partners in the academic community to address the role of post-secondary education in shaping the future of the planning profession through effective training of planning professionals and research to advance planning objectives.

- A-16** Host joint events with our post-secondary partners and student organizations.

S-21 Develop early outreach programs to middle and high school students to teach them about the value of planning.

- A-17** Use the Ambassador program to develop examples of how to convey a basic understanding of planning, and the approach to teaching it.

S-22 Raise awareness, respect and support among state and local leaders about the importance of planning and professional planners.

- A-18** Develop a "Great Places in Colorado" program.

S-26 Become more member-responsive and transparent.

- A-19** Evaluate board member terms and roles to ensure consistency with member survey.

S-27 Implement sound growth and retention strategies for membership.

- A-20** Develop comprehensive membership strategy.

S-30 Enhance the value of AICP and FAICP credentials.

- A-21** Review the APA CO FAICP nominating process and make any necessary modifications.

S-32 Ensure the availability of high quality educational products and conferences for planners at all stages of their careers.

- A-22** Increase and promote the availability of CM credits.

S-33 Ensure the long-term financial and operational health of APA CO.

- A-23** Establish Sponsorship Committee.
- A-24** Develop enhanced funding sources through sponsorships and value-added products.

S-34 Provide a robust program of leadership development and succession planning.

- A-25** Provide leadership training (board and general members).

S-35 Ensure that the services we offer are of value to our members and are provided in the most efficient and cost-effective manner possible.

- A-26** Conduct a member survey regarding member expectations of the board, issues and ideas to be addressed by APA CO, benefits of APA CO membership, and etc.

OUR MISSION

The American Planning Association provides leadership in the development of vital communities by advocating excellence in planning, promoting education and citizen empowerment, and providing our members with the tools and support necessary to meet the challenges of growth and change.

OUR VISION

- APA strives to be the preeminent authority on innovative planning that rises to today's challenges and meets emerging needs with energy and resolve.
- We see planning as the best way of using public resources to create vital communities.
- APA and its members are leading the way toward a stronger economy, a better environment, and a more equitable society.
- We want to give communities confidence that good planning will help them make wise decisions and sound investments to reach their goals.