

**American Planning Association  
Planning and Women Division**

**Executive Committee Meeting  
October 7, 2015**

**MINUTES**

By Conference Call

Dial-in: (866) 499-7054 Passcode: 531-269-3090

<b>Members</b>			
<b>Position</b>	<b>Name</b>	<b>E-mail</b>	<b>In Attendance</b>
Chair	Fiona Akins	fionaakins@gmail.com	✓
Vice Chair	Alice Walkup	alice_walkup@yahoo.com	✓
Secretary	Patrice Ruffin	patrice1698@hotmail.com	
Treasurer	Breanne Rothstein	BRothstein@wsbeng.com	✓
Past Chair	Anna Kitces	akitces@gmail.com	✓

**AGENDA**

**1. CALL TO ORDER**

The meeting was called to order at 6:00 p.m. EST.

**2. UPDATES FROM LEADERSHIP MEETINGS**

Fiona presented work on the Cornell survey, which was well received by the Divisions Council. The excitement at the Divisions Council meeting regarding our project and the potential for it to be a model. Mildred and Amanda are reviewing the final report and will share with Executive Committee for review. The next step will be to determine how to mine information and share with members. Fiona will update the Executive Committee after their review. Ideas for sharing data include infographics and putting training on social media/blog posts to be really helpful.

**3. BYLAWS UPDATE**

The three week review window is now closed.

Feedback from members (only comments received):

- "I agree with all changes. Thank you for your dedicated work. Terrific!"
- "The changes look reasonable."
- "Great job!"
- "These draft bylaws look great and in alignment with the model bylaws from national. No recommended revisions. Thanks for the opportunity to provide feedback!"

The Division should think about how we engage with members. People didn't fill in the subject area comments - just in the first box. Additional comments:

- Anna - experience of her daughter in college - going beyond the male/female binary
- Fiona - not division about gender but conversation may expand, different gender identities may want to become part of it
- Breanne - how many people filled out the survey (only 3 made comments); “people wildly/passionately disinterested in bylaws” - shouldn’t use a metric for interest in this
- Fiona - just want to be sure we’ve done our due diligence
- Breanne - timing of the vote? Good time to do election is when conducting an election
- Fiona - need a majority of voting members to approve the bylaws change

The group discussed whether the Division is comfortable with only a few people weighing in and how to get more interest from more people (e.g. elect or appoint people). Anna felt uncomfortable with the amount of feedback received but unsure how to get additional feedback. Alice was comfortable with moving forward.

Next steps:

1. Research whether minimum standard of membership required
2. Revise bylaws (no revisions needed)
3. Executive Committee - review bylaws one more time
4. APA board needs to approve name change
5. Share bylaws with membership - 2 week notice window then
6. Vote to adopt bylaws

#### **4. FAICP**

Fiona needs assistance. Fiona will follow up with 3 interested members; however, one may drop out due to time constraints. The Executive Committee should be pointing candidates in direction of what needs to be done and will need to write a letter of support if they proceed. Anna volunteered to assist. There is a need for people to review the applications who are available to participate in conference calls. The Membership Director should develop a process and timeline for FAICP applications each year and recruit a committee to manage the process.

#### **5. ANNUAL REPORT**

The Division’s Annual Performance Report is due November 15<sup>th</sup>. The internal deadline for the Executive Committee is October 30<sup>th</sup>. Fiona will divide up the work and distribute tasks to Executive Committee.

#### **6. LAW & ETHICS WEBINARS**

Alice provided an update on the proposed webinar. Fiona and Breanne supported moving forward with the Cornell webinar. Non-members will have to pay a \$15 fee. Alice - will let people know the webinar is up and running so people can publicize. Fiona mentioned that this is an opportunity to see if the Division can raise funds and that it would be good if we can get into the habit. Alice will follow up with Planning and Law Division. Alice will draft an e-mail to Carol Barrett to let her know that the Division desires to hold an ethics webinar and share with the Executive Committee. Alice will work on securing Signature Series slots

#### **7. 2016 NATIONAL CONFERENCE PHOENIX UPDATE**

Breanne will develop the outline for Sisterhood 2.0 session. A third speaker for Dynamic Populations session has been identified. Alice will summarize the proposed addition and send out to the Executive Committee and 2 other speakers. Fiona will report back to executive committee on joint reception with Private Practice, County Planning, and STAR.

## **8. TASK LIST UPDATE**

*E-blast to members (responsible for write-up):*

- Volunteers to do research on mentoring programs in chapters (Fiona)
- Researching the salary survey, what data is actually available, and gaps (Patrice)
  1. Work with APA to get some improved assessment of women's issues in salary survey
  2. Progress idea of conducting own biannual survey - top ten places for women planners to work
    - Anna - her own experience - preferred attributes rather than specific employers
    - Fiona - that criteria is how we would choose firms

## **9. TOP 10 PLACES TO WORK FOR WOMEN**

The group discussed the proposed annual/bi-annual survey.

## **10. SOCIAL MEDIA COMMITTEE**

Fiona expressed frustration with social media activity - sharing of posts not happening. A committee needs to be established that posts uniformly and at a certain number of times per week. Social media is best way to reach members/potential members - easy as cutting and pasting. Anna suggested that there is potential for a student to take this on and get credit/be on resume.

## **11. FAICP OUTREACH**

The group discussed the need for an annual routine of sending an e-mail/letter to every female inductee congratulating them and encouraging those who aren't already members to join our division. This is a task for Membership Director.

## **12. MAP OF MEMBERSHIP**

Fiona has asked a friend to create map of our members to show on website.

## **13. 2017 NATIONAL CONFERENCE NYC RECEPTION**

Fiona has asked a friend to research budget and venue.

## **14. ADJOURNMENT**

The meeting was adjourned at 7:00 p.m. EST.