

APA Women & Planning Division
2024 Annual Work Plan

DIVISION GOALS						
Goal 1: Achieve gender parity in APA membership, AICP, and FAICP.						
Goal 2. Be the first choice of women in planning who need professional resources and support						
Goal 3. Expand the Division's influence, reach, and impact.						
Goal 4. Achieve gender parity in planning wages and leadership.						
2024 Focus Areas		Actions		FY24 Budget (if applicable)	Related Goals	Executive Committee Lead
FOCUS AREA: Business & Operations (Required by Division Bylaws and/or APA guidelines)						
1	Maintain accurate, timely, and accessible Division business	a	Prepare WPD's Annual Work Plan and Budget		1, 2, 3, 4	Dir. of Administration
		b	Prepare and submit Annual Division Performance Report		1, 2, 3, 4	Dir. of Administration
2	Convene regular Division business meetings	a	Conduct monthly business meetings and/or special meetings	\$150	1, 2, 3, 4	Chair
		b	Prepare and distribute meeting agendas		1, 2, 3, 4	Dir. of Administration
		c	Record, share, and archive all meeting minutes		1, 2, 3, 4	Dir. of Administration
		d	Host and promote Annual Business Meeting at the National Planning	\$500	1, 2, 3, 4	Chair
3	Facilitate Executive Committee elections	a	Develop leadership pipeline and succession plan in early 2024 including identifying open seats and recruiting candidates for 2024 Elections		1, 2, 3, 4	Chair
		b	Name election committee and chair		1, 2, 3, 4	Immediate Past Chair (non-voting board member)
		c	Develop candidate slate and participate in APA Consolidated elections in Summer 2024		1, 2, 3, 4	Immediate Past Chair (non-voting board member)
FOCUS AREA: Diversity, Equity, and Inclusion Initiatives						
4	Support APA and Divisions Council DEI Efforts	a	Support ongoing APA DEI initiatives		1, 4	Chair
		b	Continue serving as Vice-Chair of Divisions Council EDI Committee		1, 3, 4	Chair
		c	Provide annual WPD DEI scholarships, including sponsoring Division dues for qualifying new members	\$1,000	1, 2, 3, 4	Dir. of Funding & Financial Support
		d	Award four (4) APA NPC24 Diversity Student Scholarships	\$1,000	1, 2, 3, 4	Dir. of Funding & Financial Support
		e	Collaborate with population-based divisions to increase Divisions funding and expand DEI opportunities		1, 3, 4	Dir. of Programs
5	Award Chair Legacy Scholarship	a	Solicit applications for, and award, first annual WPD Chair Legacy Scholarship to a woman in planning who has made exceptional contributions to planning or who demonstrates exceptional potential to change the field of planning	\$1,500	1, 2, 3, 4	Dir. of Funding & Financial Support
6	Conduct Demographic Analysis & Reporting to Assess Gender & Racial Parity Progress	a	Publish annual APA membership demographics and salary survey data to track DEI progress, when data is released by APA staff		1, 4	Dir. of Communications
		b	Continue working with APA, AICP, and FAICP to track and report inductee demographics and promote actions addressing gender disparities in nominees and inductees		1, 4	Chair
		c	Initiate "Equal pay for equal work" campaign		1, 4	Chair
FOCUS AREA: Division Communication						
7	Produce and Distribute Regular Newsletters and Emails	a	Produce and publish quarterly newsletter; share via e-mail, social media, and post on Division website	\$1,125	2, 3	Dir. of Communications
		b	Use email to promote membership (welcome e-mail to new members, reminder to renew to expiring members)		2, 3	Dir. of Communications
8	Conduct Marketing & Promotion of Division, Events, and Opportunities	a	Develop and distribute marketing and promotion materials for special events, membership benefits, etc.	\$1,000	2, 3	Dir. of Communications
		b	Recruit members for, and manage, Division communications committee		2, 3	Dir. of Communications
9	Maintain Division Website	a	Assign and manage Division "webmaster" to ensure information and materials on the website are current and Business materials are		2, 3	Dir. of Communications

10	Manage and Maintain Social Media Presence	a	Manage and maintain social media accounts and subscriptions across all platforms and frequently share relevant content		2, 3	Dir. of Communications
		b	Continue Division Communication Committee		2, 3	Dir. of Communications
FOCUS AREA: Division Membership						
11	Promote & Track Membership	a	Follow up with attendees of Division-sponsored events (i.e., webinars) and participants of Division-sponsored programs to		2, 3	Dir. of Programs, Dir. of Membership
		b	Conduct targeted outreach to Planning Student Organizations each October promoting benefits of Division membership (free for students)		2, 3	Dir. of Membership
12	Administer Biannual Membership Survey	a	Administer biannual membership survey in 2024	\$500	1, 2, 3, 4	Dir. of Membership
		b	Create survey snapshot (summary report) to share results with members and Publish complete survey findings on Division website		1, 2, 3, 4	Dir. of Communications
FOCUS AREA: PARTNERSHIPS & COLLABORATIONS						
13	Pursue Collaborations, Promote Opportunities, and Provide Funding for Mission-Aligned Partnerships	a	Pursue opportunities to jointly host activities or events with, provide funding for, and promote, Chapters, Divisions, Sections, student organizations, and other locally-based groups whose missions are aligned with WPD	\$750	2, 3	Dir. of Chapter Engagement; Dir. of Programs
		b	Promote funding and partnership opportunities for programs and events		2, 3	Dir. of Funding & Financial Support
		c	Leverage collaborations as opportunities to promote WPD and recruit new members		2, 3	Dir. of Membership
		d	Explore partnerships with other APA components to jointly host webinars.		2, 3	Dir. of Programs
		e	Partner with Divisions and Chapters to jointly support FAICP nominees		1, 2, 3	Vice-Chair
FOCUS AREA: PROGRAMS						
14	Provide High Quality Continuing Education, Professional Development, and Networking Opportunities	a	Host at least two webinars for CM credit (at least one providing Equity CM credit); identify topics based on Membership Survey	\$245	1, 2, 3, 4	Dir. of Programs
		b	AICP Credentials scholarship	\$2,000	1, 2, 3, 4	Dir. of Funding & Financial Support
		c	Update, produce, and promote "Road to FAICP" webinar		1, 2, 3, 4	Dir. of Programs
		d	Host at least two virtual and/or in-person networking events for members (including at least one event for Women's History Month)	\$750	2, 3	Dir. of Programs
		e	Host monthly Coffee Breaks featuring rotating topics and speakers		2, 3	Dir. of Membership
		f	Host virtual WPD Book Club	\$200	2, 3	Dir. of Membership/ Dir. of Programs
15	Facilitate Mentorship Program	a	Continue Mentorship Program for Students and Early Career Planners		1, 2, 3, 4	Dir. of Programs/ Vice-Chair
		b	Create and maintain database of Chapter, Section, and Division mentorship programs; promote opportunities to WPD members		2, 3	Dir. of Programs
		c	Provide leadership support to Chapter-level or local-level Women & Planning groups; help promote groups through Division channels		1, 2, 3, 4	Dir. of Chapter Engagement/ Dir. of Programs
16	Conduct Research	a	Request Divisions Council Research grant to support collecting, documenting, and publishing oral histories of womens' experiences in planning over the years and the history of the Division	\$500	1, 2, 3, 4	Vice-Chair
		b	Explore opportunities to hire a student, intern, or fellow in a Planning or gender studies program to support research project			
17	Promote FAICP (Induction Year)	a	Celebrate Division members inducted into the FAICP 2024 Nominee Cohort of 2024		1, 2, 3, 4	Chair, Dir. of Communications
18	Support "Girls Who Plan"	a	Promote the "Girls Who Plan" program and curriculum (share information, host/ sponsor webinars for CM credits, etc.)		1, 2, 3, 4	Immediate Past Chair/ Dir. of Programs
		b	Provide funding for members to facilitate Girls Who Plan programming/ volunteer service projects in partnership with YEP! (materials, fees, travel, etc.)	\$500		
		a	Plan and implement a slate of programming including a virtual networking virtual event (see 14.d.), special newsletter edition, webinars (see 14.d.), and member highlights and awards	\$100		

19	Promote Women's History Month (March)	b	Collaborate with APA and <i>Planning</i> magazine to promote Women's History Month features, events, and opportunities		1, 2, 3, 4	Dir. of Communications/ Dir. of Programs
FOCUS AREA: NATIONAL PLANNING CONFERENCE						
20	Attend NPC24 and Promote WPD	a	Chair (or designee) attends NPC24 to represent Division, attend required leadership meetings, and promote Division membership	\$3,400	1, 2, 3, 4	Chair, or other designee
		b	Designate members of an NPC24 Committee		1, 2, 3, 4	Chair
		c	Before and during NPC, promote Division-sponsored events via e-mail, social media, and newsletter and encourage current and prospective members to register/ attend; aim for high attendance at all Division-sponsored sessions and events	\$300	2, 3	Dir. of Communication
		d	Participate in at least two (2) shifts at the NPC Division's Booth to promote benefits of Division membership		2, 3	Chair, or other designee
		e	Promote WPD membership at all Division-sponsored events (Business Meeting, educational sessions, Annual Reception, etc.)		2, 3	Chair, or other designee
		f	Pursue opportunities to participate in APA-sponsored programming (i.e., Career Center)		1, 2, 3, 4	Chair, or other designee
		g	Purchase and distribute WPD badge ribbons, pins, stickers, and other Division merchandise for members at NPC	\$150	2, 3	Dir. of Communication
21	Conduct Executive Committee Annual Retreat at NPC24	a	Brainstorm "big ideas" for upcoming fiscal year budget and work plan		1, 2, 3, 4	Chair
22	2024 Annual Business Meeting	a	Host and promote Annual Business Meeting	See 2.d.	1, 2, 3, 4	Chair/ Dir. of Administration
23	NPC24 Educational Sessions	a	Submit at least four (4) Division-sponsored sessions to NPC24, including one (1) mobile session, focused on topics aligned with Division mission and goals	\$600	1, 2, 3, 4	Dir. of Programs
		b	Promote WPD sponsored sessions before and during NPC to increase attendance and publicize Division programming		2, 3	Dir. of Communication
		c	Identify volunteers for each Division sponsored session to greet attendees and promote Division membership		2, 3	Dir. of Programs
		d	Designate lead coordinators for each of the Division's accepted session to lead preparation (deadlines, run-through, materials) and work with presenters to meet deadlines and maintain quality of content		1, 2, 3, 4	Dir. of Programs
24	Planner's Day of Service	a	Apply for and manage Divisions Council grant supporting Planner's Day of Service		2, 3	Chair
		b	Coordinate with Division co-lead to plan, promote, and facilitate Planner's Day of Service		2, 3	Chair
		c	Lead NPC24 Planner's Day of Service event	\$2,500	2, 3	Chair, Vice-Chair
25	Annual Reception	a	Plan, publicize, and host Annual Division Reception to promote Division membership and promote member networking	\$5,000	2, 3	Chair/ NPC24 Committee/ Dir. of Communications
		b	Identify Divisions to co-host Annual Reception to reduce costs and increase networking opportunities		2, 3	Dir. of Programs
26	NPC24 Scholarships	a	Provide funding offsetting the costs of NPC registration for WPD members	\$2,000	1, 2, 3, 4	Dir. of Funding & Financial Support
FOCUS AREA: FUNDING & FINANCIAL SUPPORT						
27	Scholarships	a	Commit to funding for planning scholarships for female students, new professionals, mid-career professionals, seasoned professional, and retirees	See 4.c, 4.d, 5.a, 14.b, 23.a, 26.a	1, 2, 3, 4	Dir. of Funding & Financial Support
28	Sponsorships	b	Develop and launch a program soliciting and incentivizing financial contributions to WPD; aim to raise at least \$5,000 in FY24		1, 2, 3, 4	Dir. of Funding & Financial Support