



American Planning Association
Women and Planning Division

Making Great Communities Happen

Name: Corrin Hoegen Wendell, AICP

Executive Committee Role: Chair (formerly Director of Programs, 2015-2018)

Preferred Pronouns: she/her

Education: The Ohio State University: Bachelor of Science in Architecture 2004
The Ohio State University: Masters of City and Regional Planning 2007

Years in the Planning Field: 15 years

Professional Certifications and Affiliations:

- American Institute of Certified Planners (AICP) Certification (2010)
- American Planning Association (APA) Women and Planning Division, Chair
- American Institute of Certified Planners (AICP) Planning Accreditation Board (PAB) Site Visitor
- APA Minnesota Chapter Member
- Non-Profit Organizations: YEP! Youth Engagement Planning, Founder and Executive Director

Current Job/Position/Organization:

- Senior Planner and Sector Representative at the Metropolitan Council of the Twin Cities - St. Paul, MN
- Founder and Executive Director of YEP! Youth Engagement Planning non-profit organization

Current Location: St. Paul, Minnesota

Area(s) of Planning Expertise: Regional Planning, Community Development, Zoning Administration, Economic Development, Policy Analysis, Community and Youth Engagement, Plan Making, City and Zoning Code Development and Updates, Site Plan Analysis, Urban Design, Architectural Drawings, and Research Services.

Three words that best describe you:

- Positive,
- Optimistic
- An advocate for all women

Hobbies, fun facts, other interesting info: In my free time I love swimming, kayaking, downhill skiing, snowshoeing, crafting, and home decor. I love running around keeping up with my very active three-year-old toddler and lots of family travel and adventures. I have been a competitive swimmer since I was 5 and was on the Varsity Swim Team in high school. I also was the Captain of the Women's Water Polo team both on the Varsity Team in High School and played

four years at Ohio State University. In addition, I have completed a handful of open swim competitions here in Minnesota and Lake Tahoe, but most notably was finishing the Alcatraz Sharkfest Swim in San Francisco jumping off of a ferry into the ocean at Alcatraz and then swimming back to shore about a mile and a half! Best day ever!

Favorite book/movie/article/theory/documentary/etc. related to planning (& women): *The Image of the City, Devil in the White City, The Practice of Local Government Planning* (The Green Bible, and yes a true planning nerd here!), *Great Streets, Notorious RBG: The Life and Times of Ruth Bader Ginsburg* (book and documentary), *Becoming: Michelle Obama, Good and Mad: The Revolutionary Power of Women's Anger*, and *Women Who Launch: Women Who Shattered Glass Ceilings*

What do you hope to achieve as a planner? I hope to have a planning career that is filled with meaning, accomplishment, and impact; to leave a lasting impression both in work and advocacy and become a compelling female planner that other female planners can look to for inspiration. As a female planner, I've always made it my mission to keep opening doors and opportunities for all women planners and then purposefully reach back to the next generation and bring them through those doors with me. I strive to create and expect a welcoming and inclusive planning profession, while also establishing myself as a powerful advocate for women and girls. I hope to be bold enough to continue to speak up, break down barriers, and make planning accessible to all. I've marched, I've advocated, I've spoken up and worked from within organizations to create positive change and I plan on continuing to do that until equity is achieved for women in this field and beyond. And, above all else, I invite all others to come on this journey with me!

What do you think is the most critical issue facing planners today? Representation Matters. According to the World Economic Forum, the gender gap won't close entirely until 2133. In addition, APA studies have shown that men and women are near equal in numbers at the start of their career, but as women gain more experience and advance through their careers, the numbers fall dramatically leaving leadership roles and positions of power vacant, only to be filled by men, and most noticeably white. A number of amazing women planners I have the privilege of knowing see themselves as a "voice for the voiceless," representing children, the economically disadvantaged, immigrants, people of color, and others whose interests have not been adequately or typically been represented in planning. We as women are the leaders we have been waiting for and it is critical that leaders look like the communities we are serving. Within our AICP Code of Ethics, there is a very important component to the work that we do: "We shall seek social justice by working to expand choice and opportunity for all persons, recognizing a special responsibility to plan for the needs of the disadvantaged and to promote racial and economic integration. We shall urge the alteration of policies, institutions, and decisions that oppose such needs." And I believe that women bring a unique perspective to better equip them for leadership positions that have the ability to achieve these standards and advance equity within our profession. In a study by Rutgers University, women leaders were seen to be more results-oriented, emphasized achievement over ego, and were more concerned with achieving positive outcomes than receiving publicity or credit. It also expresses the belief that women were more collaborative than their male colleagues. And most notably, women of color brought incredible perspectives into leadership positions, offering perspectives reflecting the intersection of race and gender that are distinct from those of white women and men of color. Representation matters; in the planning office, as Directors, on boards, commissions, and councils, in AICP certification, for FAICP inductees, our APA leadership, and other positions of power. Women planners do not need studies or statistics to prove these points or to tell us what we already know; we see this in our everyday, how we are the only

woman sitting at our development review team meetings, how mid-level women planners are disappearing from the planning landscape, and the absence of women occupying leadership positions is leaving us without mentors and advocates. I believe that with the challenge of underrepresentation of women in our profession comes opportunity and it is through Divisions like the APA Women & Planning Division, that there is a clear voice advocating for the 2000+ women who are our members as well as to the greater profession to promote and empower women planners.

What is the most important thing about the Women & Planning Division? For over a decade, I've had a passionate dedication to the APA organization and in its mission to provide leadership in the development of communities, to advocate for excellence in planning, and to promote education and citizen empowerment. My membership began while still in graduate school at Ohio State and upon graduating with a Masters in City and Regional Planning, I made a personal commitment as a professional to become an active volunteer and since then, I have had the opportunity to serve in various capacities, including: dedicated roles for three APA Chapters, AICP Comprehensive Planning Exam (CPE) Content Contributor, National Planning Conference Session Proposal Reviewer, Conference Speaker, Planners' Day in School advocate, and a Peer Reviewer for the Journal of Planning Education and Research. Today, I continue that service as an AICP Planning Accreditation Board (PAB) Site Visitor, APA Minnesota Chapter Women in Planning and Conference Programs Committees member and seek to encourage new professionals and planning students as a mentor. Knowing the immense value of APA and AICP as well as being a strong advocate for supporting and empowering all women planners is what led me to the Women & Planning Division; with their broad history of dedication to leadership, connection to other women planners across the country, national policy work, and focused research, I was inspired to begin volunteering and then ultimately join the Executive Board.

During the past three years, I have seen the Division grow from 100 members to 2000+ members and fortunate to have been an integral part of the team in realizing our vision and creating benchmarks, goals, and strategies for the future. As the Director of Programs, I have focused on managing and facilitating webinars, creating mentorship opportunities, coordinating conference sessions, expanding our connection to our student members, and assisting with communication efforts with social media and the newsletter. In addition, I have played a role in creating local APA Chapter Women & Planning events, serving as an NPC Co-Chair providing support in selecting and proposing conference sessions, as well as on the ground support at the national planning conferences with Division sessions, business meetings, and receptions. A highlight of this effort has been in the webinars, in which direct Division member interests and suggestions led to providing the content and with this, the Women in Planning series was created and the Division experienced record high registrations, with over 500 participants! It is with these webinars, that the Division has expanded its reach to women all across the country and reinforced the value of its member involvement. And lastly, this year, I brought a new initiative to the Division in partnership with YEP! called "Girls Who Plan," which focuses on programming to introduce planning to girls and young women specifically in an effort to close the gender gap within our profession. And recently, the Division accepted the Divisions Council Achievement Award - Overall Performance Award for all of the amazing work we have been doing this past year!

I truly believe in this Division and as a collective, with all of our members, we can continue being a leader in our mission by increasing the national network of supporting women in the planning profession, advocating for the needs of women in planning practice, promoting the professional

growth of women, providing valuable research and guidance, advancing planning policy that improves the welfare and status of women, and enhancing the connection with other Divisions, Chapters, and allied organizations. It is an honor and a privilege to serve all of you as the Chair of the Women and Planning Division and continue this amazing work!

What are you most looking forward to as a member of the WPD Executive Committee, in 2019? The WPD Exec is a special group of women who are dedicated to their planning careers, advancing the roles of women in the field, and passionate about our Division goals. I am inspired and humbled by each of every one of them and I know that our 2019 is going to be epic! I cannot wait to get started on new initiatives, deepen our foundation as a Division, and create new and exciting contributions to the planning profession. These are strong women who work tirelessly for this Division and its members and I have the privilege of working alongside them!