



American Planning Association

Making Great Communities Happen

Division Performance Evaluation
FY2018 (October 1, 2018 to September 30, 2019)

Division Name: Women and Planning

Standards		Yes	No
1.	Workplans and Budgets	Yes	
2.	Communications	Yes	
3.	Annual National Planning Conference Activities	Yes	
4.	All Other Events/Programs	Yes	
5.	Membership	Yes	
6.	Division Assistance Programs	Yes	
7.	Research and Publications	Yes	
8.	Elections	Yes	
9.	Financial Report	Yes	
10.	Bylaws	Yes	
11.	Divisions Council Meetings	Yes	
12.	APA Development Plan	Yes	
13.	Division Challenges	Yes	
14.	Highlights/ Shout it from the Mountains	Yes	

Completeness of Report (select one)

- The report is complete.



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Strengths

- Communication efforts seem to be working well. You are getting unsolicited volunteers take advantage of that and try to transition them to leadership positions.
- Your efforts the last year with webinars look like they were very successful.
- Your FAICP initiative is well thought out and you have rolled out a method for both encouraging submission by women planners and hopefully effective applications. Continue to review and refine or application process for success.
- Your NPC reception was a huge success. If this is financially feasible you should consider similar high-profile events at future NPCs.
- The new website is a great means of connecting with members.
- Your newsletter is very clean and professional. The content looks well targeted for your membership.

Opportunities

- Continue to monitor your email blast responses with your new system. Other Divisions are moving toward Constant Contact, so evaluate if that would work for your division.
- Engage the volunteers you identified and groom them to take over positions within the division.

Overall Evaluation (select one)

- Meets all criteria

Recommendation:

- Expand on your activities with Chapters. It seems that your membership should be scattered across all Chapters and in many, would be large enough to make these gatherings a relatively easy win in offering member benefits. Maybe develop a template for the meetings to share with your membership.
- Continue to host your book club. This a great activity to get members involved and groom them for other roles in the division.
- Keep getting mentions in APA Publications.