

APA WOMEN & PLANNING DIVISION

2017 ANNUAL PERFORMANCE REPORT

FIONA AKINS, CHAIR
DECEMBER 27, 2017

1. Workplan and Budget

The Division's annual work plans and budgets are provided in Appendix 1 (2017) and Appendix 2 (2018).

2. Communications

Our Director of Communications Elisa Hamblin has been leading a Division effort to improving communications with our members over the last two years. Each year has seen a fine-tuning of methods that are the most effective, summarized below.

a. Newsletters

The Division has continued a more frequent, quarterly publishing schedule for newsletters in 2017. This quarterly schedule is intended to complement our Divisions' primary focus on bi-monthly eBlasts, and as-needed outreach by email and social media. The Division is continuing to use Mail Chimp to format and distribute our newsletters, received by our members by email and posted to our website's [Newsletter](https://www.planning.org/divisions/women/newsletter/) webpage (https://www.planning.org/divisions/women/newsletter/).

Our newsletters in FY2017 were:

- Winter 2016/2017, distributed electronically January 13, 2017
- Spring 2017, distributed electronically April 12, 2017
- Autumn 2017, distributed electronically September 27, 2017

b. Website

The Division's website (www.planning.org/divisions/women/), hosted through APA's parent website, is a key tool for sharing and promoting information about our events and programs, and engaging with our members. Content and updates are created and overseen by the Executive Committee, under the direction of our Director of Communications, and through the coordination of APA staff (Jennie Gordon, the APA Senior Leadership Coordinator). Features on the webpage include information on annual division sponsored events, newsletters, membership directory, leadership contacts, and information on how to join the division.

The webpage was reviewed and updated with new content this year. Newsletters were updated and ways to get involved were also included. The Director of Communications has been actively working with the APA Web Development Working Group. The Division is slated to transition the current webpage to the format in April 2018.

c. E-blasts

In addition to quarterly newsletters, the Division frequently updates its members through E-blasts, targeted for at least monthly distribution. Depending on the needs of the information,

these have included plain text emails and emails distributed through the third-party platform MailChimp. E-blasts have been distributed on the following dates in 2017:

- January 30
- April 12
- May 6
- June 1, 7, 12
- July 12, 28

d. Social Media

PWD promotes membership outreach through the distribution of networking and professional development information through regular emails and eBlasts; and a strong social media presence on Facebook, LinkedIn, and Twitter. Members are encouraged in our emails and newsletters to join these social networking groups, and we prominently post icon links on our webpage.

- Facebook: <https://www.facebook.com/APAPWD>
- LinkedIn: <https://www.linkedin.com/groups/5103501>
- Twitter: <https://twitter.com/APAPWD>

Outreach on Facebook has been the focus of social media communications in 2017. Followers of the page has risen steadily over the year. Posts on the page are published on a regular schedule of at least three times per week, sometimes more. Posts include interesting news stories, Division news and shared information from other planning or women-related interest groups. The biggest push for outreach typically occurs around the time of National Planning Conference with all events actively publicized.

e. Membership surveys

Our most recent membership survey was conducted in February 2017, under the direction of our Director of Membership AJ Fawver (see below for survey results). Our next survey will be undertaken in fiscal year 2019.

f. Volunteer Opportunities

Volunteer positions are posted to our website and regularly solicited in emails, newsletters, and social media. We also maintain an open call for members interested in getting involved in the Division to reach out to any member of the Executive Committee. Current requests for volunteers are for book club assistance, website revisions, and National APA Conference support.

The Executive Committee keeps a running list of tasks to be undertaken when volunteer capacity is available. This year, volunteers have contributed to forming and managing a Division book club, assisting with Division events and sessions at the National APA Conference, preparing outreach materials, serving as interviewees for 'member spotlights', and distributing information through affiliated events.

g. Other

We have produced two marketing flyers over the year, one for the National Planning Conference in the spring, and a second for an in person events in the fall.

3. Annual National Planning Conference Activities

a. Conference Sessions & Events

The Division was proud to create and host two exceptional conference sessions in New York City in May 2017.

- Exploring Planning's Gender Wage Gap (Saturday, May 6th, 1:00-2:15pm), facilitated by Vice Chair Breanne Rothstein
 - This session explored the latest data from APA's Salary Survey on pay disparity between men and women, and then had a panel discussion with planning leaders and hiring managers on what actions we can take to strengthen the earning power of women.
 - Panel speakers were Leigh Anne King; Kim Prillhart; and Melanie Wilson.
- Urban Influencers: Women Leaders in Allied Professions (Monday May 8th, 10:30-11:45am), facilitated by Chair Fiona Akins
 - This facilitated discussion brought together distinguished leaders from APA, ASLA, and AIA to discuss the challenges for women in the future of these allied professions. Written questions submitted from the audience were worked into a structure panel discussion, as well as a live Q&A to close out this dynamic session. Questions addressed closing the pay gap, how our cities have begun to reflect the shift toward women in decision-making roles, and work-life balance.
 - Panel speakers were Carol Loewenson (President AIA NY), Vaughn Rinner (President ASLA), and Cynthia Bowen (President APA).

The Division hosted a ticketed social **Reception** at Cornell's School of Planning New York City campus. This well-attended reception sold out over a month before the conference, and additional space was sought to accommodate new capacity. The reception brought together planners from across the country with a variety of professional interests to network. Members and friends of the Division socialized in Cornell's beautiful planning studio with stunning views of New York City's harbor, in the midst of student planning projects. Introductions and welcoming speeches were provided by Robert Balder, Executive Director of Cornell's school of Art, Architecture, and Planning; Division Vice Chair Breanne Rothstein; and Division Chair Fiona Akins.

The Division also created a **marketing flyer** with information about its activities at the conference and highlighting Division accomplishments, which Executive Committee members distributed broadly to conference participants throughout the proceedings.

b. Annual Business Meeting

The Division's Annual Business Meeting took place on Sunday, May 7 from 11:45am – 12:45pm, with 20 people in attendance including an impressive 8 of 10 Executive Committee officers. Topics discussed included the past year's activities, membership growth, and priorities for increased programming over the coming year. Meeting Minutes and the sign-in sheet have been provided in Appendix 4.

c. Divisions Council booth

Division Treasurer Kadie Bell Sata staffed the Divisions Council booth at the Exhibition Hall on Monday, May 8th from 1pm-2pm.

4. All Other Events & Programs

a. Webinars and Networking

The Division was proud of our Executive Committee's efforts to create and host two webinars for CM credit this year, and sponsor two conference events – one with an APA chapter and a second with ASLA and AIA groups in Seattle. Our special thanks go to Director of Programs Corrin Wendell; Vice Chair Breanne Rothstein; and Treasurer Kadie Bell Sata who lead these efforts.

- Webinars
 - Women in Planning: Leadership & Empowerment (June 2017) CM 1.5, 250 attendees
 - Women in Planning: Guiding Emerging Professionals (December 2017) CM 1.5, 400 attendees
- Events
 - Minnesota Chapter of APA State Conference - Celebrating Women in Planning (September 2017) sponsored event. 80 Participants. Mankato, MN
 - Women & The City (October 2017). Co-sponsored with AIA and the local Landscape Architecture Chapter (WASLA). 150 Participants. Seattle, WA

b. Division Management Meetings

The Executive Committee holds a monthly meeting by conference call to review our work plan, organize upcoming events, and report on each Officer's work. Minutes from these monthly meetings are posted to our website.

c. Other Events

Book Club

Under the leadership of our passionate member volunteers Ronni Nimps and Melanie Emas, our Book Club is a terrific success, and has proven to be a unique way to engage with women planners across the country. The Division's book club has grown over the last year from 80 to 111 members – including both Division members and friends (we hope, prospective members). The Book Club is largely implemented online through a new Facebook Group launched in June 2017 (previously the Book Club was implemented through our Division Facebook page). However, we also held two in-person events in Columbus Ohio in July 2017 and October 2017, and hope to host many more in-person events across the country as the Book Club grows. This year the club read three books:

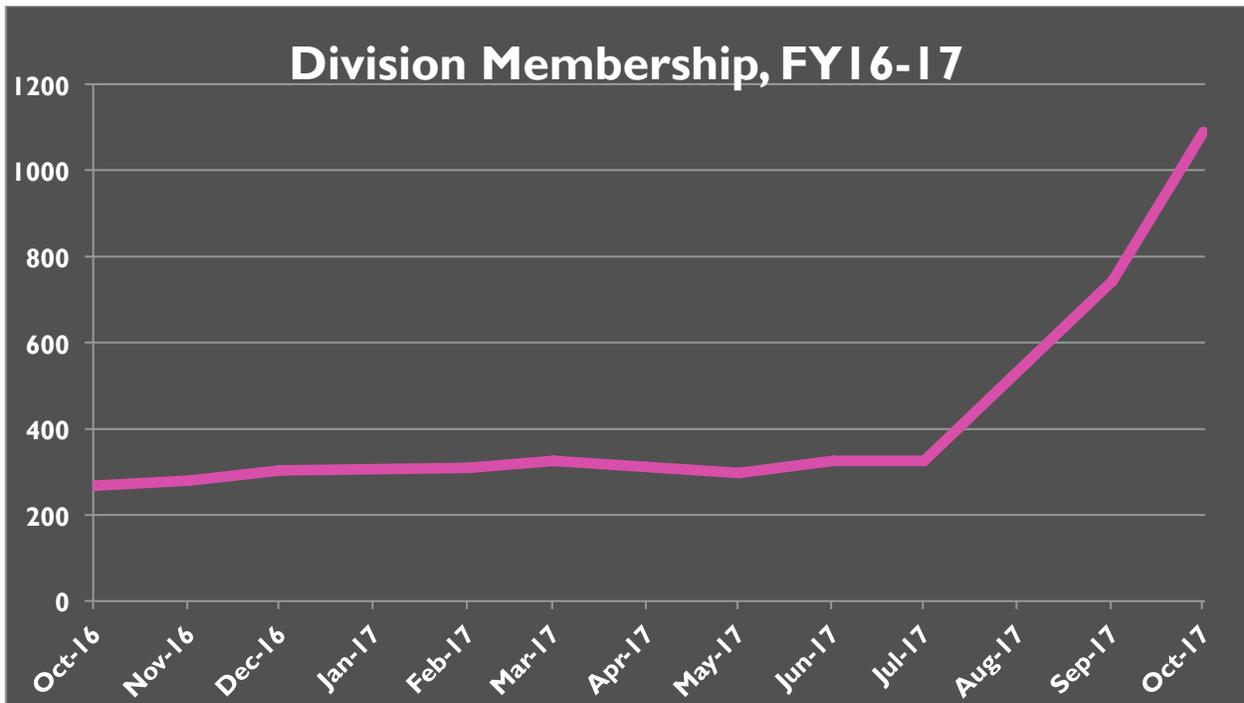
- "City on the Verge: Atlanta and the Fight for America's Urban Future", by Mark Pendergrast
- "Flâneuse: Women Walk the City", by Lauren Elkin
- "Streetfight" by Janette Sadik-Khan

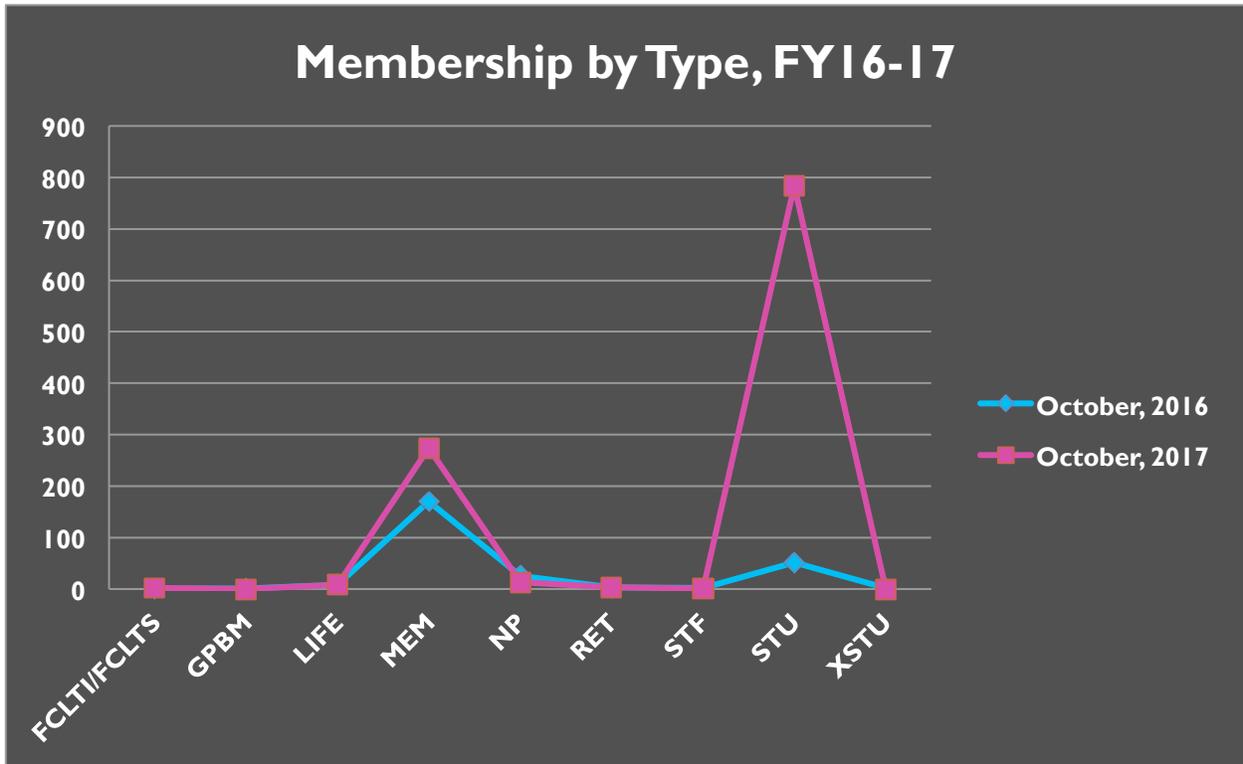
The next book to kick off 2018 will be *The Trouble with City Planning: What New Orleans Can Teach Us* by Kristina Ford. The entire Executive Committee thanks Ronni and Melanie for their terrific effort in managing the book club this year.

5. Membership

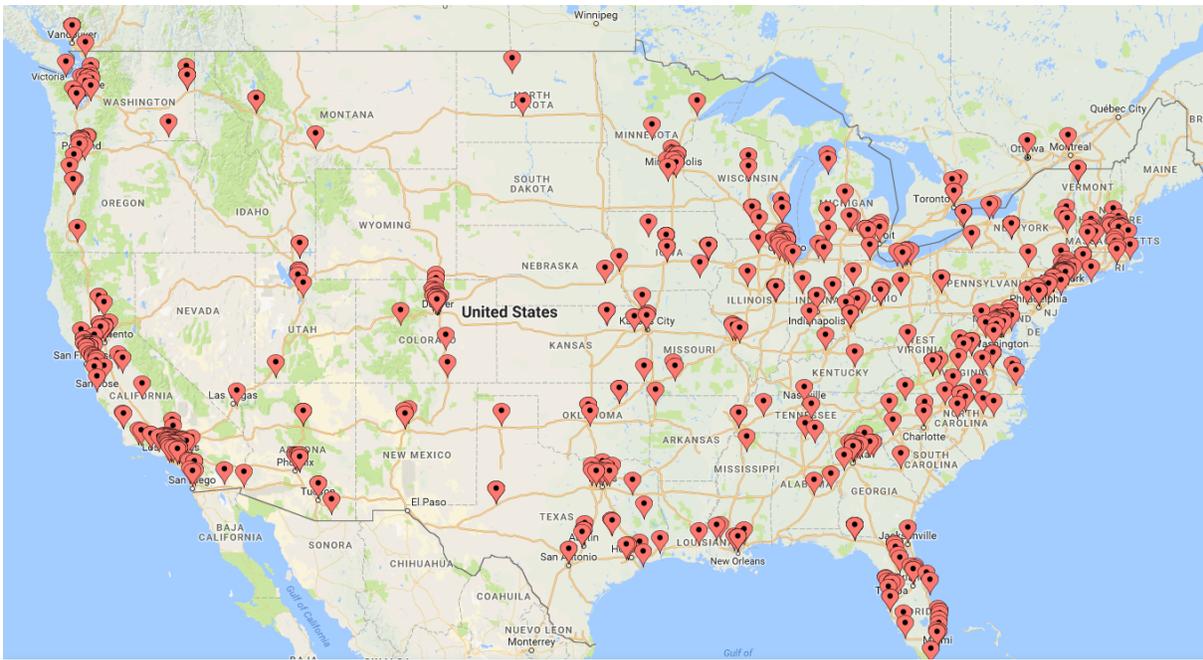
a. Overview

The Division has continued its pace of exponential growth over the past year. Overall membership of the Division has increased by a total of 306% from the fourth quarter of FY2016. The bulk of this incredible growth is a reflection of APA’s new program offering five free Division memberships to student members, and so constitutes a dramatic increase in our student membership. The Division now has a total of **1,089 members** (as of October 2017). Notably, in the past 16 years of the Division, membership has never exceeded 300 members.





Our members represent 47 of 50 states, as well as 12 different countries. Member distribution amongst the contiguous United States is shown in the map below.



Our membership is made up of professionals from **47** states &



12 countries!

MEMBER OUTREACH EFFORTS

Prospective Members:	239
Current Members:	114
Welcome Letters:	587
Reminders of Membership Expiration:	74



b. Membership Survey

In February 2017, the Division undertook its bi-annual (every two years) membership survey. A total of nine questions, covering everything from educational background and AICP status to the identification of pressing issues and priorities for the Women & Planning membership were posed. A 15% response rate was received from the total membership. The infographic below was produced by the Division's Director of Membership AJ Fawver to summarize the survey results, and was shared with our members.

c. Committees

The Executive Committee is working to establish a Student Liaison committee comprised of representatives from every Planning School Organization, and a Chapter Liaison committee comprised of a representative from every APA Chapter. The structure, formation, and piloting of these committees is being undertaken by our Director of Student engagement and our Director of Chapter Engagement, respectively.

8. Division Assistance Programs

Our Division members support and engage with communities across the country, promoting and strengthening the planning profession. Although we are aware of the diversity and energy of our members' work and advocacy, our Executive Committee has not maintained a strong record of specific outreach, engagement, or interviews to specify within this report. The Division will endeavor to strengthen our record of such achievements going forward.

9. Research and Publications

The Division did not conduct or publish any new research or technical work during the reporting period.

10. Elections

This Division did not hold elections in 2017. The Division last held elections in August 2016, and is scheduled to hold elections for all Executive Committee positions in approximately November 2018 (depending on APA National's schedule), for terms beginning January 2019.

11. Financial Report

Please see Appendix 3 for the Division's Financial Report for FY2017, including proposed budget for FY2018.

The Division continues to sustain a robust budget, and has had the opportunity to focus increased budget allocations on direct programming for our members next fiscal year. We have worked hard to prioritize service to members with a focus on allocating financial resources to sponsoring conference or social events that allow members (and prospective members) to network in face-to-face meetings, and promoting the professional growth of our members by sponsoring AICP, FAICP applications and conference sessions and events. A significant portion of our proposed FY17 budget (\$1,300) was reserved because our Chair resided in the same city as the NPC, and did not request reimbursement for Fall Leadership attendance. With a strong balance this year, we aim to spend down marginally our balance in FY18, prioritizing expenditure on financial sponsorship to members.

12. Bylaws

The Division did not amend its bylaws in 2017. The bylaws were comprehensively revised and adopted in January 2016.

13. Divisions Council Meetings

Chair Fiona Akins represented the Division is attending the the virtual Divisions Council meeting in January 2017; the National Planning Conference in New York City in April 2017; and the APA Leadership Meeting in Washington DC in September 2017.

14. APA Development Plan

The following tasks were identified in the 2017 Work Plan to meet the APA Development Plan policy/goal:

- **Continue to collaborate with other Divisions & Chapters**

The Division partnered with the Minnesota and Washington Chapters to sponsor two networking events this year.

- **Continue to assist APA in its diversity initiatives**

The Division supports the efforts of the new APA Diversity Committee and acknowledge our role in providing expertise and outreach to help the Committee in best addressing the needs and communities of women.

15. Division Challenges

The Division's key focus over the past year has been launching programs for each of the new officer roles, with a broader vision to greatly increasing the capacity and membership of the Division. A key challenge has been providing Executive Committee support to each of our 8 Directors to ensure they are achieving Work Plan goals, making progress, and reporting to the Executive consistently. Over the next year, we will focus our organizational efforts on providing added capacity to two work areas that are still in need of further development: student engagement and chapter engagement programs. These are of particular importance to the Division because they constitute our ability to meet our members where they live and work – in their own communities. We will therefore be focused on launching our planning liaison committees and piloting a mentorship program.

16. Shout it from the Mountains

- Our Book Club read three books this year, with weekly updates and chapter-by-chapter synopses and discussions for each book. Our Facebook Group has 111 members and serves as our platform for implementing the book club, including voting for each new book and posting chapter news and discussion topics.
- The Division created and hosted two conference sessions at the National Planning Conference that generated capacity attendance and vibrant discussion. Panel and facilitated discussions were led by Vice Chair Breanne Rothstein and Chair Fiona Akins.
- Our Division created and hosted two webinars, and sponsored two networking events in diverse regions (Minneapolis and Seattle).
- We saw an exponential increase in our membership, including dramatic interest in our Division from students taking advantage of the five free Division memberships program.
- Our Executive Officers have been incredibly passionate about their work, working within their local communities (which range from coast to coast) to promote the Division and develop partnerships with APA Chapters and existing women's networks.
- Increased Facebook followers
- Intentional correspondence with members (check-in personal phone calls)

Appendix 1 - FY2017 Work Plan

APA Women & Planning Division
FY2017 Work Plan

November 22, 2016

Policy/Goal	Tasks	Actions	Parties Responsible	Budget
Organized and transparent governance	1 Develop committee structure to support Division goals	A Recruit members to serve on a variety of committees, including: Communications, Editorial, Social Media, Programs, Chapter Liaison, Student Liaison, and other committees that may be established as needs arise.	Executive Committee	\$0
	2 Maintain regular communication among Executive Committee	A Coordinate monthly Executive Committee conference calls, and provide agenda in advance. B Maintain ongoing email / phone communication with Board and Division members to ensure timely progress of Division business.	Chair	\$0
	3 Manage meeting minutes and records	A Manage calendar invitations and conference call-in details for monthly Executive Committee calls. B Record and distribute meeting minutes and action items to Board.	Secretary	\$0
	4 Hold an in-person Executive Committee mini-retreat at National Conference.	A Ensure availability of Executive Committee. B Brainstorm purpose, and reserve an appropriate location. C Develop agenda and goals for meeting and circulate to Executive in advance. D Circulate outcomes from meeting to Executive and schedule biannual 'check in' to review progress.	Chair; Executive Committee	\$0
Communicate effectively, frequently, and creatively with members.	1 Publish a newsletter on a trimester basis.	A Recruit Division members to help deliver content. B Create an annual schedule and share with the Board. Revise as necessary, provide deadline reminders, and ensure schedule is followed. C Solicit article submissions from a variety of contributors. D Maintain format & design developed by Newsletter editors. E Distribute via e-mail & social media; post on website.	Communications Director; Digital Layout Editor; Communications Committee	\$0
	2 Create and distribute eBlast to members at minimum every two-months.	A Develop a schedule and potential recurring topics for e-updates. B Include business activity updates from Division leadership (e.g. Message from the Chair, Budget Update, etc.). C Work with Executive Committee to create content for e-updates.	Communications Director; Communications Committee	\$0
	3 Conduct member survey	A Develop process and schedule to conduct survey every two years. B Promote survey via e-mail, newsletter, social media, etc. C Execute survey of members in 2017. D Design and publish electronic 'snap shot' digestible summary report to share results with members. E Implement survey findings into FY 2017 (& 2016, if possible) workplan. F Post results to Division website.	Membership Director and other members of Executive Committee; Communications Committee	\$0
	4 Maintain & increase social media presence (Facebook, LinkedIn, Twitter, Google+)	A Share content relevant to PWD's mission on a frequent basis. B Recruit 3 members to form a Social Media Committee to keep platforms up-to-date. C Establish protocol so all platforms get updated with the same / similar content at the same time, as appropriate. D Generate ideas to maintain sustainable updating schedule. E Reach out to other Divisions & Chapters for ideas on best practice on managing social media platforms. F Consider purchasing platform "promotions" to promote a special event or program.	Communications Director; Social Media Committee	\$50
	5 Create and update website content.	A Recruit web volunteer to maintain and increase PWD content. B Conduct review of other Division / Chapter websites to generate ideas to improve ours. C Improve photos and visuals by reaching out to members and other sources for compelling, attractive graphics. D Ensure all newsletters and relevant Business reports are easily accessible on our website.	Communications Director; Communications Committee; Secretary	\$0
	6 Welcome & Retain Members	A Send welcome e-mail to all new Division members on a monthly basis. B Send monthly reminder e-mail to expiring members encouraging them to renew.	Membership Director	\$0
Partner with APA and allied professions.	1 Provide support and partnership to other APA Divisions and Chapters.	A Seek out opportunities to join in or jointly host activities or events with partner groups or organizations. B Present opportunities to Exec for prioritization and approval. C Provide monetary and/or resource support to partner groups and organizations.	Director of Programs; Director of Chapter Engagement; Director of Student Engagement	\$400
	2 Engage Chapters	A Recruit liaison from every APA Chapter to form a Chapter Liaison Committee. B Support and publicize existing local mentorship opportunities. C Develop and facilitate programs and events at the Chapter level.	Chapter Liaison Director; Chapter Liaison Committee	\$0
	3 Engage students and early career planners	A Connect with leadership of all APA-registered Planning Student Organizations. B Recruit liaison from every APA Planning Student Organization to form a Student Liaison Committee. C Develop and facilitate student programs and events.	Director of Student Engagement; Student Liaison Committee	\$0
Provide programming to serve the interests of our members.	1 Host two in-person events per year.	A Solicit ideas and partnership opportunities, and select at least two events. B Plan and execute events. C Publicize, advertise, and de-brief on events directly to Executive Committee and broadly to Division and APA membership.	Director of Programs; Director of Membership; Director of Chapter Engagement; Director of Student Engagement	\$700
	2 Host three in-person book club events per year.	A Solicit ideas and partnership opportunities from members and through social media. B Plan and execute events.	Director of Programs; Director of Membership	\$300

Policy/Goal	Tasks	Actions	Parties Responsible	Budget
		C Publicize, advertise, and de-brief on events directly to Executive Committee and broadly to Division and APA membership.	Director of Membership	
	3 Conduct two webinars	A Register as CM provider. B Explore partnerships with other Divisions to jointly sponsor webinars. C Identify topic & recruit speakers. D Follow up with attendees to encourage membership.	Director of Programs	\$700
National Conference Activities (2017 NYC)	1 Create and facilitate two by-right sessions (general session and facilitated discussion).	A Solicit session proposals from members. B Develop session application as per APA requirements and submit by APA deadline. C Identify a Session Coordinator for each session to lead the session preparation (deadlines, run-through, materials) D Work with panelists to draft, finalize, submit, and run-through session presentation in advance of conference.	National Conference Committee; Session Coordinator; Session panelists	\$0
	2 Support additional sessions proposed by members.	A Promote such sessions to membership.	National Conference Committee; Session panelists	\$0
	3 Host a Division Reception	A Find venue for reception. B Find APA co-hosts for reception. C Hire food/beverage service D Secure keynote speaker E Sell tickets to event in advance of conference. F Promote event.	National Conference Committee; Executive Committee	\$1,500
	4 Aim for high attendance at all Division sessions and events. Encourage networking among attendees.	A Publicize business meeting via e-mail, social media & newsletter well in advance of conference. B Encourage current and prospective members to attend. C Promote meeting during conference through networking and social media. Consider posting fliers, or other announcement tools. D Purchase Division ribbons and distribute broadly during conference. E Design and print flyer advertising Division events and achievements for distribution at conference. F Identify volunteer roles to recruit for at business meeting. G Provide opportunity to join Division during Business Meeting, Conference Sessions, Reception.	National Conference Committee; Communications Committee	\$715
	5 Provide staffing for APA Divisions booth	A Issue a call to leadership to recruit booth staffing support.	Executive Committee	\$0
Professional Development	1 Publicize and support existing Chapter and PSO mentorship programs	A Research and compile existing mentorship efforts throughout the country. B Publicize these programs to existing membership. C Encourage program participants to join Division.	Director of Programs; Director of Chapter Engagement; Director of Student Engagement	\$0
	2 Support members achieve FACIP distinction.	A Review candidates for suitable... Create and consider slate of Division candidates for FAICP nomination.	Director of Membership; FAICP Nominating Committee	\$190
APA Development Plan	1 Continue to collaborate with other Divisions and Chapters.	A Reach out to other Division and Chapter Executive Committees to inquire about interest in hosting joint webinar, on-the-ground event, or remote program.	Director of Programs; Director of Chapter Engagement; Director of Student Engagement	\$0
	2 Continue to assist APA in its diversity initiatives	A Undertake activities as requested and based upon availability of Executive Committee and Members.	Executive Committee, Division Members	\$0
Work Plan Budget \$4,555				

Other Expenses \$250

Total Expense Budget \$4,805

Appendix 2 - FY2018 Work Plan

APA Women & Planning Division
2018 Work Plan

December 18, 2017

POLICY GOAL and Tasks	Actions	Parties Responsible	Budget
A - Organized and Transparent Governance			
1 Develop committee structure to support Division goals	a Recruit members to serve on a variety of committees, including: Communications, Editorial, Social Media, Programs, Chapter Liaison, Student Liaison, and other committees that may be established as needs arise.	Executive Committee	\$0
2 Maintain regular communication among Executive Committee	a Coordinate monthly Executive Committee conference calls, and provide agenda in advance. b Maintain ongoing email / phone communication with Board and Division members to ensure timely progress of Division business.	Chair	\$0
3 Manage meeting minutes and records	a Manage calendar invitations and conference call-in details for monthly Executive Committee calls. b Record and distribute meeting minutes and action items to Board.	Secretary	\$0
4 Hold an in-person Executive Committee mini-retreat at National Conference.	a Ensure availability of Executive Committee. b Brainstorm purpose, and reserve an appropriate location. c Develop agenda and goals for meeting and circulate to Executive in advance. d Circulate outcomes from meeting to Executive and schedule biannual 'check in' to review progress.	Chair; Executive Committee	\$0
B - Communicate effectively, frequently, and creatively with members.			
1 Update Division website onto APA's new web platform.	a Work closely with APA Website Taskforce to implement new website on planned schedule (currently indicated for April 2018 transition start).	Communications Director	\$0
2 Publish a newsletter on a trimester basis.	a Recruit Division members to help deliver content. b Create an annual schedule and share with the Board. Revise as necessary, provide deadline reminders, and ensure schedule is followed. c Solicit article submissions from a variety of contributors. d Maintain format & design developed by Newsletter editors. e Distribute via e-mail & social media; post on website.	Communications Director; Digital Layout Editor; Communications Committee	\$0
3 Create and distribute eBlast to members at minimum every two-months.	a Develop a schedule and potential recurring topics for e-updates. b Include business activity updates from Division leadership (e.g. Message from the Chair, Budget Update, etc.). c Work with Executive Committee to create content for e-updates.	Communications Director; Communications Committee	\$0
4 Conduct member survey	a Develop process and schedule to conduct survey every two years. b Promote survey via e-mail, newsletter, social media, etc. c Execute survey of members in 2018. d Design and publish electronic 'snap shot' digestible summary report to share results with members. e Implement survey findings into FY 2019 workplan. f Post results to Division website.	Membership Director and other members of Executive Committee; Communications Committee	\$0
5 Maintain & increase social media presence (Facebook, LinkedIn, Twitter, Instagram)	a Share content relevant to the Division's mission on a frequent basis. b Recruit 3 member volunteers on an annual basis to form a Media Committee to provide support to the Communications Director, with a special focus on social media. c Establish protocol so all platforms get updated with the same / similar content at the same time, as appropriate. d Publish for Executive audience only an annual posting calendar, to ensure the Division maintains at minimum bi-weekly posts and to plan for coverage of key dates (eg: National Community Planning Month; Women's History Month; APA national conference). e Reach out to other Divisions & Chapters for ideas on best practice on managing social media platforms. f Consider purchasing platform "promotions" to promote a special event or program.	Communications Director; Social Media Committee	\$50
6 Create and update website content.	a Recruit web volunteer to maintain and increase website content. b Improve photos and visuals by reaching out to members and other sources for compelling, attractive graphics. c Ensure all monthly Executive meeting minutes, annual Business minutes, newsletters, and other relevant Division business materials are easily accessible to our members on our website.	Communications Director; Secretary	\$0
7 Welcome & Retain Members	a Send welcome e-mail to all new Division members on a monthly basis. b Send monthly reminder e-mail to expiring members encouraging them to renew.	Membership Director	\$0
C - Partner with APA and allied professions.			
1 Provide support and partnership to other APA Divisions and Chapters.	a Seek out opportunities to join in or jointly host activities or events with partner groups or organizations.	Director of Programs; Director of Chapter	

POLICY GOAL and Tasks	Actions	Parties Responsible	Budget
	<ul style="list-style-type: none"> b Present opportunities to Exec for prioritization and approval. c Provide monetary and/or resource support to partner groups and organizations. 	Director of Chapter Engagement; Director of Student Engagement	\$400
2 Engage Chapters	<ul style="list-style-type: none"> a Recruit liaison from every APA Chapter to form a Chapter Liaison Committee. b Support and publicize existing local mentorship opportunities. c <u>Develop and facilitate programs and events at the Chapter level.</u> 	Chapter Liaison Director; Chapter Liaison Committee	\$0
3 Engage students and early career planners	<ul style="list-style-type: none"> a Connect with leadership of all APA-registered Planning Student Organizations. b Recruit liaison from every APA Planning Student Organization to form a Student Liaison Committee. c <u>Develop and facilitate student programs and events.</u> 	Director of Student Engagement; Student Liaison Committee	\$0
D - Provide programming to serve the interests of our members.			
1 Host two in-person events per year.	<ul style="list-style-type: none"> a Solicit ideas and partnership opportunities, and select at least two events. b Plan and execute events. c Publicize, advertise, and de-brief on events directly to Executive Committee and broadly to Division and APA membership. 	Director of Programs; Director of Membership; Director of Chapter Engagement; Director of Student Engagement	\$700
2 Host three in-person book club events per year.	<ul style="list-style-type: none"> a Solicit ideas and partnership opportunities from members and through social media. b Plan and execute events. c Publicise, advertise, and de-brief on events directly to Executive Committee and broadly to Division and APA membership. 	Director of Programs; Director of Membership	\$300
3 Host two webinars per year.	<ul style="list-style-type: none"> a Register as CM provider. b Explore partnerships with other Divisions to jointly sponsor webinars. c Identify topic & recruit speakers. d Follow up with attendees to encourage membership. e Participate in the Planning Webcast Series 	Director of Programs	\$800
E - National Conference Activities (2018 New Orleans)			
1 Advocate for the re-instatement of two Division by-right sessions.	<ul style="list-style-type: none"> a Continue to respond to APA's decision to revoke Division by-right sessions and advocate across APA for futher discussion and their reinstatement. 	Chair	\$0
2 Propose a minimum of two sessions through the annual submission review process.	<ul style="list-style-type: none"> a Solicit session proposals from members. b Develop session application as per APA requirements and submit by APA deadline. c Identfy a Session Coordinator for each session to lead the session preparation (deadlines, run-through, materials) d Work with panelists to draft, finalize, submit, and run-through session presentation in advance of conference. 	National Conference Committee; Session Coordinator; Session panelists	\$0
3 Support additional sessions proposed by members.	<ul style="list-style-type: none"> a Promote such sessions to membership. 	National Conference Committee; Session panelists	\$0
4 Host a Division Reception	<ul style="list-style-type: none"> a Find venue for reception. b Find APA co-hosts for reception. c Hire food/beverage service d Secure keynote speaker e Sell tickets to event in advance of conference. f Promote event. 	National Conference Committee; Executive Committee	\$1,500
5 Aim for high attendance at all Division sessions and events. Encourage networking among attendees.	<ul style="list-style-type: none"> a Publicize business meeting via e-mail, social media & newsletter well in advance of conference. b Encourage current and prospective members to attend. c Promote meeting during conference through networking and social media. Consider posting fliers, or other announcement tools. d Purchase Division ribbons and distribute broadly during conference. e Design and print flyer advertising Division events and achievements for distribution at conference. f Identify volunteer roles to recruit for at business meeting. g Provide opportunity to join Division during Business Meeting, Conference Sessions, Reception. 	National Conference Committee; Communications Committee	\$715
6 Provide staffing for APA Divisions booth	<ul style="list-style-type: none"> a Issue a call to leadership to recruit booth staffing support. 	Executive Committee	\$0
7 Business meeting	<ul style="list-style-type: none"> a Provide refreshments at the annual Business Meeting and promote attendance 	National Conference Committee; Communications Committee	\$200
8 Travel	<ul style="list-style-type: none"> a Provide funding to the chair or proxy to attend 	Chair or proxy	\$900
F - Professional Development			
1 Publicize and support existing Chapter and PSO mentorship programs	<ul style="list-style-type: none"> a Research and compile existing mentorship efforts throughout the country. b Publicize these programs to existing membership. c Encourage program participants to join Division. 	Director of Programs; Director of Chapter Engagement; Director of Student Engagement	\$200

POLICY GOAL and Tasks	Actions	Parties Responsible	Budget
2 Support members to achieve FACIP distinction.	a Highlight any Division members inducted into the FAICP class 2018 by promoting their achievement through newsletter article or other promotion shared with all members.	Director of Membership; FAICP Nominating Committee	\$190
	b Work with APA and FAICP to identify and track the existing and historic gender balance of College of Fellows. Aim to track gender balance over time and report to Division and APA members on rate of change toward gender parity.	Director of Membership; Director of Communications.	\$0
	c Sponsor one or multiple Division members (and consider partnering with another Division) to attend APA's NPC.	Chair, Director of Programs, Treasurer	\$1,000
G - Support the goals and initiatives of APA's Development Plan			
1 Continue to collaborate with other Divisions and Chapters.	a Reach out to other Division and Chapter Executive Committees to inquire about interest in hosting joint webinar, on-the-ground event, or remote program.	Director of Programs; Director of Chapter Engagement; Director of Student Engagement	\$0
2 Continue to assist APA in its diversity initiatives	a Undertake activities as requested and based upon availability of Executive Committee and Members.	Executive Committee, Division Members	\$0
3 Represent the Division at the APA Fall Leadership Meeting	a Provide funding to the Chair or proxy for travel and accommodation expenses.	Chair or proxy	\$400
Work Plan Budget \$7,355			

Other Expenses \$250

Total Expense Budget \$7,605

APA Women & Planning Division
 FY2017 Financial Report (10/01/2016 - 09/30/2017)
 FY2018 Proposed Budget (10/01/2017 - 09/30/2018)

Appendix 2

Type	Funds Available 10/01/11	Funds Available 09/30/12
Checking	\$0.00	\$0.00
Money Market	\$0.00	\$0.00
Other	\$0.00	\$0.00
TOTAL	\$0.00	\$0.00

REVENUE	Description	FY2017 Budget	FY2017 Actuals as of 09/30/2012	Proposed Budget FY2018
REVENUE				REVENUE
Carryover	from Previous FY	\$ 8,105.38		\$ 8,105.38
Rebates/Dues	Q1 (trf in December)	\$ 675.00	\$ 764.00	\$ 700.00
	Q2 (trf in March)	\$ 500.00	\$ 1,237.50	\$ 900.00
	Q3 (trf in June)	\$ 800.00	\$ 704.42	\$ 700.00
	Q4 (trf in September)	\$ 400.00	\$ 711.81	\$ 700.00
	Rebate Revenue	\$ 2,375.00	\$ 3,417.73	\$ 3,000.00
National Conference	Reception Ticket Sales	\$ 540.00	\$ 1,240.00	\$ 1,000.00
	Other Revenue	\$ -	\$ -	\$ -
	TOTAL REVENUE	\$ 10,480.38	\$ 11,523.11	\$ 4,000.00

EXPENSES	Description			EXPENSES
EXPENSES				EXPENSES
Communications	Design	\$ -	\$ -	\$ -
	Printing (marketing materials)	\$ 100.00	\$ -	\$ -
	Social Media	\$ 50.00	\$ 9.60	\$ 50.00
	Postage	\$ -	\$ -	\$ -
	Communications Expense	\$ 150.00		\$ 50.00
Annual Business Meeting	Refreshments	\$ 100.00	\$ -	\$ 200.00
	Annual Meeting Expense	\$ 100.00		\$ 200.00
Travel - Division Chair	APA National Planning Conference	\$ 900.00	\$ -	\$ 900.00
	APA Fall Leadership Meetings	\$ 400.00	\$ -	\$ 400.00
	Other	\$ -	\$ -	\$ -
	Travel Expense	\$ 1,300.00		\$ 1,300.00
National Planning Conference	Reception	\$ 750.00	\$ 351.49	\$ 1,500.00
	Promotion & Marketing (ribbons, ads, etc)	\$ 300.00		\$ 715.00
	NPC Expense	\$ 1,050.00		\$ 2,215.00
Events	Division-led events (two per year)	\$ 600.00	\$ 582.23	\$ 700.00
	Book Club	\$ 300.00		\$ 300.00
	Webinar (includes CM fee)	\$ 100.00		\$ 700.00
	Planning Webcast Series	\$ 100.00		\$ 100.00
	Events Expense	\$ 1,100.00		\$ 1,800.00
Sponsorship	PSO	\$ 200.00	\$ 200.00	\$ 200.00
	Chapter or Division	\$ 400.00	\$ 150.00	\$ 400.00
	FAICP Nomination/Recognition	\$ 190.00	\$ 190.00	\$ 190.00
	Member sponsorship (NPC)			\$ 1,000.00
	Sponsorship Expense	\$ 790.00		\$ 1,790.00
	Other Expense	\$ -	\$ 45.05	\$ 250.00
	TOTAL EXPENSES	\$ 4,490.00	\$ 1,528.37	\$ 7,605.00

Revenue over (under) Expenses for reporting period:	\$ 5,990.38	\$ 9,994.74	\$ 4,500.38
--	--------------------	--------------------	--------------------

Submitted by: Kadie Bell Sata
 Date: Updated 12.05.17

**APA Women & Planning Division
2017 Annual Business Meeting
MINUTES**

APA National Conference – New York City
May 7th 2017

Attendees -

- Executive Committee members: Fiona Akins, Kadie Bell Sata, Deborah Meyers, Corrin Wendell, Breanne Rothstein, AJ Fawver, Anna Kitces, Brianna Gray
- Others: Irene Barth, Karen Hanly, Melanie Sloan, Karen, Linda Amato, Sarah Copeland, Julie Montgomery, Malia, Andrea, Kim, Alice, Amber

HIGHLIGHTS and PRIORITIES

Chair -

1. Doubled Membership
2. On the ground events

Vice Chair -

1. Marketing and social media
2. Webinars and sessions

Treasurer

1. Increasing our reserves in the budget
2. See more men involved in the Division. Women's issues are not limited to women. Especially men in management roles.

Membership -

1. Increased membership
2. Prevent attrition

Chapter Engagement -

1. Increased membership
2. More members have more opportunities for competition

Programs -

1. Conference committee sessions
2. Webinar series

Secretary -

1. Being on the board and learning more and connecting Alaska
2. Increase membership

Anna -

1. Thanks to current women, past women, and past efforts
2. Continue to improve communications and grow more

INITIATIVES

1. Guidance on how to retain women in the workforce - identify structural issues
2. Scholarship foundation to fund women in school, research, mid-career
3. Advocating for parental leave and work/life balance
 - a. Best practices/fact sheet to advocate locally. Resources?
 - b. Market as parent issues not a mother's issue - policy advocacy
4. Top 100 planning organizations to work for in the County
 - a. Equitable jobs - partnership with other divisions (LGBTQ, Latino, Black, etc)
5. Past Chairs Council
6. Section launch plan for engagement - networking and opportunities at the Chapter level
 - a. Members write informal proposal to WPD and evaluate and potential lottery - budget (\$200?) to underwrite section launch; next month develop criteria, call for proposals in July and ready in fall. Every chapter could have a toolbox. Possibly a debrief and evaluation for improvement. No need to reinvent the wheel, re-use content at national conference. Success in MN.
 - i. Would like a writeup of when this has occurred before
 - ii. Chapter conferences always include women and planning session
 - iii. Linda is the liaison with APA (Divisions council works to distribute information at events or representatives. This years initiative is Sharing Economy. They also have seed money (\$1,000) who are invited to speak on one of our initiatives and need financial assistance to travel. Also \$7,000 for research grants and \$5,000 to produce a product and push the product. Also a handbook, perhaps.
 - b. How to make it better for employees, attract great candidates (100 best)
7. Entrepreneurship and women - how to lead a firm or compete for jobs that go to large firms. Could be marketed to all but include a panel of all women.
8. Session on negotiating
9. Create a policy and advocacy position on the committee?

NEXT YEAR'S CONFERENCE

1. Partner with other divisions
2. Women of color
3. Flexible work schedules
 - a. Something about creating a workplace culture conducive for women's leadership
 - b. Working at home
4. Keynote speaker and/or influence the speaker's overall
5. Session on PT consulting for work/life balance
6. Negotiation
7. APA's female staff - how they are treated?
8. Women supporting other women - stop competing, start helping
9. Election/political impact on women
 - a. Partner with Women's Transportation
10. Managers and Emotional Intelligence and how women can communicate
11. Career clinic/counseling (like resume clinic for problem solving with confidential input)