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**Introduction**

The Chapters of the American Planning Association serve to extend the mission of APA to individual states and regions. More so than APA itself, Chapters, are often the primary point of direct contact and interaction with the membership. As such, Chapters have a responsibility to provide quality customer service to both members and the communities served. This service is representative of not only each of our chapters, but also of one APA.

Understanding the limitations of a volunteer driven organization, but also recognizing that each chapter must provide a baseline level of service in order to fulfill APA’s mission, satisfy the needs of the membership, and ensure the success of the overall organization the Chapter Presidents Council (CPC) voted as a group to identify Chapter Performance Criteria. These Chapter Performance Criteria establish the baseline levels of service and functions that the members of each chapter of APA deserve to expect in return for their dues dollars.

In order to ensure the New York Upstate Chapter (NYU) is fulfilling the performance criteria the Chapter Board has decided to use these valuable guidelines as the basis of our annual work plan. The intention of the work plan is to ensure we are meeting the needs of our members and use it as a tool to budget annual Chapter activities. The work plan has two sections. The first applicable to Chapter business and the second applicable to the Chapter’s five Sections including Western New York (WNY), Genesee/Finger Lakes (GFL), Central New York (CNY), Capital District Planners Association (CDPA), and Southern Tier (ST). There is an appendix which includes a template for Sections to use as a tool to generate their own annual work plan. A section’s work plan need not mirror the exact format but shall contain the minimum content in the template and correlate to the projected annual section budget. Once submitted to the Chapter Board Secretary it shall be incorporated into this document. The Chapter is committed to assisting sections in meeting these criteria by providing guidance and assistance.

This document is intended to be updated on an annual basis at the November meeting and distributed as a reference with Board meeting material. It may need to be amended during the year by unanimous Board vote as unanticipated opportunities may present themselves.

**Mission Statement**

The New York Upstate APA's mission is to serve and support the professional, student, and citizen planning communities in New York State and to improve the quality of life through the use of planning. APA members seek to implement good planning in their communities and impart the benefits of planning.

**Work Program**

Identifies specific quantifiable goals and actions for the coming year(s), based on the Mission Statement and Development Plan. Given the Chapter is in the process of generating and implementing a Development Plan and associated Work Program, we have decided to generate our work plan for 2018 of baseline minimum tasks that must be completed. The work program will include a calendar to provide structure. Future Chapter Work Program shall not exceed a four-year span and contains a listing of goals and objectives—the things the Chapter knows it is capable of accomplishing within the available resources.

Note: for the purpose of this draft, the suggested sections to be included in the Section Work Plan template are highlighted in yellow.

1. Establish a Development Plan for the Chapter and Sections

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officer* | *Resources Needed* | *Completion Date* |
| Review 5-Year Development Plan. | Discuss at May Mtg | President & Vice President | Time | July 2020 |

1. Update Bylaws

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officer* | *Resources Needed* | *Completion Date* |
| Chapter shall review the bylaws no less than once every five years and update as needed. Current bylaws shall be updated to reflect National’s election cycle, requirement of Chapter and Section Annual Work Plan, and the budget distribution based on submitted work plans. The process for adopting updated bylaws is within the text of the current bylaws. | A committee will be established in early 2020 to review bylaws.  *Note: The bylaws have been reviewed for compliance with NY laws and rules governing not for profits.* | President, with assistance from others. | Time | Fall 2020 |
|  |  |  | Time |  |

1. Annual Work Plan

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officer* | *Resources Needed* | *Completion Date* |
| The Chapter and Sections shall prepare work plans and an associated proposed budget for the following year and submit to the Board for review no later than the final meeting of the previous year. Work plans should be presented by each Section Director at the final meeting. The Board may consider a motion to accept as presented or request additional information by a specific date. The accepted Section budgets shall be incorporated into the Chapter budget to be considered at the first meeting of the following year. The Chapter will submit the completed workplan to APA national as required.  Individual tasks are provided in a separate attached section. Associated budgets, were required, are also attached. | Draft in Sept and formalize for submission and circulation for consideration at the Nov meeting. | All Officers for their respective positions | Time | Annually |

1. Budget

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officers* | *Resources Needed* | *Completion Date* |
| Sections shall prepare their budgets for the following year in August and present them to the Chapter Finance Committee in September. Chapter Finance Committee shall review the proposed Section budgets Prior to the Nov meeting and use to draft the Chapter budget for consideration at the Jan meeting. The budgets shall be designed to implement the Chapter and Section work plans.  Budgets are included in a separate attached section. | Review Section budgets at the Nov meeting and draft Chapter budget based off the discussion. Chapter budget shall be circulated prior to Jan meeting for review and adoption. | Finance Committee: President, Vice President, Treasurer, Officer Emeritus | Proposed Section Budgets by Sept. Board Mtg. Treasurer prepares draft Chapter budget based upon meeting discussion for adoption at 1st mtg. in 2019. | December 2020. |

1. Financial Reporting

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officer* | *Resources Needed* | *Completion Date* |
| The Chapter Finance Committee shall develop and propose to the Chapter Board Financial Procedures, Guidelines and Controls. | Q1-3 2020 | Finance Committee |  | *Sept 30, 2020* |
| The Chapter shall convert its financial recordkeeping from Quicken to Quickbooks Online QBO. | Q1 2020 | President/Treasurer/Finance Committee | QBOs subscription | 3/21/2020 |
| Sections shall regularly share financial reports and bank records with the Chapter Treasurer. Those Section records shall be tracked in QBO. The Chapter shall prepare a financial report for the previous fiscal year within 3 months of the fiscal year close. The report shall include the identification of all sources of income as well as expenditures. | Prepare after Jan meeting | Treasurer | Time | Ongoing |

1. Tax Return

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officer* | *Resources Needed* | *Completion Date* |
| Chapter shall have IRS Form 990 prepared and filed as required each year. | Must be submitted by May 15 each year | Treasurer | Time and accounting firm | Prior to the filing deadline |

1. Communications and Branding

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officer* | *Resources Needed* | *Completion Date* |
| Chapter and Sections websites, publications, contracts, and communications shall be identified with the full name of the chapter as “a Chapter of the American Planning Association,” and with the uniform logotype of the Association. | Review annually at Jan. meeting to ensure all Board members understand this requirement. | Professional Development, Public Relations | Time | Review Annually |
| Add New Logotype, Lock up, Letterhead to the Chapter’s Google Drive Chapter and Section leadership may access it. Include branding requirements provided by National. |  | Professional Development |  | Ongoing |
| Partner with other orgs to offer CM credit and thereby raising the profile of APA and Planners | Ongoing | Membership/PDO/Public Relations | Table Wrap, Banners and other promotional materials | Ongoing |

1. Consolidated Elections

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officer* | *Resources Needed* | *Completion Date* |
| Chapter officers shall be elected on a regular basis and Chapters shall participate in the APA consolidated and coordinated election cycle; a current list of all elected Chapter officers shall be maintained with APA staff. | Every other year per the APA timeline.  Note: This will be addressed under the bylaws update task in 2020. | Secretary, VP, President | Time & Coordination with National Staff | Fall 2020 |

1. Annual Report

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officer* | *Resources Needed* | *Completion Date* |
| The Chapter shall prepare an annual report to chapter members that summarized the Chapter’s activities in relation to the adopted work plan. This gives the Chapter Executive Committee an opportunity to assess the successes and difficulties experienced during the year and to plan accordingly for next year and also provided the membership with a yardstick by which to measure their Chapter. | Each responsible officer shall prepare a report of their activities to be included in the last newsletter of the year or by separate document/communication, as agreed-to by the Board each year. | Secretary & all Board Members | Time to compile information and | Q1 2020 |

1. Professional Development

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officer* | *Resources Needed* | *Completion Date* |
| Providing educational opportunities for the membership is a key component to the performance of Chapters, thus, chapters should provide access to 16 hours’ worth of educational opportunities to its members each year. These can include but are not limited to events, workshops, conference sessions, brown bag lunch & learns, webinars, co-sponsoring educational opportunities relevant to the planning profession by allied organizations or any other format which delivers professional development opportunities to the membership as well as providing planning-related education to the broader community. | Ongoing | Professional Development | All events should be announced to the membership via Monday morning eblasts. | Ongoing |
| Partner with other orgs to offer CM credit and thereby raising the profile of APA and Planners | Ongoing | Membership/PDO/Public Relations | Table Wrap, Banners and other promotional materials | Ongoing |

1. Legislative and Policy Program

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officer* | *Resources Needed* | *Completion Date* |
| Chapter should provide opportunities for members to be informed of and participate in state and local legislative and policy issues of concern to the planning procession. This could be accomplished by the following:   1. Legislative Update at Spring Planners Day 2. Legislative Update during the annual business meeting 3. Legislative Policy session during the Chapter Conference 4. Legislative article in the newsletter 5. Communicate important National distributed e-blasts to the   membership via Chapter Admin | Will provide in 2019.  Will provide in 2019.  Will work with Conf. Cmte.  Will provide again in 2020.  Will continue to provide in 2020. | Legislative Director | Time dedicated at each event to provide a legislative update. Coordination with Highland Planning staff to send out information through the e-blast. | Throughout the year, as appropriate. |
| Chapter should ensure participation in the APA Policy and Advocacy Conference and National Delegate Assembly | Will plan to attend again in 2020. | Legislative Director |  |  |
| Develop a legislative committee to review, comment on, and support the establishment of a Legislative Program |  | Legislative Director |  | Q2 2020 |

1. Membership

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officer* | *Resources Needed* | *Completion Date* |
| Track and communicate with Chapter Only members and AICP Members whose membership may be lapsing | Spring and Fall | Membership and PDO |  | Ongoing |
| Partner with other orgs to offer CM credit and thereby raising the profile of APA and Planners | Ongoing | Membership/PDO/Public Relations | Table Wrap, Banners and other promotional materials | Ongoing |

1. APA Leadership Meeting Participation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officer* | *Resources Needed* | *Completion Date* |
| Chapters must send its chapter president or proxy to the two leadership meetings held in each given calendar year. | Spring and Fall | President | $5,000 | Annually |

1. Chapter Annual Membership Meeting

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officer* | *Resources Needed* | *Completion Date* |
| Chapter should hold a business meeting annually in person or via electronic communications. | Fall Chapter Conference | President | Time at the Conference | Fall 2020 |

1. Awards Program and FAICP Committee

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| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officer* | *Resources Needed* | *Completion Date* |
| Chapters should have an awards program to recognize professional planning projects undertaken and completed within the Chapter. Whenever possible, Chapters should use awards as a way to communicate to the community at large about the value of planning. | Spring through Fall Conference | Vice President | Time & $300 for awards. May want to discuss nicer awards and associated larger budget | Fall 2020 |
| The Chapter will convene an FAICP Committee Comprised of a Representative from each section and chaired by an FAICP member. The committee will annually recommend members for recognition as a “Chapter Fellow” to the Awards Committee and work with nominees to develop and submit nominations packets every other year/ | Q1 2020 | President |  | Annually with recommendations provided to the Awards Committee by July and FAICP submission by October |
| Cultivate and Support Great Places Applications to National | Throughout the year | Vice President |  | August 2020 |

1. National Community Planning Month

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| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officer* | *Resources Needed* | *Completion Date* |
| Chapters should use the opportunity and resources provided by National Community Planning Month to engage communities and citizens in a dialog about the value of planning to civic discourse and developing a share vision for the future of communities. Obtaining state and local proclamations, providing specific programs and writing articles highlighting planning’s values to citizens for news media outlets are all examples of successful efforts. | Start planning during July board meeting. | Public Relations | Resources on APA National Website | October Annually |

1. Great Places in America

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| --- | --- | --- | --- | --- |
| *Implementation Item* | *Timeline* | *Responsible Officer* | *Resources Needed* | *Completion Date* |
| The Chapter shall implement a Chapter Great Places category within the Chapter Awards program which will facilitate candidates for submission to APA Nation’s Great Places program. | Same as Chapter Awards Program Timeline | Public Relations | Time | Annually – typically Fall of each year |

**Annual Calendar**

**Board Meetings**

* **January 10, 10:30am. Teleconference**
* **March 13, 10:30am. Teleconference or In Person or @ Planners Day**
* **May 8, 10:30am. Teleconference or In Person or @ Planners Day**
* **June, 12 10:30am. Teleconference**
* **September 23, 10:30am. Annual Conference**
* **November 13, 10:30am. Planning School UB**

February

* Draft Chapter Work Plan
* Prep for Spring Planners
* Highland works on recruiting sponsorships
* Submit list of positions up for election to Lynn Jorgenson (Vice President)
* Identify an election nomination committee
* Chapter President and/or delegate makes arrangements to travel to NPC & Leadership Meetings
* Chapter President submits travel assistance request for leadership meetings to Lynn Jorgenson
* Issue call for newsletter submissions

March

* Newsletter issued

April

* Spring Planners Day
* Draft Chapter Work Plan

May

* Draft Chapter Work Plan

June

* Draft Chapter Work Plan

July

* Draft Chapter Work Plan

August

* Draft Chapter Work Plan

September

* Draft Chapter Work Plan

October

* Draft Chapter Work Plan

November

* Draft Chapter Work Plan

December

* Draft Chapter Work Plan

January

* Board meeting

Development Plan Suggested Content:

* Membership Recruitment and Retention (from min Chapter Performance Criteria)
* Create a process and a committee to assist eligible AICP members to be nominated to the AICP College of Fellows
* Perhaps the NYPF liaison can coordinate Planners Day and the Chapter Conference details with the federation to distribute to its members. Certificates demonstrating credits for Board members could easily be offered to increase participation. Fliers for the events should be e-mailed to potential participants beyond just Chapter Membership.
* Succession Management (from min Chapter Performance Criteria)
* Outreach to Youth, Students, and New Professionals (from min Chapter Performance Criteria)