



American Planning Association

Making Great Communities Happen

APA AMBASSADORS PROGRAM

INFORMATION SHEET FOR AMBASSADORS

What: The APA Ambassador Program is volunteer activity conducted by members of the American Planning Association with the goal of increasing awareness and understanding of the power and value that the planning profession brings to communities. Particular emphasis is placed on reaching audiences of diverse racial and ethnic backgrounds.

Who: The Ambassador is an APA member in good standing who is passionate about the profession and who firmly believes on the principles of diversity in planning. The Ambassador can range from students to mid-career professionals to Fellows of the American Institute of Certified Planners. All are welcome.

When: The Ambassador will be active for one year (January thru December), during which they will conduct at least two activities during dates and times they will coordinate with an organization or school of their choice.

Where: The Ambassador's activities can take place at any venue that is suitable for the Ambassador's comfort zone: an elementary, middle or high school; a university; a community fair or community forum; a general plan update or zone change, etc.

How: The Ambassador will choose how to deliver the activity. It should include a conversation about basic concepts of planning and the planning profession, the benefits and value of APA, and an activity that bring those concepts to a community and personal level.

THE COMMITMENT, EXPECTATIONS AND ROLES

What's Expected of You as an Ambassador:

1. Attend the Ambassador Orientation Webinar, whether live or as a recording
2. Conduct at least two activities during the year of commitment (January thru December)
 - a. Each activity should be at least one hour
 - b. Each activity should include a presentation, activity and Q&A.
3. Administer Participant Surveys for each activity
4. Complete an Ambassador Activity Report Form for each activity
5. Complete one Ambassador Evaluation Report after completing all activities
6. (Optional) Write a blog story for APA's website

The timeline below walks you through the year of commitment.

Ambassador Timeline



Depending on the complexity and the audience of each activity, up to 8 hours may be required to include the following:

1. Establishing contact with the activity host
2. Securing a venue
3. Researching and identifying the proper materials for the audience
4. Preparing for the activity/presentation
5. Delivering the activity/presentation
6. Preparing a brief report and a story for APA
7. Participating in periodic calls/webinars with other APA Ambassadors to share ideas

The Benefits to You as an Ambassador:

1. This is an opportunity to give back to your community
2. Inspire the next generation of planners
3. Becoming an agent of community empowerment of diverse audiences potentially left out of the planning discourse
4. Experience first-hand how to apply aspirational principles from the AICP code of ethics
5. Earn pro-bono CM credits
6. An excellent addition to your resume backed by the premier association of the planning field: APA
7. Use this opportunity as a way to sharpen your public speaking and teaching skills
8. Enhance your professional network
9. Be recognized by APA National and state chapters

More info found at <https://www.planning.org/diversity/ambassadors>