

Nevada Chapter of the American Planning Association

Strategic Plan 2023 - 2027

Mission Statement:

The Mission of the Nevada Chapter of the American Planning Association is to promote public involvement and excellence in planning, to improve the quality of life, and create great communities for all Nevadans.

Chapter Section Overview:

The Chapter maintains organizational units known as Sections. The purpose of the Section is to provide a means for Chapter members to receive educational and member services outside of regular Chapter-wide events and activities. As a unit of the Chapter, each Section is responsible for outlining a series of annual programs and activities with the purpose of supporting the mission of the Chapter (and in-turn, the American Planning Association). While the decision on program topics and frequency are left to Section leaders, all programs which will be submitted for consideration of AICP Certification. Members are served by two sections, Northern and Southern. The Northern Section serves 13 of Nevada's 17 counties. The Southern Section serves the remaining area of the state including Las Vegas and Clark County.

<https://nevada.planning.org/sections/southern-section/>

The Nevada Chapter Exists to:

- Bring together and support all Nevadans involved in the local, state and regional and national planning process; and
- Provide professional development and education opportunities for members to promote excellence in the planning profession; and
- Train leaders and increase the planning expertise of elected officials, appointed officials, citizen planners, and students; and
- Engage and empower all communities to participate and promote diversity, equity, and inclusion in the planning process; and
- Promote and achieve planning that is better performed, better understood, and better respected throughout Nevada.

Chapter Leadership

All members of the Chapter are encouraged to become actively engaged in making decisions about Chapter activities, events and programs. Some members will choose to run for offices within the Chapter hierarchy as well as its various Sections. Others will serve on standing or ad-hoc committees or for planning committees to organize major chapter events. The input of these individuals is greatly appreciated.

Elected officers and appointed leaders serve at the discretion of our members and have the responsibility to provide a program of events and activities which offer opportunities for all members to participate. The responsibilities for all elected offices (except Section offices) are outlined in the Chapter Bylaws.

- The following are the various Board, Officer, and Appointed positions and their general roles:

The Executive Board Roles Are to:

- Chapter President
 - The president shall preside at meetings of the Executive Committee and of the membership. The President shall provide leadership on the development of Chapter policies in coordination with the Executive Committee. The President shall prepare an annual budget for approval by the Executive Committee. The President shall have power to create, appoint and discharge Chapter committees unless otherwise provided in these Bylaws. The President shall represent the Chapter on the APA Chapter Presidents Council. The President shall call meetings and perform other duties required by these Bylaws, or customary to the office and any additional duties that may be assigned by the Executive Committee.
- Chapter Vice President
 - The Vice President shall assist the President in the guidance and coordination of committee activities. The Vice President shall carry out any other duties assigned by the President. The Vice President shall serve as President when the President is unable to complete his/her duties.
- Chapter Treasurer
 - The Treasurer shall (a) receive and disburse Chapter funds in accordance with the annual budget adopted by the Executive Committee or as specifically authorized by the Executive Committee; (b) collect Chapter dues and assessments not collected by the National Office; (c) assist the President in preparing an annual budget for review by the Executive Committee; (d) maintain accounts which shall be open to inspection by officers and subject to audit; (e) prepare for each meeting of the membership and of the Executive Committee a financial report to include a current balance sheet and an income statement reflecting the preceding 12 months of chapter operations; and (f) perform such other duties as required by these Bylaws or customary in the office.
- Chapter Secretary
 - The Secretary shall: (a) maintain an accurate list of the members of the Chapter; (b) notify members and the Executive Committee members of meetings, Page 4 of 7 Approved by the Chapter Executive Committee June 17, 2016 prepare and report minutes of Chapter and Executive Committee meetings; (c) transmit to the Executive Director of APA a list of all Chapter officers (including their address and telephone numbers) within 30 days of their election; (d) notify the Executive Director of APA of the results of all Chapter voting, and, in so doing, specify the quorum and the number voting for each candidate or "aye" and "nay" on each issue; (e) transmit to the Executive Director of APA one copy of each publication of the Chapter; (f) submit to the Executive Director of APA proposed Bylaws or Amendments as required by the Bylaws of APA; (g) maintain files of all correspondence, reports, publications, etc., belonging to the Chapter; and (h) perform such other duties as required by these Bylaws or customary to the office.

The Section Officer Roles Are to:

- Northern/Southern Section Directors
 - The Director shall preside at meetings of the Section, shall represent the Section on the Executive Committee of the Nevada Chapter of APA, and shall provide leadership on Section activities and programs.
- Northern/Southern Section Assistant Directors

- The Assistant Director shall assist the Director in developing activities and programs for the Section. The Assistant Director will preside in the absence of the Director. In the event of incapacity of the Section Director, the Assistant Director shall assume the office of the Director.
- Northern/Southern Section Treasurers
 - The Treasurer shall be responsible for maintaining accounts, paying bills, and providing quarterly reports on receipts and expenses for the Section.
- Northern/Southern Section Secretaries
 - The Secretary of the Section shall be responsible for taking minutes at Section meetings, preparing mailings and tabulations for elections and/or bylaw changes. The Secretary shall transmit to the Executive Committee of the Nevada APA Chapter the results of all special Section elections. The Secretary is responsible for updating the Section membership list and preparing a quarterly list of new members.
- Northern/Southern Section Planning Official Representatives
 - The Planning Official Representative of the Section shall provide leadership on Section programs for members of planning commissions, boards of zoning adjustment (BZA), city councils, boards of county commissioners (BCC), etc. The Planning Official Representative must be a member of APA and a member of a planning commission, BZA, city council, or BCC within the section, and shall be elected by the membership at large.

Appointed Roles:

- Professional Development Officer, Planning Official Development Officer, Western Planner Liaison, Social Media Coordinator, Website coordinator, other as assigned.
 - The Chapter may have a variety of additional appointed roles as required by APA National or volunteered for by members to further an area of interest.

Goal Development and Implementation:

This Strategic Plan will cover the four year period spanning 2023 through 2027. Each year an Action Plan will be developed that will further delve into specific actions to accomplish the goals and objectives of the Strategic Plan.

The Chapter's mission and a majority of its activities remain largely the same through the years. As a voluntary organization, simply providing member services, conferences, and managing the organization can be demanding. However, it remains important to periodically assess the organization's performance, and make adjustments to the Strategic Plan as needed. Also, it is important to update a Strategic Plan and the Plan's unique set of goals that speak to the organization's ambitions, industry trends and current challenges.

The Strategic Plan will be formally adopted by the Chapter's Executive Board at a regular monthly meeting after being presented to the Chapter membership for review and comment. After adoption, the Strategic Plan shall be reviewed annually by the Executive Board at its first meeting of the year and updated no less than every four years.

Chapter Goals:

- Goal 1: Member Services & Networking – increase planning expertise through efficient use of Chapter resources.

- Encourage learning and networking statewide, across sections, through in-person, virtual, and hybrid events. Provide high quality programming that is responsive to membership interests and community and statewide issues. Hold an annual statewide conference in different parts of the state. Ensure that all bordering states and Western Planner receive materials to promote the conference. In even years the conference will be hosted by the Southern Section, in odd years the conference will be hosted in by the Northern Section.
- Hold a Nevada Rural Planning Conference in different parts of the state once every four years.
- Expand professional development opportunities by hosting monthly events for professional development that are varied in format, experience and topic. Submit all events for CM credit and conduct evaluations of each event to gather feedback and get input from members.
- Develop and distribute media. Publish a chapter newsletter at least 3 times per year. Send out emails to membership at least monthly. Create engaging social media posts.
- Update and maintain the APA Nevada Chapter Website
- Goal 2: Increase Membership - Grow the membership of the chapter to advance the planning profession across Nevada.
 - Work with jurisdictions and private companies to include a chapter only membership in the welcome packet for new Planners and appointed/elected officials.
 - Support mentorship opportunities that encourage student-professional planner organization at NSHE institutions. Support building student planning awareness and outreach throughout Nevada.
 - Offer Chapter-Only membership as a vital part of the overall APA membership.
 - Conduct outreach to Planning Commissions, Tribal Councils, Town Advisory Boards, County Commissions, and other public bodies about the role of the chapter.
 - Maintain an accurate list of chapter members and conduct outreach to former members and encourage them to rejoin the chapter.
- Goal 3: Professional Development – Support members to pursue excellence in the planning profession and advance their careers.
 - Support members to obtain American Institute of American Certified Planners (AICP) designation.
 - Support members to maintain AICP designation by providing high quality Certification Maintenance (CM) opportunities through conferences and trainings throughout the year.
 - Provide members who are first time AICP candidates with a scholarship or reduced fee for AICP exam.
 - Provide AICP exam resources to chapter members and establish study AICP study groups.
 - Provide employment resources for planners such as job notifications, skill building opportunities, and resume workshops.
 - Support the nomination of FAICP eligible planners from Nevada.
 - Communications highlighting the credentials of professional planners
- Goal 4: Planning Advocacy - Advance the role of professional planning in Nevada through capacity building and advocacy, and development Provide educational resources for appointed and elected officials, potential partner organizations, as well as the general public about the role of planning.
 - Facilitate increased dialogue between planners and local, regional, state, and federal level policymakers on emerging planning issues. Develop priority issues and provide subject matter expertise on key issues through events, fact sheets, and by cross-marketing events.
 - Seek relevant and appropriate opportunities to partner with affiliated organizations to convene education/discussion and expand influence on policy issues.
 - Form Legislative Committee with representation from each Section to track bills at the Nevada Legislature and communicate other emerging legislative issues with membership.
 - Award outstanding elected and appointed planning officials at annual chapter conference.
 - Update the Nevada Planner's Guide.

- Goal 5: Organizational Impact – Elevate Members and Diversify Chapter Leadership
 - Provide APA National all appropriate chapter requirements in a professional and timely manner. Ensure transparency in Chapter decision making and use of chapter funds.
 - Empower the membership by seeking volunteers to assist in Chapter business and initiatives.
 - Ensure that Executive Board positions are filled promptly.
 - Recruit and cultivate new women, minority, LGBTQ, or disadvantaged candidates for the Executive Board.
 - Develop a succession program for Executive Board members that includes recruiting, training and mentoring new members.
 - Conduct regular organizational planning and development. Executive Board will review the chapter bylaws annually and update as needed. Review and update the Strategic Plan no less than every four years.