APA Florida
Young Planners Group

Purpose: The purpose of the APA Florida Young Planners Group is to provide young planners with guidance, resources and professional development opportunities so that they can excel individually and lead collectively in the field of planning.

Mission Statement: The APA Florida Young Planners Group will create opportunities for young planners’ involvement at the national, chapter, and section level. This will be accomplished through the following goals:

- Identify and address the unique needs for young planners;
- Connect young planners with more experienced planners for mentorship;
- Strengthen the connection and facilitate the transition between the academic and professional planning environment;
- Provide educational opportunities tailored to young planners;
- Foster social and professional relationships with peers and experienced planning professionals through career building programs, social events, and mentoring opportunities;
- Add value to APA membership for young planners; and
- Tap into the energy, enthusiasm and fresh ideas of young planners to further the goals of APA Florida.

Role in the Chapter: The Young Planners Group will function as an ad-hoc committee of APA Florida.

Role in the Sections: Sections are encouraged to have representation in the Young Planners Group and to form a Young Planners Group committee within each Section. The chapter Young Planners Group will serve as a resources to these groups. The chapter Young Planners Group will provide guidance on the type of programming that should be pursued in order to further chapter goals and provide consistency statewide.

Relationship with Universities: The Young Planners Group will provide a bridge for students between the academic and professional world; offer an opportunity for students to develop as leaders within Florida APA; foster networking and mentorship between students and professionals; and demonstrate the importance of membership and participation in APA Florida.

Structure: The Young Planners Group will be lead by a Chair and Co-Chair. Subcommittees may be created, as necessary, to facilitate the objectives of the Young Planners Group.

Membership: Membership in the Young Planners Group is voluntary and is free with a paid APA membership, including Chapter only members. Current APA Florida members with less than five years of professional planning experience and students are eligible to participate in the Young Planners Group.
Work Plan for 2012-2013:

Objective #1: Promote the Young Planners Group and recruit members.

Task 1.1: Organize a kickoff event for the 2012 APA Florida Conference.
Task 1.2: Develop Young Planners Group page on APA Florida website.
Task 1.3: Explore creation of Young Planners Group social media sites.
Task 1.4: Solicit interest through electronic communications (email and social media) and outreach at chapter and section events.
Task 1.5: Coordinate with 2013 Conference Committee to integrate the Young Planners Group into conference planning and programming, including but not limited to a Young Planners Group social event.

Objective #2: Identify membership.

Task 2.1: Create and maintain a membership roster.

Objective #3: Identify the needs of young planners in APA Florida.

Task 3.1: Create and distribute an online survey for young planners.

Objective #4: Create a unique brand for the Young Planners Group consistent with the National APA and APA Florida Brands.

Task 4.1: Develop a logo for the Young Planners Group.
Task 4.2: Utilize consistent branding on all Young Planners Group materials and sites.

Objective #5: Contribute to the attainment of the chapter’s goals and objectives.

Task 5.1: Coordinate with the Chapter President and Executive Director to identify and fulfill tasks on the 2013 APA Florida Chapter Strategic Operational Plan, as assigned.

Objective #6: Foster communication between young planners and the APA Florida Executive Committee.

Task 6.1: Provide a quarterly update to the chapter President on the status of the Young Planners Group. (This update should be made available prior to the Executive Committee meeting in order to inform the Executive Committee members.)

Objective #7: Procure funding to support Young Planners Group activities.

Task 7.1: Develop budgets for 2013 and 2014 in consultation with the Executive Director and Chapter Treasurer.
Task 7.2: Work with the chapter president and treasurer to identify funding necessary to support Young Planners Group activities.