

**Work Plan
for
Sustainable Communities Division
FY2014 - FY2015**

	Tasks	Actions	Responsible	Budget
Member Engagement	1. Grow member involvement	A. Regular member engagement communications in E-Bulletin B. Complete a yearly survey of members interests/expertise (Focus on what communications are helpful to members, what more they would like to see, and what division programs they would be interested in being involved in.) C. Increase opportunities for members to participate via social media. D. Engage planning students with an essay contest.	A. E-Bulletin cdrs B. Communications & Outreach Ctte C. Social Media Coordinator D. Newsletter Editors	\$1000 (Action D)
	2. Develop a member recruitment & retention strategy	A. Identify key recruitment opportunities & prepare outreach actions (e.g. National Conference, webinars, awards) B. Welcome new members and point them to our resources every quarter. C. Provide flyers for recruitment at state chapter conferences. D. Call to join the Division 3-4 times a year.	A. Communications & Outreach Ctte B. Membership Cdr C. Communications & Outreach Ctte D. Committee Chair	\$250 (Action A – printing flyers, etc)
Leadership/ Policy	1. Develop a nationwide leadership network	A. Implement Pilot Sustainability Champions program. B. Provide outreach support for SCD initiatives.	A. Sustainability Champions Cdr. B. Leadership & Policy Ctte	\$3000 (Action A- Scholarships – dependent on sponsorship amounts)
	2. Work with APA Sustaining Places Initiative	A. Work with APA Divisions Council Policy Committee / Legislative & Policy Committee on completing the update to APA's Sustainability Policy Guide.	A. Leadership & Policy Ctte	-
	3. Develop the Smart Cities & Sustainability Initiative	A. Work with the Technology and Transportation Divisions to develop and implement the Smart Cities & Sustainability Initiative	A. Leadership & Policy Ctte	-
	4. Attend APA annual meeting and other leadership meetings	A. Arrange for Chair or a representative to attend.	A. Chair	\$1807 (Action A)
Communications	1. Refine communications and outreach activities	A. Refine Newsletter Committee	A. Committee Chair / Newsletter editor	-
	2. Provide array of communications options	A. Publish e-bulletin every 2 weeks B. Reorganize the website to allow for more blog activity, to better facilitate division programs and support state sustainability committees. C. Grow social media interaction by 25 percent D. Publish SCD newsletter twice a year	A. E-bulletin cdrs B. Webmaster C. Social media cdr D. Newsletter editor	\$100 (Action B)

	3. Increase engagement of 3 audiences (paid members, mailing list members, and social media followers)	A. Recruit field area experts to aggregate news and information. B. Create a “communicating sustainability strategy” for planners to use with boards, councils, and commissions. C. Create original content, or facilitate group discussion, on how an individual can incorporate sustainability into their job.	A. Committee Chair/Newsletter editor B. Communications & Outreach Ctte C. Communications & Outreach Ctte	-
	4. Prepare annual report to SCD members	A. Assemble committee reports and prepare annual report with SCD newsletter B. Produce biweekly social media report for internal use. Track growth, stats, and communicate them through the newsletter and e-bulletin.	A. Executive Ctte / Newsletter editor B. Social media coordinator	-
Education/ Practice	1. Refine SCD’s educational and practice-building program	A. Expand the Education & Practice Ctte B. Make educational webinars available to members on a regular basis, either by developing within the Division or joining existing webinar group C. Further develop awards program	A. Committee Chair B. Education & Practice Ctte/Treasurer C. Education & Practice Ctte	\$150 if we decide to join the webinar group (Action B)
	2. Organize events for the APA National Conference	A. Prepare "by-right" session B. Organize SCD Facilitated Discussion C. Plan SCD reception / Business meeting	A. Conference Events Subcommittee B. Conference Events Subcommittee C. Conference Events Subcommittee	\$4070 (Action C)
Administration	1. Define Executive Committee	A. Develop job descriptions for members	A. SCD Officers	-
	2. Bi-monthly Executive Committee meetings	A. Chair creates agenda and facilitates meetings of Executive Ctte	A. Chair / Executive Ctte	-
	3. Develop SCD Work Plan	A. SCD Officers draft work plan and distribute to division leaders for refinement	A. SCD Officers / Executive Ctte	-
	4. Review and update by-laws biennially	A. Distribute by-laws for review and comment via SCD website in 2015	A. Executive Ctte Taskforce	-
	5. Hold Division elections in winter of 2015	A. Form Elections Ctte as subcommittee of Executive Ctte	A. Elections Ctte	-
	6. Ensure finances are managed per APA policy	A. Treasurer will work with APA to ensure compliance and provide reports to the Executive Ctte B. Provide annual financial report to membership in Spring newsletter.	A. Treasurer B. Treasurer	-
	7. Develop a targeted sponsorship program	A. Grow our SCD sponsorships by 25 percent. B. Create marketing materials to recruit sponsors.	A. Treasurer / Chair B. Treasurer / Communications & Outreach Ctte	\$75 (Action B-Postcards)
	8. Respond to advice/assistance requests from APA staff on policy issues, research, etc.	A. Stay in regular contact with APA staff via email and, as needed, conference calls.	A. Chair	-