

**Work Plan  
for  
Sustainable Communities Division  
FY2015 - FY2016**

	Tasks	Actions	Responsible	Budget
<b>Member Engagement</b>	1. Grow member involvement	<p>A. Regular member engagement communications in E-Bulletin. Solicit input from the membership regarding E-bulletin content.</p> <p>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.)</p> <p>C. Increase opportunities for members to participate via social media.</p> <p>D. Engage planning students to become more active with the division. Explore conduits for more student involvement.</p>	<p>A. E-Bulletin coordinator</p> <p>B. Communications &amp; Outreach Committee</p> <p>C. Social Media Coordinator</p> <p>D. Executive Committee</p>	\$1,000 (Action D)
	2. Develop a member recruitment & retention strategy	<p>A. Identify key recruitment opportunities &amp; prepare outreach actions (e.g. National Conference, webinars, awards). Provide broad opportunities for involvement for different membership interests.</p> <p>B. Welcome new members and point them to our resources every quarter.</p> <p>C. Provide flyers for recruitment at state/regional/ chapter conferences or other opportunities as identified by Executive Committee/Sustainability Champions</p> <p>D. Call to join the Division a minimum of twice per year.</p>	<p>A. Communications &amp; Outreach Cttee, Executive Committee, and Sustainability Champions</p> <p>B. Communications and Outreach Committee/Membership coordinator</p> <p>C. Communications &amp; Outreach Cttee/Sustainability Champions</p> <p>D. Communications and Outreach Committee</p>	\$1,000 (Action C)
<b>Leadership/ Policy</b>	1. Develop a nationwide leadership network	A. Develop a strategy for expanding Sustainability Champions program out of pilot program.	A. Sustainability Champions Cdr. with Division Chair	\$1,500 (Action A)
	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 Framework. Finalize this effort and publish the Sustainability Policy Framework.	A. Past Chair	-
	3. Develop the Smart Cities & Sustainability Initiative	A. Work with the Technology and Transportation Divisions as well as the Division Council to develop and implement the Smart Cities & Sustainability Initiative.	A. Past Chair	-
	4. Attend APA annual meeting and other leadership meetings	A. Arrange for Chair or a representative to attend.	A. Chair	\$2,000 (Action A)

<b>Communications</b>	1. Refine communications and outreach activities	A. Further define Newsletter Committee/volunteers. Establish a more robust stable of volunteers to compose and publish the newsletter.	A. Committee Chair / Newsletter editor	-
	2. Provide array of communications options	A. Publish e-bulletin every 2 weeks B. Identify new webmaster. Reorganize the website to allow for more blog activity, to better facilitate division programs and support state sustainability committees. C.. Publish SCD newsletter twice a year	A. E-bulletin cdrs B. Community & Outreach Committee with Executive Committee D. Community & Outreach Committee with Newsletter editor	
	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. (Beth please address) B. Create a “communicating sustainability strategy” for planners to use with boards, councils, and commissions. To be developed/published following the release of the Sustainability Policy Framework. C. Create original content, or facilitate group discussion, on how an individual can incorporate sustainability into their job (Beth any ideas)	A. Committee Chair/Newsletter editor B. Communications & Outreach Ctte/Past-Chair. 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. Communications & Outreach Ctte	-
<b>Education/ Practice</b>	1. Refine SCD’s educational and practice-building program	A. Expand the Education & Practice Ctte. Recruit additional volunteers to participate and organize Education and Practice activities. 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 D. Identify new web platform for national and regional webcasts	A. Committee Chair B. Education & Practice Ctte/Treasurer C. Education & Practice Ctte D. Education & Practice Ctte/Treasurer	\$1,245 (Actions B and D)
	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 Coordinator B. Conference Coordinator C. Conference Coordinator	\$4,000 (Action C)
<b>Administration</b>	1. Define Executive Committee	A. Develop job descriptions for members	A. Executive Committee	-
	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 late 2016.	A. Form Elections Ctte as subcommittee of Executive Ctte	A. Executive Committee	-
	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	
	8. Develop a strategic growth plan for the Division.	A. Hold a strategic planning session and develop a Strategic Growth Plan for the Division.	A. Executive Committee	
	9. 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. Yes.	A. Chair	-