



American Planning Association

Making Great Communities Happen

Division Performance Evaluation
FY2016 (October 1, 2015 to September 30, 2016)

Division Name: APA Sustainable Communities Division

Standards		Yes	No
1.	Workplans and Budgets	✓	
2.	Communications	✓	
3.	Annual National Planning Conference Activities	✓	
4.	All Other Events/Programs	✓	
5.	Membership	✓	
6.	Division Assistance Programs	✓	
7.	Research and Publications	✓	
8.	Elections	✓	
9.	Financial Report	✓	
10.	Bylaws	✓	
11.	Divisions Council Meetings	✓	
12.	APA Development Plan	✓	
13.	Division Challenges	✓	
14.	Highlights/ Shout it from the Mountains	✓	

Completeness of Report

- The report is complete.



American Planning Association

Making Great Communities Happen

Division Performance Evaluation
FY2016 (October 1, 2015 to September 30, 2016)

Strengths

- The Division has an impressive roster of programs serving its members, from the student paper contest, to financial awards, and the Sustainability Champions program. This is excellent level of engagement with your members and the planning community.
- The Division has a very strong LinkedIn and Twitter presence; a great opportunity to reach your members and provide a presence to prospective members.
- Impressive NPC Special Session - *Advancing Sustainability: An Evening with Sustainability & Resilience Leaders*. This sounds like a very well organized event bringing together key people in the sustainability practice area. A great contribution to APA's NPC and advocacy of your Division's mission.
- The Sustainability Champions sounds like a best practice program. Share more about this program – purpose, lessons learned, successes & challenges – with the Divisions Council. Pro Bono work (health assessment) undertaken through the Champions Program should be highlighted in particular.
- Sustainability Policy Guide is an impressive and important initiative for a Division to undertake. Consider writing an article for First Friday Notes or putting together a webinar to share with other Divisions how to engage with APA on a policy guide. Divisions Council would be interested in collaborating.
- The creative and proactive approach to fundraising through sponsorship is a strong effort by the Executive.
- Great to see such a strong webinar program – five webinars in one year is a great achievement.
- Very strong engagement in APA and partner agencies.

Opportunities

- Communications: The FY17 allocates \$1,000 for member recruitment. What are the efforts or programs the Division plans to undertake? Similarly, the FY17 budget allocated \$1,200 for webinar or web upgrade. What is the programmatic intention for these funds? In the future, this level of detail can be added to the Financial Report of the Annual Performance Report.
- Sponsorship: How did the Executive manage the process to solicit and secure sponsorship? These will be helpful lessons to share with other Divisions.

Overall Evaluation

- The Performance Report meets all criteria and highlights the great work that the Division continues to do. Thank you!