FY 2022-23 Work Plan

Vision
Empowered planners creating sustainable, resilient, and equitable communities.

Mission
The Sustainable Communities Division provides resources, information, and best practices to support planners in creating sustainable, resilient, and equitable communities. Through its forums for dialogue, collaboration, advocacy and professional development, the SCD engages planners in innovatively addressing the evolving ecological, social, and economic factors that shape our communities.

Priority Objectives

1. **PEOPLE**
   a. Actively engage and empower our membership
   b. Increase and diversify our volunteer base
   c. Mentor students and emerging professionals to create new leaders
2. **EDUCATION**
   a. Build on, expand and diversify SCD's educational offerings
   b. Spur action by providing relevant content to address timely issues
   c. Maximize the channels through which we communicate
3. **LEADERSHIP**
   a. Elevate our resilience and climate action leadership
   b. Interweave equity into all programs and initiatives
4. **PARTNERSHIP**
   a. Foster partnerships with outside organizations and other divisions to amplify outreach and influence

OVERVIEW: *The SCD Work Plan for FY 2022-23 features continued:*

- *Educational and professional development programming for professionals at all planning career stages,*
- *Support for strategic partnerships, membership engagement, and student and emerging professionals,*
- *Commitment to the Climate Champions Program and associated tool development,*
- *Involvement in leadership and policymaking activity with APA National, and*
- *Yearly support for collaboration, learning and networking at the APA National Planning Conference.*

*New This Year: The Division will prioritize **integration of equity considerations into all programming and operations**, and exercise leadership towards fostering diversity in the sustainability planning field as well as cultivating an in-house volunteer role dedicated to directing these various activities.*

*Having invested some surplus funds into educational opportunities for members during FY22, SCD will now **direct special project funds toward social equity initiatives in FY23** (notably to our new EDI tuition assistance and NPC attendance grants, and with our APA foundation donation). Meanwhile, we will work on increasing our budgetary capacity to meet strategic objectives ultimately through annual revenue rather than by relying on surplus. To do so, we will **revisit and refresh our practices for member and sponsor recruitment** and **streamline our expenses.***

WORK PLAN KEY
Action Areas

==A. Executive Leadership==
==B. Education==
==C. Communications==
==D. Students and Emerging Professionals==
==E. Legislative and Policy Leadership==
==F. National Planning Conference==
==G. Membership and Partnerships==

Corresponding Annual Budget Expense Areas

OP	Ongoing Program
NI	New Initiative
EC	Executive Committee
CMA	Communications, Marketing and Administration
NPC	NPC and Annual Business Meeting, Reception and Awards
T	Travel Expenses: Elected Division Leaders
EP	Education & Practice
LP	Leadership & Policy
SG	Scholarships & Grants
SP	Strategic Plan Special Projects

	Action	Timeframe	Leadership	Climate/Equity	Goals/Objectives				Budget Expense Area
					1	2	3	4	
A	**Executive Leadership**								
A1 (OP)	**General** ▪ Fill open EC committee roles to ensure smooth transitions and no interruptions or gaps ▪ Foster a culture of second-in-command for all EC leadership to ensure backup and successful transition	1st Quarter	SCD Chair and EC members		1a 1b				CMA $0
A2 (OP)	**Continue to prepare an annual report and budget in accordance with APA deadlines** ▪ Put together annual report and budget ▪ Maintain an updated budget and budget forecast to be presented at all EC meetings ▪ Shift underutilized funds to support strategic objectives	November. Annually; monthly	Chair, Secretary-Treasurer, Cmte. Chairs	Highlight climate and equity accomplishments	1a				CMA $0
A3 (NI)	**Recruit an EC member to focus on ensuring equity in all SCD programs and operations** ▪ Determine next steps actions steps	1st Quarter	New position	Will be used to significantly influence all of SCD's activities on equity	1a 1b	2a 2b	3b		CMA $0
A4 (OP)	**Increase sponsorship revenue and increase touch points with current sponsors.**	Ongoing	Secretary-Treasurer	Share climate and equity goals	1a	2a	3a 3b		CMA, EP $0

	- Continue the highly successful annual sponsorship program by asking sponsors to renew and recruiting new sponsors - Grow our sponsorship numbers and increase touch points with our sponsors requesting information / content on a monthly basis - Send out an automated monthly email to all sponsor contacts - Engage sponsors through an annual video call, opportunities to contribute to webinars and sustainability content development - Increase sponsorships for graduate planning programs - Solicit recommendations from existing sponsors re: additional sponsors who may share our vision and mission objectives - Develop a broader group of volunteers to reach out and solicit sponsors		Com. Chair	with sponsors and get feedback					
A5 (NI)	**Consider identifying and campaigning for special project-based sponsorship/grant opportunities.** - Working in partnership the Legislative and Policy Committee and sponsors, try to identify and request potential special sponsorship monies for special, more labor intensive special projects (e.g., Nitsch's Greenworks Lawrence street tree video)	Ongoing	Secretary-Treasurer L&PC Chair	Opportunity to focus on climate and equity projects	1a 1b	2a 2b			LP, SP $0
A6 (OP)	**Continue to hold monthly videoconference Executive Committee Meetings** - Hold a monthly EC meeting, and increase frequency as needed for special initiatives or events such as the NPC - Develop and schedule monthly meetings at the beginning of the year by the Secretary-Treasurer - Transition meeting framework to be	Agenda request one week prior meeting Agenda formulation by Chair / Secretary-	Chair Secretary-Treasurer Committee Chairs	Connection would have to be topic based	1a				CMA Line 12 $1,300

ID	Action	Timeframe	Lead	Connection	G1	G2			Budget
	• coordination/issues based with focused discussion ▪ Optimize use of the task management system by Exec. Cmte. and committee chairs ▪ Create a succession plan for committees by recruiting co-chairs or assistance for chairs	Treasurer Agenda out Friday before meeting							
A7 (NI)	**Continue to enhance the virtual interactive annual business meeting.** ▪ Hosting the required annual business meeting to discuss annual budget and work program. ▪ Make it more interactive. ▪ Include recording and posting for post-event viewing.	Once yearly	Chair Elect or Past Chair, whichever is applicable Exec. Lead.	Connection would have to be topic based	1a	2a 2b 2c			CMA Line 19 $100
A8 (NP)	**Continue to formalize the process to nominate division members for FAICP recognition** ▪ The FAICP nomination process runs on two-year cycles; next applications due Oct. 2023 ▪ The purpose would be to strengthen our depth and success of nominating new FAICP applicants from our division membership ▪ Develop an FAICP nomination policy / guideline to help determine who will we expend efforts to nominate; one requirement would be to participate as future nomination mentors ▪ Coordinate a group of past division-approved FAICP members to help identify nominees and mentor applicants	Sub-group organized Jan. of every other year Internal nominations by Mar. Submission to APA Oct.	Chair or Past Chair	Consider / prioritize nominations which fit within our climate / equity focus	1a 1b	2c			SG Line 39 $0
A9 (OP)	**Develop An EC sub-group to guide elections.** ▪ Foster a culture where the two elected positions are grooming for their replacements during their tenure. ▪ Identify and reach out to potential candidates for election as Chair and Secretary/Treasurer ▪ Call for nominations to the membership in accordance with APA's election cycle; must alert to the 4-year commitment	Initiated by Chair every year as per APA election cycle	Chair, Secretary-Treasurer, Pasts Comm. Chair		1a				CMA $0

	▪ Stagger Chair and Secretary-Elect elections so that the positions are filed on alternate years, to assure continuity of leadership; this will require an election cycle every year ▪ Develop a sub-committee of EC leadership to review nominations and select top two candidates ▪ Candidates cannot serve on the election committee									
A10 (OP)	**Proactively identify and submit for the annual Divisions Council Awards cycle.** ▪ Discuss and submit entries for DC annual awards no later than Oct. EC meeting ▪ Determine a minimum of two potential award-winning entries ▪ Coordinate w/ Cmte. Chairs to draft applications	Identify awards opportunities Oct. annually Dec. submittal	Chair Cmte. Chairs drafting							CMA, LP $0
A11 (NP)	**Coordinate with the EC / Legislative & Policy Committee to identify potential granted funded needs** ▪ Dependent on revenue and funds available, offer grants for special initiatives/projects, especially those that focus on climate change and/or equitable communities ▪ Consider reaching out to sponsors to see if there are vision/mission-related content/tools they could develop	As part of the annual report / annual work program development process	Chair Secretary-Treasurer L&PC Chair	Consider / prioritize initiatives which fit within SCD climate / equity focus	1a 1b	2a 2b	3a	4a		SG Line s 34, 36, 38 $3,300
A12 (OP)	**Continue to offer travel stipends/grants for ensuring active volunteering excellence** ▪ Proactively identify volunteers from the EC with need, and who should be acknowledged for an outstanding year of volunteering excellence ▪ Continue to offer annual meeting travel reimbursement to the Division Chair or Secretary Treasurer, as needed	Prior to early registration	Division Chair / Secretary-Treasurer		1a 1b 1c					SG Lines 22, 30 $2,900

	Action	Timeframe	Leadership	Climate/Equity	Goals/Objectives				Budget Expense Area
					1	2	3	4	
B	**Education**								
B1 (OP)	**General** ▪ Orient and coordinate with new co-chair or assistant to this committee	In progress	SCD Chair and Education Chair		1b				CMA $0
B2 (OP)	**Continue and expand our outstanding annual Excellence in Sustainability Awards.** ▪ Examine awards categories to see how to integrate climate change and equity criteria ▪ Develop an advertisement action plan to increase notification of awards, including to allied professionals ▪ Continue to acknowledge award winners through individual and a combined awards video; awards video can be cross-presented at the annual NPC reception and in post-reception social media posts, e-bulletin, website, etc. ▪ Refine application requirements to better receive content for placing into future award videos	2023 awards cycle	Education Chair	Potentially add criteria regarding effect on climate change and equity considerations	1a	2a 2b 2c	3a 3b	4a	NPC Lines 16, 17, 20 and 21 $4,250
B3 (OP)	**Continue and expand our online webinar program.** ▪ Develop a list of potential topics and target outreach for 1 division webinar every other month ▪ Consider developing a set schedule of opportunities (e.g., the 3rd Friday of each month) ▪ Coordinate with division sponsors re: potentially presenting a SCD vision-related webinar (and not a marketing pitch) during a session	Schedule by Dec. 2022; start targeting outreach by Jan. 2023 for 2023 webinar series	Education Chair w/ support from Communications, Secretary-Treasurer, CC leadership, the CM credit sub-group, and division sponsors	Target at least half of our webinars to focus on climate change and/or equity	1a 1b 1c	2a 2b 2c	3a 3b	4a	CMA, EP Lines 11, 12, and 24 $2,850

	Action	Timeframe	Leadership	Climate/Equity	1	2	3	4	Budget Expense Area
	▪ Coordinate w/ the CCP to identify potential climate-related topics and speakers ▪ Coordinate w/ the Sustainability & Resilience Series cmte. To collaborate on sustainability-resilience related webinars which meet APA's new CM credit guidelines ▪ Identify additional opportunities for co-sponsored webinars (e.g., USGBC's LEED for Cities webinars) ▪ Explore collaboration with APA Learn to offer revenue generating webinars ▪ Continue to participate in offering at least one annual webinar to the Planner Webcast Series managed by the Ohio Chapter of APA								
B4 (NI)	**Continue to hold an annual virtual Sustainable Communities Symposium or Mini-Conference** ▪ Hold an annual virtual ½ to 1-day Sustainable Communities Symposium ▪ Provide presentations for use by other chapters and divisions ▪ Ensure that website and contact information for SCD is on each webinar	2nd Quarter	Expand sub-cmte as needed to support	Target at least half of our webinars to focus on climate change and/or equity		2a 2b 2c	3a 3b	4a	CMA, EP $0

					Goals/Objectives				
	Action	**Timeframe**	**Leadership**	**Climate/Equity**	**1**	**2**	**3**	**4**	**Budget Expense Area**
C	**Communications**								
C1 (OP)	**General** ▪ Identify and add the appropriate direct division email addresses (e.g., communications@apascd.com; webinars@apascd.com, etc.) ▪ Broadcast our division vision, mission,	Ongoing	Communications Chair and sub-group	Reinforces climate and equity messages					CMA Line 11 $1,400

	initiatives, and publications (e.g., Climate Change Policy Guide, social equity statement, etc.) through all division media ■ Expand volunteer base to support capacity							
C2 (NI)	**Continue to foster a dynamic SCD website.** ■ Complete all elements of new website ■ Advertise new website to members ■ Continually maintain website so that content is fresh and relevant	1st Quarter	Communications Chair; support by all EC leadership	Offers an opportunity to house our climate-related repository of information		2b 2c	3a		CMA Line 12 $1,300
C3 (OP)	**Continue to refine and refresh SCD e-bulletin to expand relevancy and readership** ■ Continue to publish a bi-weekly informative e-bulletin ■ Identify opportunities to engage the membership in developing and posting original content on vision-related topics ■ Advertise SCD social events, happy hours, calls for Op-eds and blog posts ■ Coordinate w/ Student & Emerging Professional Chairs to identify potential SEP content	Ongoing	Communications Chair and sub-group	Focus more content that furthers climate change and equity goals	1a 1 b	2b 2c	3a	4 a	CMA Line 11 $1,400
C4 (OP)	**Periodically update template "Welcome to SCD" welcome letter and target new membership monthly.** ■ Give new members an immediate touch point to the division and point them to all of our more frequent forms of communication (e-bulletin, social media, website, etc.) ■ Continue to separately welcome new students and regular members, coordinating with the Membership and Student & Emerging Professionals Cmtes	Ongoing monthly	Communications Chair and sub-group, Membership Cmte, S&EP Cmte	Include information about our focus on climate change and equity	1a	2a 2b 2c		4 a	CMA Line 11 $1,400

C5 (NI)	**Periodically update SCD's Social Media Posting Guidelines identifying the division's expectations for third-party posting on SCD's social media platforms.** ▪ Increase the member participation in SCD's social media platforms, but provide a mechanism to remove users which do not comply with our minimum requirements for division-related content ▪ Regularly post requests for member participation in SCD's social media platforms provided it meets SCD's Social Media Posting Guidelines ▪ Regularly monitor SCD social media platforms to ensure third-party compliance with SCD's Social Media Posting Guidelines	Ongoing	Communication Chair; Social Media Volunteer	Focus more content that furthers climate change and equity goals	1a 1 b	2b 2c		4 a	CMA $0
C6 (NI)	**Expand SCD's social media presence targeting vision-relevant content.** ▪ Assure volunteer position assigned to regularly post and/or create events on SCD's social media platforms in order to build our constituency ▪ Coordinate w/ CCs to have them post vision-related content to our social media accounts (this is a requirement in their new minimum requirements) ▪ Target division sponsors to post division-relevant content to our social media accounts ▪ Recommend that all EC leadership pass along one social media post each month. Track and report on social media engagement during monthly EC calls	Ongoing	Communication Chair; Social Media Volunteer; membership	Focus more content that furthers climate change and equity goals	1a 1 b	2b 2c		4 a	CMA $0

					Goals/Objectives	

		Action	Timeframe	Leadership	Climate/Equity	1	2	3	4	Budget Expense Area
D		**Students and Emerging Professionals**								
D1 (NI)		**General** ▪ Ensure there are always at least 2 co-chairs for this committee, 1 student and 1 emerging professional ▪ Expand committee as needed for capacity	Committee			1a 1b 1c				CMA $0
D2 (OP)		**Develop a quarterly lunchtime (or evening) professional speaker series** ▪ Identifying a minimum of four sustainability-related professionals who would do a ½ hour webinar presentation about their sustainability-related job, what they do, how they got there, what skills they need, etc. ▪ Student Leader to coordinate and moderate the sessions. Participants would ask questions of the professional. ▪ Student Leader to follow up the speaker series/happy hour with a brief professional highlight for the e-bulletin.	Feb. 1, May 1, Aug. 1, Oct. 1	Student Leader	2 of the 4 quarterly professional speakers could be working directly on climate action; addressing equity could be asked of all professional speakers	1a 1b 1c	2a 2b 2c	3a 3b		EP No budget should be needed, but small gift card ($50) / thank you card might be considered
D3 (OP)		**Coordinate a student happy hour with each university sponsor (currently at two).** ▪ Include university participation, yet broadly advertise to all of SCD's student membership. ▪ Introduce the division; answer questions; solicit volunteers	Fall; in coordination with both university programs	Student Leader		1a 1b 1c			4a	CMA $0
D4 (OP)		**Develop and administer conference grants to remove barriers to attending the NPC and other partner organization conferences.** ▪ Broadly advertise student scholarships to remove a financial barrier for attending the NPC	Initiated in Dec.; awarded in Jan. prior to early registration deadline for NPC	Emerging Professionals Leader	A potential application question could relate to how they plan to address climate change and/or equity in their careers. Lottery for member	1a 1c		3a		SG Line 32 $200

				grants.					
D5 (OP)	**Administer an annual student / emerging professionals membership survey.** ▪ Identify programming and needs for the upcoming academic year ▪ Solicit new volunteers including a new volunteer leader ▪ Partner w/ sponsoring universities to disseminate survey	Administer at the end of Sept.	Student & Emerging Professional Leaders		1a 1b 1c	2c		4a	CMA $0
D6 (OP)	**Coordinate a student and emerging professionals Coffee Meet & Greet (or other engagement) at NPC.** ▪ Work w/ Communications to broadly advertise prior to the NPC early registration deadline and leading up to conference	Plan during Fall; advertise by early Jan.	Student & Emerging Professional Leaders		1a 1b 1c	2c			CMA $0
D7 (NI)	**Administer a survey to SCD employers/working professionals to identify sustainability-related career opportunities, minimum qualifications, and preferred new graduate attributes.** ▪ This includes a broadly advertised survey to employers/working professionals in SCDs network followed by the development of a student-targeted white paper to help them better prepare for graduation.	Summer	Student & Emerging Professional Leaders in coordination w/ Communications Chair		1c	2a 2b 2c	3b	4a	CMA $0
D8 (NI)	**Establish and administer a 1-year mentoring program for students and emerging professionals** ▪ Host a call for mentors and mentees ▪ Match up mentors with mentees ▪ Host a kick-off meeting to set expectations ▪ Host a lessons learned discussion at the end	1st Quarter	Student & Emerging Professional Leaders in coordination w/EC (?)	Communicate our focus on climate and equity	1a 1c	2c		4a	CMA $0
D9	**Support equity, diversity and inclusion in the**	1st and 2nd	Student &	Support EDI	1c	2a	3b		LP

	sustainability planning field.	Timeframe	Leadership	Climate/Equity	1	2	3	4	Budget Expense Area
(NI)	**sustainability planning field.** • Establish and administer a renewable, 1-year tuition assistance grant supporting EDI in professional education • Continue to support the APA Foundations scholarship fund with an annual donation • Offer an NPC attendance grant, and possibly a travel stipend, to one of more EDI-qualifying SCD members; develop screening process. • Consider sponsoring EC individual membership to targeted, demographically-based divisions to expand network	Quarters	Emerging Professional Leaders in coordination w/EC						Lines 34, 36, 38 $3,300

					Goals/Objectives				
	Action	**Timeframe**	**Leadership**	**Climate/Equity**	**1**	**2**	**3**	**4**	**Budget Expense Area**
E	**Legislative and Policy Leadership**								
E1 (OP)	**General** ▪ Discuss renaming this committee to Policy Leadership Committee. ▪ Examine need to recruit a co-chair.								LP $0
E2 (OP)	**Support the Climate Champions Program** ▪ Promote champions program to expand to all 50 states/chapters ▪ Expand and hold accountable new requirements to be a champion, including participation in a monthly meeting, posting mission-related content to SCD's social media platforms, hosting collaborative regional roundtable discussions, developing one piece of content annually, submitting a conference proposal, contributing to SCD climate-policy research and policy initiatives ▪ Champion Chair(s) to participate in monthly Exec. Cmte. meeting and facilitate the Champions' monthly meeting.	Monthly meetings Quarterly roundtable regional discussions Conference activities	Champions Program Chair(s)	This entire framework promotes our climate objectives and should target focus on ensuring climate equity outcomes	1a 1b	2a 2b 2c	3a 3b	4a	LP Line 28 $3,000

	▪ Chairs develop an annual schedule to solicit the above specified information from the Champions and coordinate w/ Communications and other committees to disseminate ▪ Continue to foster a partnership with GPI and the SSN to extend the reach of this program, develop necessary tools with funding partnership of other division or chapter partners								
E3 (OP)	**Continue to take a lead role in APA Climate Policy Initiatives** ▪ Disseminate the Climate Change PAS Report and APA Climate Change Policy Guide ▪ Sustainability/Resilience CM Credit ▪ Nature-based solutions Peer to Peer Network (can be related to climate priority focus) ▪ Smart Cities & Sustainability (can be tied to climate priority focus), Planning 2050, etc..								LP Line 29 $200
E4 (NI)	**Formalize the long-standing strategic partnership with APA's Smart Cities Interest Group (SCIG) to continue to promote how smart cities and technology will help to advance our core focus on creating sustainable, resilient, and equitable communities.** ▪ Maintain a position on SCD's Exec. Cmte. for the Chair (or key liaison) of the SCIG ▪ SCIG Chair to participate in the monthly Exec. Ctme. meeting and facilitate the SCIG monthly meeting. ▪ Incorporate all of the SCIG's administrative back-end functions into SCD's framework, including Mailchimp, website, social media, surveys, webinars, etc. ▪ Lead the efforts to update APA's KnowledgeBase on Smart Cities ▪ Support the Student Design Competition with a grant	Outreach to division membership to promote partnership, announce the SCIG Action Plan, and recruit new IG members	Smart Cities Chair	Request that the SCIG create opportunities to target a climate and equity focus and content to help promote SCD's core policy initiatives	1a 1b 1c	2a 2b 2c	3a 3b	4a		CMA, LP $0

	Action	Timeframe	Leadership	Climate/Equity	Goals/Objectives				Budget Expense Area
E5 (NI)	**Partner with APA to create a new KnowledgeBase collection on Climate Change. Update the one on Smart Cities and promote to membership.** ■ Use division-related volunteers and resources to compile useful information and tools about priority projects ■ Be APA's pilot program to integrate divisions directly into that process, which was an original core focus ■ Help them pilot how a division can be resource to all of APA for creating an entirely new KnowledgeBase collection and for how to update an existing one ■ Reach out to division membership to request the most pertinent and relevant data, followed by working with a smaller task force to vet and prioritize the most important information ■ Generate updated, useful and relevant content for SCD members, while expanding our outreach and influence across APA's 40,000+ members	Ongoing	Champions Programs Chair Smart Cities Initiative Chair	The climate related KnowledgeBase will promote our core focus on climate; specific requests could be made to identify climate and smart city-related content that advance the equity focus as well	1a 1b	2a 2b 2c	3a 3b	4a	LP, CMA $0
E6 (NI)	**Identify additional opportunities to provide value-added products for members** ■ Action, strategy or tool ■ Revisit the 2020 SCD Strategic Plan goals and objectives to finetune direction of programs	Ongoing; 2nd Quarter	EC	Highlight climate and equity focused content.		2a 2b	3a 3b		SP $0

		Action	Timeframe	Leadership	Climate/Equity	Goals/Objectives				
						1	2	3	4	Budget Expense Area
F	**National Planning Conference**									

F1 (OP)	**General** ▪ Finalize all NPC event details with enough time for advertising in all APA materials prior to early registration ▪ Develop a calendar of all SCD activities during NPC	January 2023			1a 1b	2b 2c	3a	4a	NPC $0
F2 (OP)	**Continue to prioritize an excellent annual event at NPC while maximizing partnership and sponsorships to manage cost and promote collaboration** ▪ Organize the annual SCD event, reception and awards ceremony in partnership with other divisions and chapters to share costs and responsibilities ▪ Attempt to recruit one student representative to support NPC student events and outreach ▪ Coordinate with Awards committee re: the programming (i.e., video compilation) for the awards presentation ▪ Continue to prioritize a great party and networking event; consider additional opportunities to make the event more interactive (could be an opportunity to incorporate focus on our core issues: climate change and equity)	Start planning following year's NPC by Jul. 1; recruit volunteers from membership Finalize details by end of Sept.	New NPC Chair; student volunteer Communications Chair Awards Chair	Potential integration via video content	1a 1b 1c	2a 2b 2c	3a 3b	4a	NPC Line 15, 16, 18 $14,300
F3 (OP)	**Establish a process to recruit and select division-endorsed sessions at the NPC** ▪ Work with Communications to recruit vision/mission-related sessions prior to and during the APA open application period. This involves sending out information and requests to the membership and sponsors ▪ Identify a small group of volunteers to vote on	Recruit endorsed sessions prior to and during session submittal period	NPC Chair	Calls for endorsed sessions could include a request for sessions related to climate and	1a 1b	2a 2b 2c	3a 3b	4a	NPC $0

					1a 1b	2a 2b 2c	3a 3b	4a	
	which sessions meet SCD's mission/vision and level of quality to endorse ■ Develop a SCD Endorsed Logo and informational slide (marketing our division) which should be requested to be placed as part of the opening announcements of the session. ■ Divide up the volunteers to have participation at each session ■ Work with Communications to advertise the endorsed sessions during early registration, just prior to the conference, and daily during the conference	Review and select sessions in accordance with APA schedule		equity					
F4 (NI)	**Expand our digital presence at NPC.** ■ Expand our real-time (and post) reach/influence regarding SCD functions, sessions, and events during NPC. ■ Recruit a suitable individual from our membership to volunteer to create a photographic and video record of SCD activities at the conference ■ Coordinate directly with Communications for posting and/or livestreaming ■ Pull together post-conference 1-2 minute video compilation	Identify person Quarter 1 or 2 During all SCD events at NPC	New NPC Chair	Interviews of people at events could involve questions related to climate and equity	1a 1b	2a 2b 2c			NPC $0
F5 (NI)	**Utilize SCD's annual business meeting to foster division-focused interactive future leader development.** ■ Plan a topic-focused interactive discussion with both professionals and students. ■ Have presentation on a topic and then small group facilitated discussions and report outs. Could be cross purposed to engage students rather than the coffee meet and greet. ■ Collaborate with other divisions with similar purposes (e.g., ENRE) or to engage a targeted division to further flesh out a specific topic	Schedule annual business meeting to secure room Cross advertise at an interactive facilitated discussion	New NPC Chair; student volunteer Legislative and Policy Chair	Interactive small group discussions could be related to climate / equity	1a 1b	2a 2b 2c	3a 3b	4a	NPC $0

(e.g., invite Housing Division to brainstorm on what changes are needed to housing to respond to the climate crisis ■ Summarize results from conference and compile and disseminate to our membership								

	Action	Timeframe	Leadership	Climate/ Equity	Goals/Objectives 1	2	3	4	Budget Expense Area
G	**Membership and Partnerships**								
G1 (OP)	**General** ■ Expand the Membership committee as needed to grow and diversify our membership	Ongoing	EC Chair, Membership Chair	Communicate our focus on climate and equity	1b		3a 3b	4a	CMA $0
G2 (OP)	**Recruit new SCD members** ■ Think "outside the box" and coordinate with EDI efforts to attract new members, increase membership dues revenue ■ Hold a bi-annual "call for members" through our communications channels ■ Identify co-recruitment opportunities with other divisions and chapters ■ Identify opportunities to recruit from graduate planning programs ■ Host a quarterly "Coffee with SCD" zoom call for members to provide updates and get input	Quarterly	SCD Chair, M&P Chair, CC	Communicate our focus on climate and equity	1a 1b 1c			4a	CMA $0
G3 (OP)	**Conduct annual member survey** ■ Develop and solicit input from our memberships ■ Work collaboratively the Communications Chair and EC subcommittee Chairs to solicit annual and periodic input from our memberships (dues paying, students, e-bulletin subscribers, special events, etc.)	Annual	M&P Chair, CC	Integrate survey questions about climate and equity				4a	CMA $0

	▪ Analyze all membership surveys and trends from year to year.								
G4 (NI)	**Volunteer Coordination** ▪ Create a list of volunteer opportunities ▪ Call for volunteers through our communication channels on an as-needed basis ▪ Explore developing a volunteer handbook	Monthly	Chair, M&P chair, CC	Communicate our focus on climate and equity				4a	CMA $0

G5 (OP)	**Partnerships**
	▪ Establish or reinforce partnerships with like-minded organizations especially those focused on climate change
	  ▪ USGBC, EcoDistricts, ACCO, Council on Open Building, Living Futures, AIA Team on Climate Action, Others?
	• Establish strategic partnerships with groups focused on equity and racial justice including the Planning and the Black Community Division
	• Partner with other APA divisions and Chapters
	  o Invite a guest from other divisions and chapters to join EC monthly calls during the last 10-15 minutes to make connections and share info
	  o Co-sponsor each other's groups and programs
	  o Consider sponsoring EC individual membership to targeted, demographically-based divisions to expand network
		Monthly	M&P Chair	Communicate our focus on climate and equity				4a	CMA, LP $0