

**Arkansas Chapter – American Planning Association  
DEVELOPMENT PLAN: 2020 - 2025**

**APPROVAL DATE**

**ARKANSAS CHAPTER MISSION STATEMENT**

**TO IMPROVE THE EXTENT AND QUALITY OF PROFESSIONAL AND  
CITIZEN PLANNING PRACTICE IN ARKANSAS**

**GOALS SUMMARY**

**A. Ensure more effective and timely communication within the Arkansas Chapter membership by:**

1. Expand chapter membership attendance at meetings.
2. Expand membership services through program development, training, and publications.
3. Improve personal contact among members and chapter leadership with regular meetings during the year to exchange ideas and knowledge, conduct chapter business, and socialize.
4. Develop informational materials and training publications for members and interested professionals.
5. Provide a leadership retreat for chapter officers and committee chairpersons as needed for training purposes and to provide new ideas for chapter development.

**B. Encourage retention of existing members and addition of new and affiliate members and students by:**

1. Provide opportunities for members and interested non-members to meet during the year in different locations around the state.
2. Develop informational materials and training publications for members and interested professionals so they receive tangible benefits from membership dues.
3. Provide educational opportunities for members and interested planning professionals, public officials, planning commissioners, students, and the general public.
4. Provide opportunities for planners and related professionals in the state to be recognized for outstanding performance and/or projects.
5. Provide opportunities for citizen planners/planning officials to expand planning knowledge and interact with other planners.
6. Invite students in related disciplines to participate in chapter activities, exposing them to the planning field and its attributes.

7. Educate chapter members on the benefits of American Planning Association services and expertise through chapter publications, meetings, and workshops.
8. Conduct a membership satisfaction survey, as needed.

**C. Ensure continued emphasis on the professional development and continuing education programs by:**

1. Promote AICP membership.
2. Provide continuing educational opportunities for members through training courses, chapter conferences, and the Planning Webcast series.
3. Provide AICP members with identification of “CM” continuing maintenance opportunities and working to provide “CM” opportunities in the state for the general membership.
4. Provide citizen planner/public official training sessions and materials on a regular basis.
5. Interact with adjacent state APA chapters in order to strengthen local chapter programs and expand our knowledge.

**D. Publicize and promote the planning profession and APA within the state by:**

1. Maintain quality coverage with The Arkansas Planner and expand public information releases.
2. Continue and expand a legislative program whereby the chapter can have greater influence on planning practice and issues in local, state, and federal government.
3. Involve related professionals, citizen planners, students, and the general public in chapter activities.

**E. Ensure that the President and Executive Committee maintain efficient Chapter operations by:**

1. Provide sound fiscal management of Chapter funds.
2. Continue to expand chapter finances in order to enhance programs.
3. Provide a leadership retreat for Chapter officers and committee chairs as needed for training purposes and to provide new ideas for chapter development.
4. Annual review the Chapter Development Plan and update the Work Program.
5. Maintain Chapter membership records.
6. Act as the impetus behind all APA Arkansas Chapter programs.

**F. Develop a statewide planning legislation education and advocacy system by:**

1. Coordinate on legislative issues with other organizations with similar goals.
2. Assist commissions and agencies, which pursue goals of mutual interest.
3. Educate the public on planning legislative issues.
4. Assist with writing planning legislation and educate legislators on planning issues.

DRAFT