OUR STRATEGIES

LEAD

L-1 Be relevant, bold and responsive to planning issues and trends.
L-2 Advance community planning and communicate best practices at the local, regional and state-wide levels.
L-3 Build capacity for planning at the local, district, and state-wide level.

COMMUNICATE & ENGAGE

C-1 Publish and celebrate planning successes and lessons learned via all aspects of Chapter communication tools.
C-2 Increase volunteerism and provide a venue to advertise volunteer opportunities within the profession and APA Colorado.
C-3 Communicate regularly with members, partners, other APA Chapters, APA Divisions and APA National.
### PARTNER

**P-1** Enhance and expand our partnerships.

**P-2** Foster interdisciplinary approaches to address planning issues and collaborate to expand positive community impacts.

**P-3** Build enthusiasm for planning among community and industry leaders.

### ADVOCATE

**A-1** Assert, promote and communicate the value and role of planning and our profession, particularly the AICP credentials.

**A-2** Strengthen our planning advocacy program at the state and local levels.

**A-3** Promote policies and practices that reinforce planning ideals and provide more planning tools at the state and local levels.

**A-4** Advocate for equity, diversity and inclusivity in the planning profession, and among appointed and elected officials.

### EDUCATE

**E-1** Make our communications more narrative, specific, personal, and compelling.

**E-2** Develop early outreach programs to middle and high school students to teach them about the value of planning.

**E-3** Instill in planners the highest standards of ethical behavior with a fundamental focus on the public interest.

**E-4** Collaborate with the academic community to shape the future of the planning profession and bridge the gap between academia and real world.

### SERVE

**S-1** Be member responsive and transparent.

**S-2** Ensure that the services we offer are of value to our members and are provided in the most efficient and cost-effective manner possible.

**S-3** Ensure the availability of high quality educational products, events and conferences for planners at all stages of their careers.

**S-4** Ensure the long-term financial and operational health of APA Colorado.

**S-5** Provide a robust program of leadership development and succession planning in APA Colorado.

**S-6** Implement additional retention strategies and set realistic goals for growth of the Chapter membership.
**OUR 2022 ACTION ITEMS**

**A-1** Proactively engage members on future trends and big ideas and integrate into chapter activities, including communications and education, in order to poise planners to be adaptive to changing conditions. *(S: L-1)*

**LEAD:** Area Representatives in coordination with Committees

**A-2** Provide education and outreach on the importance of equitable communities and what it means to plan with an equity lens. *(S: A-4)*

**LEAD:** Professional Development Officer and Equity, Diversity & Inclusion Committee

**A-3** Complete the transition from the Chapter’s current website to the APA hosted website. *(S: S-2)*

**LEAD:** Outreach & Communications Committee

**A-4** Using the Chapter’s educational themes, start a podcast series and use it, the website and newsletter as vehicles to publish and highlight good planning and to educate our members on issues, trends and legislative matters. *(S: C-1)*

**LEAD:** VP Communications

**A-6** Update and implement the Chapter’s strategic communications plan. *(S: C-3)*

**LEAD:** Outreach & Communications Committee

**A-7** Continue to track and raise awareness of legislative trends and bills that are important to our communities and constituents through the preparation and distribution of a monthly summary of legislative issues. *(S: A-2)*

**LEAD:** Legislative Committee

**A-8** Promote the value of our profession, particularly the AICP credentials. *(S: A-1)*

**LEAD:** Professional Development Committee

**A-9** Promote best practices for adopting healthy and sustainable actions in land use and building codes and create easily accessible resources for planners and non-planners throughout the state. *(S: L-2)*

**LEAD:** Professional Development’ Healthy Communities, Sustainability and Outreach & Communications Committees

**A-10** Continue support and engagement with the Symposium for Sustainable Infrastructure (SSI) / City we Want, which may include event organization and leadership. *(S: P-2)*

**LEAD:** Sustainability Committee

**A-11** Host quarterly educational and networking events around the state. *(S: S-3)*

**LEAD:** Area Representatives in collaboration with Committees

**A-12** Identify topics, resources and topic experts while working with DOLA for the Public Officials training kit to include short videos, handouts and other informational resources. *(S: L-2 and A-3)*

**LEAD:** Professional Development Committee and Public Official Representative

**A-13** Hire an intern to survey small towns, identifying specific needs for planning assistance and list resources, prioritize tasks and draft initial documents and videos. *(S: L-2 and A-3)*

**LEAD:** Small Town Task Force, Professional Development Committee

**A-14** Promote National Community Planning Month and engage tactics to reach new audiences in the community with activities relevant to building community capacity. *(S: L-2)*

**LEAD:** Outreach &

**A-15** Create a volunteer campaign and “Involvement Plan” to increase participation and volunteerism by drafting a “how to guide” and providing a venue to advertise opportunities within the profession and the Chapter. *(S: C-2)*

**LEAD:** VP External Affairs and Membership Committee

**A-16** Create a list of existing and desired partners and communicate with at least one each quarter. *(S: P-1)*

**LEAD:** VP External Affairs

**A-17** Support APA’s efforts. *(S: S-1)*

**LEAD:** President, President Elect & Past President

**A-18** Create and promote internship opportunities, design charrette judging, etc. *(S: E-4)*

**LEAD:** Student Representative and Faculty Representative

**A-19** Encourage participation in STEM, career fairs, smart cities competitions and mentor programs and create a outreach kit for use by members in these efforts. *(S: C-4)*

**LEAD:** Youth in Planning Committee; Membership Committee

**A-20** Demonstrate through story telling the value of planning to the state’s elected leaders. *(S: A-2)*

**LEAD:** Outreach & Communication Committee and Legislative Committee

**A-21** Perform a financial health assessment / audit of Chapter resources and receive financial advice on investment or other strategies available to grow the Chapter’s resources. *(S: S-4)*

**LEAD:** President, President-Elect and Treasurer

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*Adopted by the APA Colorado Board on January 7, 2022*