

2017 - 2018 STRATEGIC PLAN



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Goal
 Implementation Tactic
 Measure

1. MISSION STATEMENT:

The Metro New Orleans Section of APA LA aims to unite highly professional, socially motivated, and community-oriented planners and similar professional individuals to isolate and capitalize on opportunities to improve, cultivate, and preserve planning networks, as well as advocate for best planning practices across the State of Louisiana.

2. GOALS AND OBJECTIVES:

2.1 ● Emphasize a high degree of professionalism and efficiency to improve both image and marketability

- Adjust program documents, news releases, and event materials to reflect National standards
- Streamline Section procedures with State and National procedures
- Create committees, re: focused interests
- Update Metro-Section logo
 - ✦ Finalize by March 2017

2.2 ● Increase membership

- Create and utilize organization fact sheets to highlight membership benefits and discounts
 - ✦ Finalize by August 2017
- Cultivate new members at key agencies and companies
- Extend outreach to non-planners and professionals with a similar objective through membership drives
 - ✦ 2017 Year-End: 175 members
 - ✦ 2018 Year-End: 200 members

2.3 ● Enhance participation in organizational events and programs

- Increase event and speaker promotion
 - ✦ CM Credited Section Event: + 5
 - ✦ Average Attendance Goal: 20

2.4 ● Broaden student partnerships

● Become a resource to universities in search of planning expertise or experience

● Partner with metro-area universities to build student representation and networks

- ✦ Student Membership Goal outside of UNO: + 10

2.5 ● Utilize Facebook, Instagram, and LinkedIn accounts to encourage membership discussion of relevant planning topics, as well as inform members of upcoming events

- ✦ Setup Instagram Account by 2018
- ✦ Facebook 'likes' from 389 to 500
- ✦ LinkedIn 'connects' from 129 to 250

2.6 ● Increase opportunities for professional development and advocacy

● Institute a regional planning "spotlight" award and announce in the APA LA newsletter and social media outlets re: achievements, high profile or regionally relevant projects

- ✦ First "spotlight" by November '17

● Link existing membership with new planners

- ✦ Offer at least one mentorship roundtable, speed-networking, or group volunteer work by April '18

● Isolate and link planners with a similar interest in pursuit of scholarly publication and advocacy

- ✦ Create committees for scholarly publication and advocacy
- ✦ Publications credited to non-academic section members in JAPA, Planning, or other publication: +5