

APA PLANNING AND WOMEN DIVISION

Updated 2005-06 Work Plan November 2005, based on division leadership input

1. Increase number of Division Members (ACCOMPLISHED, IN PROGRESS, AND ONGOING)

- Appoint a Membership Committee
 - Its initial task will be to establish personal contacts with new members, members whose dues have not been paid, and members with non-working e-mail addresses.
 - Invite State Liaisons (see below) to join the Division
 - Contact previous members as best as these can be identified from old membership records
 - Keep membership records up to date (records provided by national contain errors)
 - Analyze membership to identify volunteers
 - Use as a recruitment source articles about the division in chapter and other division newsletters
 - Broadcast invitation to join division to female APA members—request submitted to Susan (**NO RESPONSE FROM SUSAN**)

2. Increase visibility of PWD and related activities

- APA National Planning Conference - through printed material—a brochure highlighting San Francisco area planners and bookmark containing division information (These will be handouts at meeting, reception, and in the APA Information Booth) and electronic notices to all registered women announcing division sponsored activities. (**ACCOMPLISHED**)

3. Develop State Liaison network

State Liaisons will identify successful women planners in their states.

(ON GOING)

4. Highlight women planners

- Regina Rega is editing the Planning Journal, which includes highlighting women planners and other division news submitted by liaisons and members, as an electronic newsletter (**ON GOING**)
 - The Division will publish, or distribute in some manner, interviews/articles with selected women planners (to include how they got their first job) to highlight their accomplishments, thus, encouraging new planners and those seeking to advance their careers.
 - Evaluate other means of highlighting women planners
 - Profiles on the web page
 - Special awards (**ON GOING**)

5. Increase number of members engaged in division activities

- Acknowledge members who volunteered (through the survey) and contact them as committees and other initiatives are identified and developed. (**ACCOMPLISHED**)
- Involve members outside of the leadership group to identify and identify future leaders. (**ACCOMPLISHED**)

6. Revision of division by-laws (IN PROGRESS)

Ramona Mattix is chairing this committee. Suggested revisions have been submitted to the committee for comments.

7. Continue successful Diana Donald Award nominees (**ACCOMPLISHED**)
Broaden the base of possible application submissions. (**ACCOMPLISHED**)
8. Begin immediately after conference:
 - Identify a national conference session committee (**ACCOMPLISHED**)
 - Solicit suggestions and ideas for 2006 by-rights and activities (**ACCOMPLISHED**)
 - Collaborate with other divisions (**ACCOMPLISHED**)
9. Assess means of communicating with division members
 - Should electronic means be the primary means (**DIVISION LEADERSHIP AGREES BEST MEANS**)
 - How best to use the newsletter (**AS PRESENTLY BEING USED**)
 - Web page
 - Continue you to add documents and information of interest to the membership to the web page (**ACCOMPLISHED AND ON GOING**)
 - Post on the web page all of the newsletters before summer 2002 All of the division newsletters have been scanned. (**ACCOMPLISHED**)
 - Seek ways to better use the listserv (**ONGOING**)
10. Membership—work with national to keep membership files current as possible (**ACCOMPLISHED**) Submitted to Susan a request a listing of division nonrenewals who did not renew APA membership be included in the quarterly report. (**NO RESPONSE FOM SUSAN**)
11. FAICP Nomination (**ACCOMPLISHED-2 SUBMITTED**)
12. APA Social Relevancy Task Force-Lani Ravin is PW Division representative. (**ACCOMPLISHED**)
13. Submit grant to Division Council for support funding for the division survey (**ACCOMPLISHED, DECISION PENDING SURVEY APPROVAL BY APA**)
14. Launch division survey—Status of Women and Men in Planning (**SUBMITTED FOR REVIEW BY APA RESEARCH JULY 2005—NO RESPONSE AS OF THIS DATE FROM SUSAN OR APA RESEARCH**)



Patti Petrie, chair

APA Planning and Women Division