



**2010 Strategic Plan**  
**Five Year Operations Plan**  
February 5, 2010

FEBRUARY 5, 2010

First Coast Section  
Florida Chapter  
American Planning Association  
2010 Strategic Plan  
Five Year Operations Plan

February 5, 2010

**MISSION STATEMENT**

To promote excellence in environmental, land development and infrastructure planning for the first coast region of Florida, including Baker, Clay, Duval, Flagler, Nassau, Putnam, and St. Johns Counties.

**2010 STRATEGIC OBJECTIVES**

1.0 Professional Development

Implement Scholarship Program  
Revise AICP Training Program

2.0 Advocacy

Manage Amendment 4 Educational Program  
Develop a First Coast Section Annual Policy Statement

3.0 Communications

Implement New Newsletter Features, e.g. Profiles

4.0 Program Development

Additional Workshops with City of Jacksonville and Other Local Governments?  
Coordinate AICP Training with Professional Development Chair

5.0 Membership Development

Replace Associate Membership with Chapter Membership  
Add New Members (Target #?)  
Increase Participation by Inactive Members

6.0 Fundraising

Recruit Section Sponsors  
Solicit Newsletter and Website Advertising

7.0 Financial Management

Set Up Scholarship Account  
Educate Chapter re Section Budget Procedures

8.0 Coordination Activities

Increase Presence at Chapter Level  
Increase Coordination with Allied Organizations  
FPZA

FEBRUARY 5, 2010

Other Professional Organizations (e.g. CNU, ULI, ASLA, AIA, ITE)  
State Agencies, NEFRC, and Local Governments

9.0 Awards

Assist RAP in Preparing Great Neighborhoods Nomination  
Revive Annual Awards Program

10.0 Organizational Development

Update Bylaws  
Update Strategic Operation Plan

**FIVE YEAR OPERATIONS PLAN**

1.0 Professional Development

Implement Scholarship Program  
Conduct AICP Training  
Manage AICP Certification Maintenance

2.0 Advocacy

Monitor Planning and Redevelopment Legislation  
Maintain Annual Policy Statement

3.0 Communications

Edit and Distribute Weekly APA Minute and Bimonthly Newsletter  
Maintain Web Page  
Promote and Coordinate Media Relations

4.0 Program Development

Develop and Maintain Annual Calendar  
Schedule and Officiate  
    Quarterly Luncheons  
    Seminars and Workshops  
Support Annual Chapter Conference

5.0 Membership Development

Maintain Section Membership List  
Develop Program for Recruitment and Retention

6.0 Fundraising

Maintain Dues Structure  
Recruit Sponsors  
Solicit Newsletter and Website Advertising

7.0 Financial Management

Manage Receipts and Disbursements  
Maintain Financial Records  
Prepare Monthly Treasurers Report  
Prepare and Maintain Annual Budget

8.0 Coordination Activities

APA and APA FL

FPZA

Allied Professional Organizations (e.g. CNU, ULI, ASLA, AIA, ITE)  
State Agencies, NEFRC, and Local Governments

9.0 Awards

Promote Nominations for APA National and Chapter Award Programs  
Renew Section Annual Awards Program

10.0 Organizational Development

Maintain Notification and Record Keeping for Section Activities  
Conduct Monthly Board Meetings  
Oversee Nominations and Elections per Bylaws  
Maintain Up to Date Bylaws  
Maintain Annual Strategic Plan and Five Year Operations Plan