

SOUTH CAROLINA CHAPTER OF THE AMERICAN PLANNING ASSOCIATION
2013-2014 Strategic Plan Actions

Year(s)	Month(s)	Committee	Action	Budget Line Item	Annual Revenue		Annual Expense		Status
					FY 2013	FY 2014	FY 2013	FY 2014	
2013 – 2014	Ongoing	Executive	Receive benefits, and fulfill obligations as state Chapter of APA.	APA Dues/Rebate	9,299	10,000	-	-	Ongoing
2013 – 2014	January	Executive	Adopt fiscal year budget.		-	-	-	-	Done, DEC 2013
2013 – 2014	January	Executive	Contract with Financial Administrator for services, including account disbursements and deposits, financial records mgt.	Chapter Admin.	-	-	3,500	2,500	Ongoing
2013 – 2014	Ongoing	Executive	Provide funds for legal and professional fees as needed for expenses as a professional organization.	Legal-Prof. Fees	-	-	1,500	1,500	Ongoing
2013 – 2014	January – March	Executive	Conduct annual financial audit/review of previous fiscal year.	Audit-Prof. Fees	-	-	5,550	3,650	FEB-MAR 2014
2013 – 2014	Ongoing	Executive	Provide funds for office and discretionary expenses.	Chapter Admin.	15	15	1,000	1,000	
2013 – 2014	Quarterly	Executive	Conduct quarterly Executive Committee meetings.		-	-	-	-	Ongoing
2013 – 2014	April and October	Executive	Send Chapter President to National Planning Conference and Pres./Pres.-Elect to Fall Leadership Conference as Chapter representative.	President's Travel	-	-	2,500	3,500	Increase by \$1,000 in even years.
2013 – 2014	Ongoing	Executive	Seek APA Chapter grants as available and applicable to SCAPA programs.		-	-	-	-	See YPG item.
2013	February	Executive	Submit application for an APA/Chapter President Council grant. Rec'd to start YPG, FEB 2013.		500	-	110	390	Ongoing
2013 – 2014	Ongoing	Young Planners Group	Establish Young Planners Group, Summer 2013.		-	-	-	500	Ongoing
2013 – 2014	Ongoing	Executive	Provide financial assistance to SC planning students to attend SCAPA conferences.	Scholarships	-	-	-	500	NEW
2014	July to October	Executive	Conduct biannual election for President-Elect, Secretary-Treasurer, and three Directors-at-Large.		-	-	-	-	Summer 2014
2014	February	Executive	Amend Chapter By-laws term limit language to allow officers to serve up to 3 consecutive terms; N/A for Presidents.		-	-	-	-	Spring 2014
2014	October to December	Executive	Develop 2015-2016 Strategic Plan.		-	-	-	-	TBD
2013 – 2014	Fall	Executive	Sponsor high school contest to promote the planning profession to students in SC.	Scholarships	-	-	250	250	
2014	Fall	Executive / Programs	Extend invitation to the Prince's Foundation for Building Community to participate in the 2014 fall conference.	Conferences	-	-	-	-	Initiated, MAR 2013

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2013 – 2014	Spring, Summer & Fall	Programs	Provide quality planning conferences, with varied locations, topics, and formats, in response to members' preferences. Strive to include regional/national speakers, mobile workshops, displays, professional networking opportunities, and other features of interest to participants. Balance profitability with affordability.	Conferences	48,237	44,000	26,575	30,000	Ongoing, may need to adjust to reflect recent trend.
2014	NEW	Conferences	Conference need-based scholarships for members	Conferences		-		1,500	Pilot program
2014	NEW	Conferences	Equipment/service agreement to record sessions for post-conference use.	Capital Items		-		2,500	Pilot program
2014	NEW	Professional Development	Satellite symposia, host continuing education workshops.	Professional Development		525		525	Pilot program
2013 – 2014	Spring, Summer & Fall	Programs	Organize exhibitor and sponsorship opportunities at conference to include consultant, vendor, and project displays.	Conferences	-	-	-	-	Fall 2014
2013 – 2014	Quarterly	Programs	Coordinate conference announcements with, newsletter editor, and webmaster; publish articles documenting the conferences.		-	-	-	-	Ongoing
2013 – 2014	Quarterly	Programs	Evaluate program effectiveness and participant satisfaction through formal surveys.		-	-	-	-	Ongoing
2013 - 2014	Ongoing	Programs	Encourage participation/presentations from university faculty members.		-	-	-	-	Limited, ties to PAB accreditation
2013 – 2014	Ongoing	Programs	Encourage attendance/participation from university planning students.		-	-	-	-	Ongoing
2013 – 2014	Ongoing	Legislative	Monitor planning-related legislation in General Assembly, provide legislative alerts to interested members, and coordinate Chapter legislative positions.		-	-	-	-	
2013 – 2014	Ongoing	Legislative	Publish Chapter legislative news and activity in the "Palmetto Planner", on Chapter Website, via e-mail, etc.		-	-	-	-	Ongoing
2013 – 2014	Ongoing	Membership/ Professional Development	Identify non-member planners and planning officials in the state & market SCAPA services and membership with a goal of 500 members by the end of 2015.		-	-	-	-	
2013 – 2014	Ongoing	Membership	Promote Chapter-only membership for elected officials, citizen planners, and members of allied professions with the goal of having 100 members as Chapter-only Memberships by the end of 2015.		-	-	-	-	Need to really start pushing this option.
2013 – 2014	Ongoing	Membership/ Professional Development	Promote AICP Certification and reach a level of 60% AICP planners among the professional membership.		-	-	-	-	
2013 – 2014	Ongoing	Membership	Welcome new Chapter members to SCAPA through personal contact, and recognize them in the newsletter, on the Website, and at conferences.		-	-	500	-	Ongoing

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2013 – 2014	April	Membership	Co-host reception at APA Nat'l Conf. for Chapter members.		-	-	200	200	APR 2014
2014	January	Communications/ Awards / Conference	Develop award nomination applications for Year 2014 Awards program, to include awards for: Outstanding Planning Project (Large and Small Jurisdiction); Outstanding Implementation Project (Large and Small Jurisdiction); Distinguished Service; Media Coverage of Planning Issues; Planning Advocacy; and Innovative Use of Technology in Planning.		-	-	250	750	
2014	August	Communications/ Awards	Establish Awards Jury, ensuring representative cross-section of membership by geography, planning sector, and demography. Select winners and design and order 2014 Awards.		-	-	-	-	TBD
2014	January to April	Communications	Announce Year 2014 Awards competition and distribute/solicit awards applications through Website, the "Palmetto Planner", and Winter and Spring Conferences.		-	-	-	-	
2014	September	Awards	In coordination with Programs Committee, incorporate multimedia Awards Luncheon presentation into 2014 Fall Conference, to include visual and print materials.		-	-	-	-	
2014	October	Communications	Prepare follow-up news releases announcing and profiling award winners after Year 2014 Awards conference.		-	-	-	-	
2014	August to November	FAICP	In coordination with Professional Development Officer, establish FAICP subcommittee to identify and nominate Chapter member(s) for annual FAICP recognition.		-	-	100	-	Submitted, OCT 2013
2013 – 2014	Quarterly	Communications	Publish the "Palmetto Planner" newsletter quarterly.		-	-	-	-	Ongoing
2013 – 2014	Quarterly	Communications	Solicit paid consultant/vendor advertising for the <i>Palmetto Planner</i> .		800	800	-	-	Ongoing
2013 – 2014	Ongoing	Communications	Maintain and expand Chapter website at www.scapa.org.		-	-	35	5,525	NEW
2013 – 2014	Ongoing	Communication	Solicit paid employment advertising for the Chapter website.		700	1,200	-	-	Ongoing
2013 - 2014	Ongoing	Professional Development	Organize, recruit students for, and supervise the annual AICP exam preparation course. Recognize successful exam candidates as new AICP members in the newsletter, on the Web site, and at conferences.		1,500	1,000	750	750	Purchase study guides for lending library.
2013 - 2014	Ongoing	Student Chapter	Funding operations for Clemson student chapter.		-	-	2,000	2,000	MAR 2014
2013 - 2014	Ongoing	Student Chapter	Outreach for College of Charleston planning students		-	-	-	-	

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2013 - 2014	Ongoing	Student Chapter	Encourage planning student contributions to <i>The Palmetto Planner</i> newsletter, Website, and conference sessions.		-	-	-	-	
2013 - 2014	Ongoing	Student Chapter	Engage in community outreach and awareness, to include Kids City programs, presentations to high schools and undergraduate programs, and other community service projects.		-	-	-	-	Clemson students, ad hoc

				TOTALS	61,051	57,540	44,820	57,540	
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