

**2017 - 2019 SCAPA Strategic Plan and Annual Work Program
Amended Approved - March 24, 2017**

Committee(s)	Action	Year(s)	Month(s)	Budget Line Item	Approved FY17 Budget Income	Approved FY17 Budget Expenses	Status/Comments
Awards	Begin Annual Awards Program in 2018 (change from current bi-annual awards program)	2018	January	-	\$ -	\$ -	
Awards	Appoint Awards Committee members.	2018	January	-	\$ -	\$ -	
Awards	Establish Awards Jury, ensuring representative cross-section of membership by geography, planning sector, and demography. Select winners and design and order awards.	2018	January - October	-	\$ -	\$ -	
Awards	Develop award nomination applications for the Annual 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.	2018	March - July	-	\$ -	\$ -	
Awards	Work with the Communications and Programs Committees to announce the Annual Awards competition and distribute/solicit awards applications through Website, the "Palmetto Planner", and Winter and Spring Conferences.	2018	January - April	-	\$ -	\$ -	
Awards	In coordination with Programs Committee, incorporate multimedia Awards Luncheon presentation into the Fall Conference, to include visual and print materials.	2018	May - October	Awards	\$ -	\$ 400	
Awards	Work with the Communications Committee to prepare follow-up news releases announcing and profiling award winners after Fall Conference.	2018	October - December		\$ -	\$ -	
Communications	Appoint Communications Committee members.	2017 and 2018	January		\$ -	\$ -	
Communications	Work with the EC to develop content for members' only side of Chapter website	2017 - 2019	Ongoing		\$ -	\$ -	
Communications	Publish the "Palmetto Planner" newsletter bi-monthly.	2017 - 2019	Bi-Monthly		\$ -	\$ -	
Communications	Solicit paid sponsor advertising for the website and <i>Palmetto Planner</i> .	2017 - 2019	Ongoing	Advertising	\$ 2,700	\$ -	
Communications	Maintain Chapter website at www.scapa.org.	2017 - 2019	Ongoing	SCAPA Website - Admin	\$ -	\$ 500	

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Communications	Create a SCAPA annual report each year and transmit to the membership and APA and post on the website, keeping historical records of all previous annual reports on the website. The previous year's annual budget and strategic plan/annual work program should be included in the annual report.	2017 - 2019			\$ -	\$ -	
Communications	Work with the President to communicate APA and SCAPA service and program updates to the membership including the annual budget and strategic plan/annual work program after they are approved by the EC each year.	2017 - 2019			\$ -	\$ -	
CPAT	Appoint CPAT Committee members	2017 and 2018	January		\$ -	\$ -	
CPAT	Continue the SCAPA CPAT program including advertising application windows, reviewing/awarding applications, and executing CPATs.	2017 - 2019	Ongoing	Chapter CPAT	\$ -	\$ 3,000	
Executive	Support Clemson University in the upcoming PAB re-accreditation review for its MCRP Program (Self-Study Report due September 15, 2017; Site Visit February 11-14, 2018; meet with the PAB site visitors).	2017 - 2018			\$ -	\$ -	
Executive	Conduct biannual election for President-Elect, Secretary-Treasurer, and three Directors-at-Large. President-Elect shall form and chair the nominating committee.	2018	May - October		\$ -	\$ -	
Executive	Where possible, have EC members personally re-present 2018 Awards at recipients' local Council/Board meetings	2018	October - December		\$ -	\$ -	
Executive	As appropriate and timely, seek APA award recognition (e.g., Karen B. Smith Award) for Chapter excellence).	2017 - 2018	Ongoing		\$ -	\$ -	
Executive	Send Chapter President to National Planning Conference and Pres./Pres.-Elect to Fall Leadership Conference as Chapter representative.	2017 - 2019	April/May and September/October	President and President-Elect Travel	\$ -	\$ 5,000	Increase by \$1,000 in even years.
Executive	Review progress on 2017 - 2019 Strategic Plan, adjust as necessary and adopt; adopt 2019 - 2021 Strategic Plan in December 2018.	2017 - 2019	October - December 2017 and 2018		\$ -	\$ -	
Executive	Incorporate SCAPA and meet all annual filing deadlines to retain this status.	2017 - 2019	Ongoing	Incorporation Application Fee	\$ -	\$ 25	One time application fee of \$25 in 2017. Meet all annual filing deadlines to retain incorporated status.
Executive	Fully insure SCAPA and make all payments to keep the organization fully insured into the future.	2017 2019	Ongoing	Liability Insurance	\$ -	\$ 1,200	Ensure SCAPA is fully insured each year.
Executive	Contract with Financial Administrator for services including account disbursements and deposits, financial records mgt.	2017 - 2019	December	Chapter Admin.	\$ -	\$ 2,500	
Executive	Provide funds for legal and professional fees as needed for expenses as a professional organization.	2017 - 2019	Ongoing	Legal-Prof. Fees	\$ -	\$ 500	
Executive	Conduct annual financial audit/review of previous fiscal year.	2017 - 2019	January - March	Audit-Prof. Fees	\$ -	\$ 2,000	

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Executive	Provide funds for office and discretionary expenses.	2017 - 2019	Ongoing	Office/ Discretionary	\$ -	\$ 1,000	
Executive	Conduct Executive Committee meetings at least quarterly.	2017 - 2019	Ongoing		\$ -	\$ -	
Executive	Make all required progress reports to APA for the Clemson - C of C Bridge/Coordination Grant within required timeframes.	2017 - 2019	Ongoing		\$ -	\$ -	
Executive	Continue to seek APA Chapter grants as available and applicable to SCAPA programs.	2017 - 2019	Ongoing		\$ -	\$ -	
Executive	Receive benefits, and fulfill obligations as state Chapter of APA.	2017 - 2019	Ongoing	APA Dues/ Rebate	\$ 11,000	\$ -	
Executive	Adopt fiscal year budget.	2017 - 2019	January	Interest	\$ 200	\$ -	
Executive	Fund operations for Clemson student chapter.	2017 - 2019	Ongoing	Clemson Student Chapter	\$ -	\$ 3,000	
Executive	Review bylaws at least bi-annually and revise as necessary	2017 - 2019	Ongoing	College of Charleston Student Chapter	\$ -	\$ 2,000	
Executive	Fund operations for College of Charleston student chapter.	2017 - 2019	Ongoing		\$ -	\$ -	
FAICP	Establish FAICP Committee to identify and nominate Chapter member(s) for annual FAICP recognition, and complete and submit the FAICP nomination package by the application deadline.	2017	January - October	FAICP Application	\$ -	\$ 95	Early 2017: List of eligible candidates released; Oct. 13, 2017: Deadline for nominations; Winter 2018: Selection weekend; April 24 – 28, 2018: Induction Ceremony, New Orleans, LA.
Legislative	Appoint Legislative Committee members.	2017 and 2018	January		\$ -	\$ -	
Legislative	Monitor planning-related legislation at the federal and state levels, coordinate with Legislative Committee Chairs of other chapters, provide legislative alerts to interested members, and coordinate Chapter legislative positions.	2017 - 2019	Ongoing	Legislative Activity	\$ -	\$ -	
Legislative	Publish Chapter legislative news and activity in the "Palmetto Planner", on Chapter Website, via e-mail, etc.	2017 - 2019	Ongoing		\$ -	\$ -	
Legislative	Develop and implement an Awareness Campaign that highlights the mission of SCAPA and the benefits of planning by communicating with local, state, and federal policy makers and with organizations such as SCAC, MASC, HBA, SCCLF, and SCCCL on an issue driven basis.	2017 - 2019	Ongoing		\$ -	\$ -	
Legislative	Develop and implement an Issue Tracking System by leveraging resources provided by APA, SCAC, and MASC.	2017 - 2019	Ongoing		\$ -	\$ -	
Legislative	Develop and implement an Issue Prioritization System that will facilitate the adoption of policy positions by SCAPA.	2017 - 2019	Ongoing		\$ -	\$ -	
Membership	Appoint Membership Committee members.	2017 and 2018	January		\$ -	\$ -	
Membership	Assist the President with co-hosting reception at 2017 APA Nat'l Conf. with the Texas Chapter for Southeast region chapters and schools.	2017	January - May 2017	APA Nat'l Reception	\$ -	\$ 500	

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Membership	Work with the Programs Chair and Communications Officer to provide financial assistance to SC planning students to attend SCAPA conferences.	2017 - 2019	Ongoing	Planning Student Travel Awards	\$ -	\$ -	
Membership	Work with the Communications Committee to publish a member services survey at least once every three years. The Membership Committee will analyze the results of the survey and provide a summary and report to the EC.	2017 - 2019	January - June 2017		\$ -	\$ -	Conduct survey in 2017 then at least once every three years thereafter.
Membership	Work with the Programs Chair and Communications Officer to provide conference need-based scholarships for members; advertise to membership.	2017 - 2019	Spring, Summer & Fall	Scholarships	\$ -	\$ 6,000	
Membership	Work with the PDO and Communications Committee to identify non-member planners and planning officials in the state & market SCAPA services and membership with a goal of 525 members by the end of 2018.	2017 - 2019	Ongoing		\$ -	\$ -	
Membership	Work with the PDO and Communications Committee to promote AICP Certification and reach a level of 60% AICP planners among the professional membership.	2017 - 2019	Ongoing		\$ -	\$ -	
Membership	Work with the Communications Committee to promote Chapter-only membership for elected officials, citizen planners, and members of allied professions.	2017 - 2019	Ongoing		\$ -	\$ -	
Membership	Work with the Communications Committee to welcome new Chapter members to SCAPA through personal contact, and recognize them in the newsletter, on the Website, and at conferences.	2017 - 2019	Ongoing		\$ -	\$ -	
Professional Development	Appoint Professional Development Committee members.	2017 and 2018	January		\$ -	\$ -	
Professional Development	Work with the Membership Committee and Communications Committee to provide education/training opportunities to the membership, including but not limited to putting on at least one webinar per year through the APA webinar consortium.	2017 - 2019	Ongoing	CM Consortium/ Webcast	\$ -	\$ 150	
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 website, and at conferences.	2017 - 2019	Ongoing	AICP Exam Training	\$ 1,500	\$ 1,000	
Professional Development	Work with the Programs Committee to have all conferences, sessions, and mobile workshops approved for AICP CM credits.	2017 - 2019	Ongoing		\$ -	\$ -	
Programs	Organize exhibitor and sponsorship opportunities at fall conference to include consultant, vendor, and project displays.	2017 - 2019	Ongoing		\$ -	\$ -	Sponsors and exhibitors at the Fall conference only.

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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 and member benefit.	2017 - 2019	Spring, Summer & Fall	Conferences	\$ 54,570	\$ 45,200	
Programs	Video sessions at conferences.	2017 - 2019	Spring, Summer & Fall		\$ -	\$ -	
Programs	Format and package previously videoed conference sessions for marketing to local governments as CE opportunities.	2017 - 2019	Ongoing		\$ -	\$ -	
Programs	Coordinate conference announcements with Communications Committee.	2017 - 2019	Ongoing		\$ -	\$ -	
Programs	Evaluate program effectiveness and participant satisfaction through conference surveys.	2017 - 2019	Ongoing		\$ -	\$ -	
Programs	Encourage participation/presentations from all members including but not limited to university faculty members and student members.	2017 - 2019	Ongoing		\$ -	\$ -	
Student Chapter	Encourage planning student contributions to <i>The Palmetto Planner</i> newsletter, website, and conference sessions.	2017 - 2019	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.	2017 - 2019	Ongoing		\$ -	\$ -	
Young/Emerging Planners Group	Support continued development of Y/EPG.	2017 - 2019	Ongoing	Emerging Planners Group	\$ -	\$ 250	
Young/Emerging Planners Group	Develop Y/EPG Strategic Plan	2017 - 2019	Ongoing		\$ -	\$ -	
TOTALS					\$ 69,970	74,320	