



American Planning Association
South Carolina Chapter

Creating Great Communities for All

SCAPA 2025-2029 Development Plan

Goals and Strategies

GOALS:

LEAD: Advance Planning Excellence and Innovation. Be a leader in promoting bold, innovative, and effective planning practices throughout South Carolina.

CONNECT: Foster Collaboration and Partnerships. Strengthen connections among planners, allied professionals, and communities to promote collaboration and knowledge sharing.

EDUCATE: Enhance Professional Development and Public Awareness. Provide meaningful education and training opportunities to planners and promote public understanding of planning's value.

ADVOCATE: Champion Responsible and Sustainable Planning. Promote planning policies and practices that support resilient, fair, and sustainable communities.

EMPOWER: Build Capacity and Strengthen Chapter Operations. Enhance SCAPA's capacity, governance, and effectiveness to better serve its members and advance its mission.

INSPIRE: Recognize and Celebrate Planning Achievements. Inspire excellence by showcasing impactful planning projects and recognizing exceptional contributions.

EXPAND: Broaden Representation and Opportunities in the Planning Profession. Encourage a more representative and accessible planning profession across South Carolina.



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STRATEGIES:

LEAD: Advance Planning Excellence and Innovation. Be a leader in promoting bold, innovative, and effective planning practices throughout South Carolina.

Strategies:

- **Promote Best Practices:** Identify and share emerging and proven planning strategies across the state.
- **Advance Planning Knowledge:** Provide education and resources on topics meaningful to the profession in a South Carolina context.
- **Advocate for Effective Policy:** Engage with policymakers to influence and support legislation that strengthens planning practices and outcomes.
- **Enhance Professional Recognition:** Elevate the role of planners by celebrating impactful projects and recognizing outstanding achievements through awards and promotions.

CONNECT: Foster Collaboration and Partnerships. Strengthen connections among planners, allied professionals, and communities to promote collaboration and knowledge sharing.

Strategies:

- **Expand Cross-Sector and Cross-Regional Partnerships:** Collaborate with government agencies, non-profits, private sector partners, academic institutions, and peer chapters to support planning initiatives across the southeast.
- **Support Interdisciplinary Engagement:** Encourage partnerships with related professions such as architecture, engineering, public health, and economic development.



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EDUCATE: Enhance Professional Development and Public Awareness. Provide meaningful education and training opportunities to planners and promote public understanding of planning's value.

Strategies:

- **Offer High-Quality Training:** Provide workshops, webinars, and conferences on current and emerging planning topics.
- **Promote AICP Certification:** Support members pursuing AICP certification through study resources, mentoring, and exam preparation assistance.
- **Increase Public Awareness:** Develop campaigns and resources to educate the public on the importance of effective planning in shaping communities.
- **Support Lifelong Learning:** Offer continuing education opportunities to help planners maintain and expand their skills.

ADVOCATE: Champion Responsible and Sustainable Planning. Promote planning policies and practices that support resilient, fair, and sustainable communities.

Strategies:

- **Advance Fair and Inclusive Planning:** Ensure planning efforts consider the needs of all populations and promote broad community participation.
- **Support Resilient Communities:** Advocate for policies that address extreme weather, sea level rise, disaster preparedness, and sustainable land use practices.
- **Promote Smart Growth:** Encourage development patterns that prioritize walkability, mixed-use areas, and efficient infrastructure use.
- **Prioritize Environmental Stewardship:** Support policies that protect natural resources, enhance green infrastructure, and promote sustainable design.



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EMPOWER: Build Capacity and Strengthen Chapter Operations. Enhance SCAPA's capacity, governance, and effectiveness to better serve its members and advance its mission.

Strategies:

- **Strengthen Chapter Governance:** Enhance transparency, accountability, and member engagement in SCAPA operations and decision-making.
- **Improve Member Services:** Expand and improve resources, services, and benefits available to members.
- **Enhance Communication:** Utilize diverse platforms (website, social media, newsletters) to keep members informed and engaged.
- **Expand Membership:** Develop targeted recruitment strategies to grow SCAPA membership, including outreach to students and emerging professionals.
- **Better Leverage our Financial Assets:** Strategically maximize existing resources and exploring new revenue opportunities.

INSPIRE: Recognize and Celebrate Planning Achievements. Inspire excellence by showcasing impactful planning projects and recognizing exceptional contributions.

Strategies:

- **Host Annual Awards Program:** Celebrate outstanding planning projects, plans, and individual contributions that advance the profession.
- **Highlight Success Stories:** Share case studies and success stories through newsletters, social media, and conferences.
- **Promote Member Accomplishments:** Recognize member achievements, such as FAICP inductions and professional milestones.
- **Foster a Culture of Excellence:** Encourage planners to strive for professional growth and promote continuous learning.



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EXPAND: Broaden Representation and Opportunities in the Planning Profession. Encourage a more representative and accessible planning profession across South Carolina.

Strategies:

- **Promote Inclusive Leadership:** Encourage and support broader representation in SCAPA leadership and committees.
- **Mentor Emerging Planners:** Develop mentorship programs to support students and early-career planners, fostering a stronger pipeline into the profession.
- **Increase Engagement Opportunities:** Create accessible and welcoming platforms for participation in SCAPA events, committees, and initiatives.
- **Support Community-Centered Planning:** Ensure planning efforts reflect the diverse needs and voices of South Carolina's communities.