

**ATLANTIC PLANNERS INSTITUTE  
STRATEGIC OVERVIEW OF KEY ISSUES**

(December 5, 2005)

<b>CATEGORY</b>	<b>ISSUES/ INITIATIVES</b>	<b>OBJECTIVES</b>	<b>STRATEGIES</b>	<b>TACTICS</b>	<b>LEAD RESPONSE</b>
API'S changing role	As Branches achieve planners legislation, API's role will change its focus over time from that of the sole body corporate representing planners to that of primarily providing services to the Branches	Prepare to change from a combination "regulatory-and-services" role to a "services-to-Branches" role	Undertake discussions with NB about the role of API in NB. Follow with discussion with other Branches	a) Prepare a list of issues and options for the discussions b) Meet with NB and then the other Branches	Executive Director  Council Committee
Membership	Declining numbers	Reverse the decline	Promote professional planners legislation in NS, PE & NL	a) Contact Branch Presidents to promote legislation b) Devote a Pen issue to legislation c) Prepare and publish a fact sheet on planners legislation d) Meet with other professional groups which have professional legislation	Councillors  Executive Director Executive Director  Councillors
			Strengthen relationship with Dal. Planning School	a) Promote the mentorship program b) Ask Planning School to include a spot in Winter Module to promote membership c) Use the "Meet and Greet" to promote membership d) Promote Student membership e) Increase participation by API membership year-end reviews at the School	NS and Student Clrs NS Councillor  NS and Student Clrs  NS and Student Clrs NS and Student Clrs

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			Strengthen Branch membership promotion	a) Prepare a package for the Branches to use in the promotion b) Ask each Branch to develop a list or prospective members and contact those on the list either individually or in groups c) Send the results (without names) to Executive Director who will develop a summary of the responses and circulate to Council. Then develop additional tactics	Executive Director  Councillors  Executive Director
			Establish a program to re-recruit past members who are eligible	a) Develop a list of past members still eligible for membership b) Assign a member to invite each past member to rejoin	Councillors  Councillors
	Persons in practice not eligible for Full Membership	Ensure public confidence in planners expertise	Make the public and employers aware of the benefits of using API members	a) Prepare and publish a list of members	Councillors
	Provincial Planning directors/managers are not all members	Recruit directors/.managers as members, where appropriate	Promote full membership as the standard for planning director/managers over time	a) Review job descriptions b) Promote changes, where appropriate	Executive Director Councillors
	In some jurisdictions the qualifications of those who prepare Official Plans etc. do not require API Membership	Promote requiring that those certifying OP's etc be API/CIP members	Promote amendments to legislation requiring that members certify plans,	a) Develop a comparative overview of qualification of those preparing plans b) Where appropriate, promote amendments to legislation	Executive Director  Council
Services to Members	Planners Pen is costly to distribute in hard copy form	To the extent possible circulate the Pen digitally	Publish the Pen on the API website	a) Develop a members email list based on the CIP data base and the current Pen mailing list b) Add a specific link to the Website	Pen Editor  Webmaster
	Revisions to the Website to make it better targeted and increase it's use by members and the	Reorganize the website	Create specific links for: Planners Pen Membership info and forms Bylaws and	Develop the revised website details for Council approval	Webmaster

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	general public		<ul style="list-style-type: none"> <li>statutes</li> <li>Council minutes</li> <li>Council contact info</li> <li>Branch Executive and contact info</li> <li>CPL</li> </ul>		
	Branch support targeting	Ensure that Branch grants support Council objectives.	Review and revise Branch grants criteria	Acquire and analyze data on Branch grants for past 5 years	Executive Director and Treasurer
	Inter Branch communications	Ensure that communication continues as in the past.	Review and formalize communications requirements	To be determined	To be determined
	Continuous professional learning (CPL)	Continue to support CPL as an ongoing requirement for continuing membership	Inform the members and ensure that LU are available in each Branch	<ul style="list-style-type: none"> <li>a) Prepare a CPL "kit" and distribute to all affected members</li> <li>b) Identify avenues for LU credits, assign the credits and advertise on the website</li> </ul>	<ul style="list-style-type: none"> <li>CPL Committee</li> <li>CPL Committee and Webmaster</li> </ul>
	Mentorship	Continue to support the mentorship program	<ul style="list-style-type: none"> <li>a) monitor the progress being made by Planning School</li> <li>b) encourage members to take part</li> </ul>	<ul style="list-style-type: none"> <li>a) Ask Dal Planning School to: <ul style="list-style-type: none"> <li>Report program results to Council on a semester basis</li> <li>Establish an evaluation protocol of program for application in 2007</li> <li>Report to the AGM annually</li> </ul> </li> <li>b) Use the Pen and Website to promote members participation</li> </ul>	<ul style="list-style-type: none"> <li>Council</li> <li>Pen Ed. &amp; Webmaster</li> </ul>

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	Planners compensation	Provide information to members on API members compensation in relation to the National average	Develop and implement a research model	a) Develop data b) Analyze results c) Publish in Pen and on website	Executive Director Executive Director Pen Ed. & Webmaster
Relationship with Dal Planning School	Accreditation	Carry out accreditation of Masters and Bachelor's programs	Establish the process with the School	Establish a joint API/Planning School Committee to carry out the reviews	NS and Student Clrs
	Financial assistance to Students	Maintain scholarships	Review to determine process, standards and level	Establish a Committee within the NS Branch	NS and Student Clrs
	Financial assistance to the School	Assist the School	Review to determine the process, standards and level	Establish a Committee within the NS Branch	NS and Student Clrs
	Increase learning opportunities for members	Maintain the Winter Module, but increase number of practitioners taking part	a) Increase API involvement in planning for the event b) link with CPL	Establish a joint API/Planning School Committee which includes a CPL member	NS and Student Clrs
	Social interaction between students and practitioners	Maintain the "Meet and Greet" but increase the number of practitioners taking part	Make attendance at "Meet and Greets" more attractive to practitioners and encourage more involvement in year end reviews.	Establish a LU value to the events	NS and Student Clrs and CPL Comm
	Professional interaction	See mentorship program			
Relationship with CIP	Affiliate Agreement	Amend Affiliate Agreement to reflect API's changing needs and role	Review existing Agreement in light of forecast changes	a) Obtain copies of all Affiliate Agreements b) Identify specific issues and propose solutions	Executive Director CIP Councillors
	Access to CIP data base	Obtain access for Executive Director	Identify those who need CIP data and the data needed	a) Gain CIP Executive Director's agreement b) Discuss transfer of rights with Membership chair c) Obtain training for Executive Director	President Council Executive Director

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	CIP Membership Study	Take part in the Study	Ensure that the study is consistent with API's objectives	a) Review and comment on terms of reference b) Identify and advise CIP of any specific needs c) approve API's share of the cost	Executive Director  Council  Council	
Financial Matters	Long term revenues and expenditures	Ensure financial stability	Establish long term expenditure needs and implications for revenue requirements	a) Increase membership b) Develop additional revenue streams c) Review fee structure d) Develop and cost alternatives	See membership Treasurer Treasurer Treasurer	
	Fee collection	Minimize cost	Estimate the cost of API doing it's own fee collection	Develop cost/benefit options	Treasurer	
Public Presence	Role of Planners	Increase awareness of planners as land use and development "experts"	Increase contacts with media, politicians and other professionals	a) Public speaking b) Private meetings	Council Council	
	Planning Issues	Increase API's role as planners spokesperson on planning issues	Focus on broad and generic issues	Respond to issues raised by Councillors	Council	