



American Planning Association

*Making Great Communities Happen*

## APA DIVISIONS COUNCIL

### FY2014 ANNUAL DIVISION PERFORMANCE REPORT

DUE NOVEMBER 15, 2014

Division: International

Chair: Timothy D. Van Epp

#### 1. Work Plans and Budgets

See Appendix A, FY 2014 Work Plan with Approved Budget, and Appendix B, FY 2015 Work Plan with Proposed Budget. As described below in item 9, Financial Report, the Division finished FY2014 with over \$7,500 in funds available. Therefore, the FY2015 work plan intentionally spends more than the anticipated FY2015 revenues, because we would like to use a significant portion of our surplus funds available to provide enhanced and additional services to our members in FY2015. Although we will still meet our objective of maintaining a reserve equal to one year of revenues at current revenue levels – even with this additional spending –the Division plans to generate additional member dues revenue in FY2015 through its new membership recruiting and retention measures and our enhanced student and young professionals program. In addition, we have budgeted to put on two webinars in FY2015 that will generate additional revenue.

The FY2015 Work Plan is similar to, and based upon, the FY2014 Work Plan, with the following exceptions:

- At \$1,500, we plan to spend significantly more on our Seattle NPC reception – which we will co-sponsor with two other divisions and include an awards program – as a means of attracting new members to the Division.
- We are adding three regional student/professional networking events in FY2015, estimated to cost \$100 each.
- We will be spending more on our student and professionals grant program, paying the remaining \$500 on one of the FY2014 grants and increasing the two new grant amounts from \$1,000 to \$1,250 each.
- We will be putting on two webinars at \$250 each in FY2014 as opposed to none in FY2014.

#### 2. Communications

The Division has developed and utilizes a great number of tools to communicate inside and outside its membership as described in more detail below.

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**Interplan Newsletter:** *Interplan* is the bi-annual publication produced for the benefit of the International Division's membership. The publication provides a space to share stories and information about international planning professionals, efforts, and events. Division members and non-members contribute articles and photographs. Contributions conform to the editorial guidelines posted on

<https://www.planning.org/divisions/international/newsletter/>, which were last updated in March 2014. Materials are solicited personally by Division leaders. We also announce the call for articles in eNews (our monthly email newsletter) and social media (Facebook, Twitter, and LinkedIn).

The publication is reviewed and revised by the Editor (volunteer), the Vice-Chair of Communications, and the Chair, and laid-out by the Design Editor (volunteer). It is then uploaded to the Division's webpage (at the same link just mentioned) and distributed in PDF format to members via e-mail. Members have access to all previous issues since 2002. Two issues were published in FY2014: one on January 15, 2013 and the other on September 30, 2014.

Fall 2014 issue (September 30, 2014):

<https://www.planning.org/divisions/international/newsletter/2014/pdf/fall.pdf>

Winter 2013-2014 issue (January 15, 2013):

[http://gallery.mailchimp.com/286d9a34b03d42d7401f3256f/files/APAID\\_Interplan2013143Q4\\_12\\_30\\_2013FINAL.pdf](http://gallery.mailchimp.com/286d9a34b03d42d7401f3256f/files/APAID_Interplan2013143Q4_12_30_2013FINAL.pdf)

**Website Updates:** The Division recently appointed a new Website Coordinator, Luis Cabrera, who has conducted a comprehensive review of the website which has resulted in several webpages getting updated and several other improvements underway. In general, the website will be updated when information changes, with input from the International Division leadership. We ensure that all information is properly displayed and current. The website also includes links to all of our other communications tools, including Facebook, LinkedIn, and the *Interplan* newsletter. The last update was done on October 22, 2014. In a separate initiative, we have identified website information that we can share through links on the Global Planners Network website.

**e-Blasts:** Over the past year, the International Division switched from Constant contact to MailChimp as our primary technology for sending mail to our membership. We strive to send material through there an average of once a month. Using the MailChimp platform, the Division sends email updates to its approximately 330 members. Email correspondence includes eNews, an email with comprehensive news updates, as well as individual one-off emails with info on opportunities whose deadlines are fast approaching. ENews was sent out on October 3, October 27, January 21, March 27, April 22 and June 30. Additional blasts about World Town Planning Day were sent out on October 17, October 22, November 2, November 4 and July 28. A blast about National Conference events was sent out on April 9. Blasts relating to Division elections were sent out on January 7, January 30 and February 25.

October 2014 eNews:

[http://us3.campaign-archive2.com/?u=286d9a34b03d42d7401f3256f&id=b2546220d4&e=\[UNIQID\]](http://us3.campaign-archive2.com/?u=286d9a34b03d42d7401f3256f&id=b2546220d4&e=[UNIQID])

June 2014 eNews:

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[http://us3.campaign-archive1.com/?u=286d9a34b03d42d7401f3256f&id=5a96b0ff38&e=\[UNIQID\]](http://us3.campaign-archive1.com/?u=286d9a34b03d42d7401f3256f&id=5a96b0ff38&e=[UNIQID])

**Social Media Sites:** The Division continues to maintain [LinkedIn](#), [Facebook](#) and [Twitter](#) accounts as the three social mediums to connect directly with membership, as well as to promote the Division more widely to both member and non-members (only members have access to LinkedIn, as a member benefit). The Division connects with approximately one-third of its members on LinkedIn. Using LinkedIn, the Division shared information and opportunities (e.g., upcoming online courses and webinars, student grant opportunities, conferences). In FY2014, the Division offered free registrations for World Town Planning Day to members who posted a minimum of three sentences on any planning theme on our LinkedIn page. The Division uses Facebook and Twitter to share non-essential but interesting information to the general public, such as news stories and job opportunities (also shared with Division membership via LinkedIn).

Link to LinkedIn page:

[https://www.linkedin.com/groups?home=&gid=4628281&trk=anet\\_ug\\_hm](https://www.linkedin.com/groups?home=&gid=4628281&trk=anet_ug_hm)

Link to Facebook page:

<https://www.facebook.com/AmericanPlanningAssociationInternationalDivision>

Link to Twitter page:

<https://twitter.com/APAInternatDiv>

**Membership Surveys:** The APA International Division membership survey was conducted October 1 – 15, 2013. That valuable input has influenced our direction in 2014 and beyond. In addition, we conducted a very effective survey looking for volunteers (see f. below).

**Specific Outreach for Volunteer Opportunities:** The Division Communications team used two main avenues to solicit volunteers over the past year: 1) advertised the temporarily open position of Secretary-Treasurer via the biannual newsletter; and 2) created a short online survey to gain the interest areas and contact information for Division members interested in supporting the Division Board and Division activities. Both instances proved very successful – the Division was able to secure a new Secretary-Treasurer, Byron Stigge, in the space of less than a month. The Division also recruited a new Website and Membership Coordinator, Luis Cabrera, thanks to the membership volunteer survey. Link to online survey:

[https://docs.google.com/forms/d/1mztPRIkIOxj\\_BsHcMSfmP\\_2CEVbG1-pQr\\_7Y58Xhp4s/viewform?formkey=dENISEJGeXVzbVZ2ZFVSa0kxby1vVFE6MA&fromEmail=true](https://docs.google.com/forms/d/1mztPRIkIOxj_BsHcMSfmP_2CEVbG1-pQr_7Y58Xhp4s/viewform?formkey=dENISEJGeXVzbVZ2ZFVSa0kxby1vVFE6MA&fromEmail=true)

**Division Flyer:** The International Division prepared a flyer for printing and distribution at regional and national events.

**Division Video:** A draft video highlighting Division activities is in production.

### 3. Annual National Planning Conference Activities

**Sessions:** The Division sponsored both a by-right session and a facilitated discussion at the 2013 National Planning Conference in Atlanta. Our facilitated discussion explored how different federal agencies carried out their planning activities overseas, what roles planners played, and what the opportunities are for planners. The by-right session addressed “Using Theme Roads for

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Regional Revitalization,” comparing examples in Virginia and Germany and examining their impacts on tourism and regional economic development. The Division promoted an additional two sessions, “Innovative Planning in Latin America,” and, “iMUST and Cities of Citizens.” The Division also hosted a member networking reception and dinner, participated in the student networking event, and mentored a planning graduate student from China who helped us to monitor and report on other international sessions at the conference.

**Annual Business Meeting:** Our Annual Business Meeting was held on Saturday, 26 April 2014, in Marriott Marquis Room L504. There were 15 attendees, including the past and current Chairs, past Vice Chair for Communications (now Vice Chair at Large), and past Secretary-Treasurer, as well as Jeff Soule, the APA National Director of Outreach and International Affairs. Meeting minutes and roster are provided as Appendix C.

**Divisions Council Booth:** Two of our Division officers, Mike Kolber and Tim Van Epp, reported for duty at the Divisions Council booth on Sunday, 27 April 2014, which was previously arranged between the Chair and the Divisions Council, but apparently there was a double-booking and another division’s representatives got the slot.

#### 4. All Other Events/Programs

**Monthly Conference Call:** The Division holds a monthly conference call meeting that includes both elected officers of the Executive Committee, as well as other volunteers such as the newsletter editor and publisher, social media coordinator, and website and membership coordinator. We also include the International and Divisions Council staff at the APA National level.

**International Association of Chinese Planners:** The Division co-sponsored the International Association of Chinese Planners’ annual conference in Guangdong in June, offering AICP CM credits for selected sessions.

#### 5. Membership

The APA International Division has 340 current members, distributed across membership categories as shown in the table below.

##### APA International Division Membership Information

Member Type	by March 2014	October 2014	Percentage Change
<b>Total Members</b>	<b>359</b>	<b>340</b>	<b>-5.29%</b>
FCLTI	1	1	0%
FCLTS	1	1	0%
FSTU	2	2	0%
LIFE	8	9	12.50%
MEM	242	235	-2.89%

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NOM	9	9	0%
NP	5	19	280%
RET	5	3	-40%
STF	1	1	0%
STU	82	57	-30.49%
XNP	0	1	---
XMEM	1	0	-100%
XSTU	2	2	0%

### 6. Division Assistance Programs

As mentioned in item 5 above, the Division had an active program in FY2014 to award research grants to planning students. In addition, we mentored a planning graduate student at the 2014 Atlanta NPC. In addition, every year the Division fields numerous requests from its members or others for information or contacts and FY2014 was no exception. For example, we assisted a *Planning* author in obtaining information for an article on new town planning in India.

### 7. Research and Publications

The division approved of two research projects through the International Division Student Grant program. One was not completed and funding was not granted. The first draft of the second report was submitted, in August 2014, with editing scheduled for completion in November 2014. The paper is being written on the rapid urbanization of Ulaanbaatar, Mongolia, and the conflicts between the multiple plans guiding that growth.

### 8. Elections

Dan Tirrell, the Division's past Vice Chair-at-Large, served as the Chair of the Nominating Committee which also included Brian Kellogg and Laura Baker. The Division fielded one unopposed candidate each for the positions of Chair (Tim Van Epp), Vice Chair for Communications (Victoria Okoye), Vice Chair-at-Large (Mike Kolber), and Vice Chair of Special Projects (Ric Stephens). The candidates received 56 or 57 votes each (see Appendix E for the Division's 2014 election results). No candidates came forth for the Secretary-Treasurer position, so one had to be appointed during the NPC in Atlanta (Upendra Sapkota), who subsequently had to resign for personal reasons and was replaced (Byron Stigge). The Executive Committee also of course includes our Past Chair (Laura Buhl). (Note that in the next 1-2 months, the Executive Committee will address the question of how to harmonize the Division's elections schedule with the new overall APA elections schedule, i.e. whether to extend or shorten our current terms to get onto the right schedule.)

### 9. Financial Report

See Appendix D for the Division's FY2014 Financial Report. The Division finished FY2014 with over \$7,500 in funds available. The Division has been frugal in the past 2 years due to losses

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incurred previously and has built a substantial reserve. In addition, we had a \$3,000-plus revenue over expenses in FY2014. There was over \$1,200 more in member dues revenues than projected in large part due to \$900-plus in FY2013 revenues that apparently were not recorded until FY2014. There was also a \$1,500 savings in FY2014 student grants not distributed due to one student dropping out of the program and the other delaying the completion of their report.

The report indicates that the Division will be more than \$3,000 over-budget in FY2015. This plan is intentional and reflects that we would like to use a significant portion of our surplus funds available to provide enhanced and additional services to our members in FY2015. Even with this additional spending, we will still meet our objective of maintaining a reserve equal to one year of revenues at current revenue levels. Nonetheless, the Division plans to generate additional member dues revenue in FY2015 through its new membership recruiting and retention measures and our enhanced student and young professionals program. In addition, we have budgeted to put on two webinars in FY2015 that will generate additional revenue.

The major changes in budgeting from FY2014 to FY2015 are:

- At \$1,500, we plan to spend significantly more on our Seattle NPC reception – which we will co-sponsor with two other divisions and include an awards program – as a means of attracting new members to the Division.
- We are adding three regional networking events in FY2015, estimated to cost \$100 each.
- We will be spending more on our student and professionals grant program, paying the remaining \$500 on one of the FY2014 grants and increasing the two new grant amounts from \$1,000 to \$1,250 each.
- We will be putting on two webinars at \$250 each in FY2014 as opposed to none in FY2014.

### 10. **Bylaws**

In December 2014, after an updated member survey and/or the annual online meeting of the full membership, the Division will review and update its Bylaws, and its Mission Statement, vis-à-vis the Model Bylaws recently issued by the Divisions Council.

### 11. **Divisions Council Meetings**

The Past Chair and Chair both participated in the Divisions Council meeting at the Atlanta NPC, and the Chair attended the Divisions Council meeting during the Fall Leadership meetings in Washington, DC. Appendixes F1 and F2 provide the roll calls of the two Divisions Council meetings.

### 12. **APA Development Plan**

While the Division contributed to almost all goals and strategies of the 2014-2015 APA Development Plan in a general way, there are three areas where we have been providing value-added contributions:

**Goals 4.1 and 4.2:** We recruit and retain individual members, and advance existing and cultivate new organizational partnerships, on a global scale which furthers the international components

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of Goals 4.1 and 4.2 of the Development Plan. Item 14 below provides a comprehensive listing of our international outreach and partnership activities.

**Goal 5.1:** Related to our international outreach and partnering, the Division has also been active in providing grant support to planning graduate students with international projects, mentoring such students at the NPC in Atlanta; this furthers the international aspects of Goal 5.1 of the Development Plan. In the coming year, we will reach out to planning schools with strong international programs to develop long-term partnerships and, in doing so, we will coordinate with APA National's Student and Young Professionals Program (Monica Groh).

**Goals 5.4 and 5.5:** APA is in a unique position, as the largest and most effective professional planning association in the world, to build the institutional capacity of national and international planning organizations around the world, and thus to communicate the role and reputation of planners. For example, planners are the most appropriate professionals to lead mitigation of, and adaptation to, the impacts of global climate change, so it is in our best interest as USA planners to build capacity to address these issues through our support to other national planning organizations. Our Division is in a unique position to do this.

### 13. Division Challenges

One of our biggest problems historically is finding enough active volunteers who can commit for long enough to see projects through to the end and provide continuity; this has been an ongoing problem at the Secretary-Treasurer position. At present, however, we have been able to attract some excellent new volunteers for the positions of Secretary-Treasurer and Membership-Website Coordinator, and our present Executive Committee, both elected and appointed, have been working very effectively.

Another big challenge is that, like other APA Divisions, we are spread out geographically, but over the full 24 time zones for us, plus we have the typical international challenges of accommodating many nationalities, cultures and languages. In addition, our members tend to belong to other/ multiple professional planning organizations -- international, regional and national. To the extent that it is an objective of APA in general to reach out to and partner with planners and planning organizations in other countries, we see this as our value-added advantage and are poised and pleased to share our information and insights with the national organization, and have numerous avenues and initiatives for doing so.

At the National Conference, the division scheduled its events to occur consecutively in order to boost attendance. However, the division business meeting was placed at an off-site hotel, and it became impossible for members to go from the Facilitated Discussion to the business meeting in a reasonable amount of time. In addition, the word "Germany" was left off our by-right session title in the program, so it was not possible to see that it was an international session. Lastly, in this regard, it would be helpful to have an international track in the drop down menu of tracks on the program webpage, so international sessions could be readily identified.

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The International Division has struggled to figure out the optimal time to make payments for its student grant program. The grant is being used to cover travel expenses and is therefore needed by students at the beginning of the grant period. However, their work product is not completed until the end, and the International Division needs to ensure that this work is completed. The Division has tried to do this by making two payments according to when certain criteria are completed, but it remains a challenge.

Lastly, there is a certain degree of organizational complexity coordinating our Division initiatives and activities with those of the Divisions Council and APA National, but we are working through those questions as we go.

### 14. **Shout it from the Mountains**

As described below, the Division has continued to play a leadership role in World Town Planning Day, as well as the Global Planners Network; added this year co-sponsorship of the annual conference of the International Association of Chinese Planners; initiated many new partnerships with national and international planning organizations; and are planning to participate in additional international planning meetings and conferences.

***Interplan Newsletter:*** We put together a phenomenal Fall 2014 newsletter issues with a diverse selection of stories, reports and snapshots of our members' work, photos and information. Our design volunteer also implemented a redesign. This issue was a definite step up from previous in our success in drawing wide involvement from our members and soliciting top-quality materials. We look forward to maintaining this standard in the future.

**World Town Planning Day Online Conference (WTPD).** The Division is a founding member of the World Town Planning Day Online Conference and has played a crucial role on the organizing committee since the conference's inception. We collaborate with professional planning organizations from around the world to put this conference on yearly. We manage the conferencing platform, registrations, website, and the budget, among other contributions. In 2013, the theme of the 5<sup>th</sup> annual conference was Water, and we registered 14.75 CM credits for AICP members. We also provided up to 20 free registrations for Division members who contributed to the Division's LinkedIn page.

**Global Planners Network (GPN):** Participating in monthly GPN conference calls, contributing ID website materials to the GPN website, and reaching out to less active GPN member countries/regions via GPN website translation and connecting via member organizations, e.g. Spanish translation and reaching out to Federación Iberoamericana de Urbanistas (FIU) which we are connected to via Laura Buhl's WTPD work and Luis Cabrera will follow-up.

**International Planner Exchange:** This fall, the Division re-launched the International Planner Exchange after an 8-year hiatus. The goal of the International Planner Exchange Program is to provide a channel to allow professional U.S. and overseas planners to understand and experience planning practice in each other's countries. At this time the program exchange will be between US and UK planners, however the Division hopes to extend the program to other countries. Applications for the Exchange can be made via our website. <https://www.planning.org/divisions/international/exchange/>

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**National Planning Conference (NPC):** Using the Division's NPC overseas regional themes to solicit potential overseas partners to participate in the Division's facilitated discussions and by-right sessions, e.g. we have invited ICMA, ULI, and UI to participate in our Asia-Pacific themed facilitated discussion in Seattle and are supporting the candidacy of two international technical sessions. The Division supports creating an International Track at the NPC.

**Membership:** The international Division drafted four membership letters (Welcome Letter, Expiring Memberships, Expired Memberships, Potential Members) to help with recruiting efforts and also outreach to the division members. The division is constantly looking to work with existing members to reduce the number of canceled memberships. The APA International Division has made efforts to recruit members and outreach to members with expiring memberships. On October 7, 2014 the International Division sent a welcome letter to all new members detailing the work of the Division and providing contact information for any questions or suggestions. On October 9, the division reached out to members with expiring membership and also members who cancelled their membership. The letter detailed the efforts of the membership and it served as a reminder to renew memberships. On October 27, the division reached out to new members of the APA, with an international address, to inform them about the work of the International Division.

**Students and Young Professionals:** The International Division will be awarding up to two US\$1,000 grants in FY 2015 to undergraduate or graduate students pursuing a study abroad program, doing international research, or participating in an international internship program approved by their school or department. The student will be required to produce a unique report written specifically for the Division. Papers written for classes, master's theses, and student group projects are not acceptable. Student grant funds may be used to fund the travel for these programs; however, the student must produce a separate written report for the division containing elements that are different from what was submitted for the academic program. The International Division will be organizing a minimum of two regional meet-ups for planners interested in International Planning. These meet-ups will target both students and professionals, with the objective of connecting academia with the professional world, providing networking opportunities, and fostering dialogue. The International Division will outreach to both students and faculty at Universities to ask for short articles for *Interplan*, our division newsletter. For students, this will provide an opportunity to get articles published, perhaps for the first time in their careers. For professors, this will provide an opportunity to communicate ideas in a more informal setting than they are often otherwise able to. For professional division members, these articles will connect them to new ideas and research from academia. The International Division will also try to identify a consistent contact person at Universities with a significant international focus, in order to communicate about items of interest and gain feedback about how the division can serve students. The International Division will similarly try to outreach to the Student Representatives Council.

**International Planning Organizations and Meetings:** Supporting APA National in liaising with key international planning organizations and representing APA at key international planning meetings, including potentially:

- **International Society of City and Regional Planners (ISOCARP):** Ric Smith, the Division's VC for Special Projects, is ISOCARP's President-Elect, so we have begun discussions on how we APA and ISOCARP can cooperate on strategic issues. [www.isocarp.org](http://www.isocarp.org)

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- **REAL CORP:** 20<sup>th</sup> International Conference on Urban Planning and Regional Development in the Information Society GeoMultimedia 2015 <http://www.corp.at/index.php?id=1>
- **United Nations Office for Disaster Risk Reduction (UNISDR):** The Division is exploring how to coordinate with UNISDR. <http://www.unisdr.org/>
- **International Association of Chinese Planners (IACP):** The Division co-sponsored IACP's annual conference in Guangdong in June, offering AICP CM credits for the plenary sessions. We plan to co-sponsor IACP's 2016 annual conference as well. One of our members has been assigned to provide continuing liaison with the IACP Board.

**International Community Planning Assistance Teams (CPAT):** The Division can play a role in identifying, scoping and staffing these projects.

**Capacity Building for Other National Professional Planners Organizations:** The Division can help APA National structure twinning, staff exchange and CPAT missions to provide capacity building to other national professional planning organizations, especially those in developing countries and/or with particular climate change challenges.

**APA Research Grants:** Provide international research and models for APA National's research grant projects, e.g. Aging and Livable Communities, Immigration and Migration, Planning and Community Health, etc. The Division is also reaching out to its members for ideas for use of APA Foundation funds.

### Appendixes:

- A. FY 2014 Work Plan with Approved Budget
- B. FY 2015 Work Plan with Proposed Budget
- C. FY 2014 Annual Business Meeting Notes (C1) and Roster (C2)
- D. FY 2014 Financial Report
- E. FY 2014 Election Results
- F. FY 2014 Spring (F1) and Fall (F2) Divisions Council Meeting Roll Calls