

**Divisions Council**  
**FY2013 Annual Division Performance Report**  
**Due November 15, 2013**

**International Division**

**Summary of FY13 Activities**

1. 1. Prepare a narrative description of the Division's major accomplishments over the past fiscal year (October 1, 2012 – September 30, 2013). List and describe efforts the division has undertaken to serve its members such as certification maintenance programming, scholarships, internships, research, etc.

4<sup>th</sup> Annual World Town Planning Day (WTPD) Online Conference – November 2012:

- The Division participated in the organization of the 4<sup>th</sup> annual WTPD Online Conference, the theme of which was technology: "Smart Communities Connect." Two International Division members served on the organizing committee, managing registration, technology and website, and finance.
- 12.5 CM credits were offered for AICP members.

5<sup>th</sup> Annual WTPD Online Conference (2013) Organization – spring, summer, fall 2013:

- The Division played a crucial role on the WTPD Online Conference organizing committee, in addition to contributing to forming the theme and program, the Division managed the website, conferencing technology, registration, and finances in preparation for the November conference.

Grants Program:

- Grant recipient, Yuwadee Ongkosit, presented her project, "Regional Transportation in Rural Areas of Developing Countries: a Case Study of Mahasarakham Province in Thailand." at the Annual Business Meeting in Chicago (April 2013). Ongkosit also submitted her report for future publication in the Division's newsletter, *Interplan*.
- After a temporary suspension due to financial shortfall, the grants program was relaunched. The Division leadership approved the granting of two student grants, to be solicited in fall 2013 and awarded in early 2014.

APA National Conference, Chicago 2013:

- The Division organized its by-right session "Model Development at Al Ain International Airport" and annual business meeting.
- The Division sponsored speaker travel for the Public Space Biennial of the Americas Symposium session "Cultural Identity in Haiti's Public Squares."
- A happy hour (hosted by SCB) and dinner event were well-attended by a diverse group of planners and students.

Communications and Social Media:

- The Division launched its presence on social media by appointing a social media manager and beginning to actively use LinkedIn, Facebook, and Twitter. Links to all three platforms were added to the Division website and each edition of eNews is linked to the platforms as well.
- A survey of the membership was conducted.

Planners' Exchange Committee:

- A new chair was appointed to head up the Planners' Exchange Committee and work begin in earnest to relaunch the Exchange program.

Planning Accreditation Board:

- The Division provided representation at the Planning Accreditation Board's International Task Force Workshop at the ACSP Conference in Cincinnati (Oct. 31, 2012). The workshop addressed the issue of international accreditation.

## Work Plan

1. 2. Using the division's FY2013 Work Plan (October 1, 2012 – September 30, 2013), provide:

- a) A narrative (status) for each FY2013 work plan task and include how goals and initiatives were met, or not. If not met, provide reasons and whether this item will continue into the FY2014 Work Plan.

<b>FY 2013 Work Plan Item</b>	<b>Status</b>	<b>Continue in FY2014 Work Plan?</b>
Division leadership meetings	Partial completion. Regular leadership meetings were held. Elected and appointed leadership were invited to attend all meetings. Meeting minutes and treasurer reports were not circulated.	Yes
Division full membership meeting	Not completed. A meeting via GoToMeeting, or similar platform, was not organized for the general membership.	Yes – We now know that we can use APA's GoToMeeting account for this purpose, making the logistics much easier.
Divisions Council Meeting	Completed	Yes
Annual Business Meeting	Completed	Yes
Annual Report	Completed	Yes
Financial	Partial completion. Division expenditures did not exceed income and a small reserve fund was built up. The Division continued to manage WTPD funds. A program for revenue generation was not enacted.	Partially. All elements of the financial goals will be continued except for that of additional revenue generation.
Bylaws	Not completed. The Division elected to wait for completion of the Divisions Council model bylaws before embarking on this task.	Yes
Newsletter	Partially completed. The	Yes. The leadership decided

	second planned issue of <i>Interplan</i> was not finished before the end of the reporting period.	that it was neither feasible to publish on a quarterly basis ( <i>Interplan</i> will remain biannual), nor to pursue advertising.
eNews	Completed	Yes
Social media	Completed (except that Pinterest was dropped).	Yes
Website	Completed	Yes
Survey	Completed	Yes
APA National Conference sessions	Partially complete. The Division's mobile workshop was cancelled because of too few sign-ups and the facilitated discussion was cancelled because key panelists were unable to attend.	Yes, the Division will organize a by-right session, but not a mobile workshop.
World Town Planning Day Online Conference	Completed	Yes
Virtual Book Club	Started, not complete. The first book club discussion was canceled due to lack of interest. The effort has not be relaunched yet.	Yes
Student/professional grants	Partially completed. Two student grants were approved for offering, but the professional grant program was not launched yet.	Yes
Exchange program	Ongoing	Yes
Policy committee	Not complete. The policy committee is currently defunct.	Yes
Awards committee	Not complete. The awards committee was not formed.	No
DC Initiatives	Not complete. An article and session on aging in place from an international perspective were solicited but not received.	Yes
International outreach and collaboration	Ongoing but not complete. There is much more to do in this area.	Yes
Mentorship program	Not complete. The Division needs to form a committee to take this task on. Since it was difficult to find volunteers to maintain the	Yes

	committees the Division already has, this task was not started.	
Member networking	Partially complete. The division hosted a happy hour networking event and dinner at the 2013 national conference, but did not hold any regional networking events.	Yes
Membership growth	Started, ongoing. A membership growth plan was not completed, but the Division did work with a Chapter to host a divisions table at a state conference.	Yes

- **Attachment:** FY2013 Work Plan to be attached to this Performance Report as **Appendix A.**

b) Prepare a FY2014 Work Plan using the [Work Plan Template](#) located on APA's division leadership page. While preparing your Work Plan, please consult the **Divisions Performance Criteria**. Your Work Plan – which is the centerpiece of your Performance Report - should reflect each of the criterion.

- **Attachment:** FY2014 Work Plan to be attached to this Performance Report as **Appendix B.**

1. 3. As presented in your FY2014 Work Plan, provide a narrative explaining how results of member surveys or assessments of members' needs or interests are reflected in the FY2014 Work Plan. If a member survey or assessment was not performed during the fiscal year, discuss plans to perform future surveys or assessments.

According to a survey of the membership, conducted in fall 2013, there is strong interest in a number of ongoing Division initiatives, including: webinars, the World Town Planning Day Online Conference, the National Conference, the exchange program, and networking opportunities (both at the National Conference and at local events for those who can't attend the conference), and opportunities for CM credit. The Division will continue those initiatives.

Suggestions by members also support hosting a virtual general membership meeting. Additionally, the Division will base webinar topics and book club selections on topics and/or geographic regions identified by members as those of interest.

1. 4. As presented in your FY2014 Work Plan, provide a narrative explaining how your plan supports [APA's Development Plan](#) and [DC Initiatives](#).

The International Division's FY2014 Work Plan supports the APA Development plan by furthering the goal of One APA (Goal 5) through collaboration with chapters, the Divisions Council, and APA national initiatives; and by strengthening partnerships with international organizations (Goal 4.2). Division Council initiatives are supported by solicitation of webinar topics and a newsletter article on a Divisions Council initiative.

1. 5. As presented in your FY2014 Work Plan, provide a narrative explaining how your leadership team plans to accomplish and financially support each work plan task.

See *Appendix B: Work Plan* for a table of responsibilities and the budget for each item.

1. 6. As presented in your FY2014 Work Plan, provide a narrative explaining the division's schedule or timeline for accomplishing each work plan task.

Refer to *Appendix B: Work Plan* for dates.

### Membership Communication

8. Please provide a narrative describing how the division communicated with its members during the past fiscal year (FY2013) using the each of the tools listed below.

**Newsletters** – Dates (month/year) of each newsletter sent. Provide link to the division's Newsletter webpage and name of the current Newsletter Editor.

- Publication Date (month/year): March 2013
- Link to division's newsletter webpage:  
<https://www.planning.org/divisions/international/newsletter/>
- Current Newsletter Editor: Ana Hernández Balzac

**Website** – List the functions and features of the Division's website and describe any new material or features added during the fiscal year. Provide link to division's website and the name of the current Web Manager.

- URL of Division's website: <https://www.planning.org/divisions/international/>
- Functions and features of the website: The APA-ID website contains the newsletter and editorial guidelines, links to additional articles, links to resources of interest to international planners, documents related to division business (minutes, etc.), announcements regarding the World Town Planning Day Online Conference (when appropriate), contact information for leadership, and links to Division social networking platforms.
- New material added during fiscal year: Latest *Interplan* issue, updated introductory statement, social networking links, information about student grants, updated leadership contact information.
- Current Website Manager: None (role currently covered by chair)

**Networking/Social Media/Email** – List and describe any other tools used for member outreach and networking (i.e., local events, blog, LinkedIn, e-bulletins, etc.) and how often these alternative tools

are used. Provide URLs of each site and name of the current coordinator(s).

Email:

- Constant Contact is used to email information via *eNews* and special announcements to International Division members on a regular basis.
- Coordinator: Michael Kolber (Vice Chair of Communications)

LinkedIn:

- The Division maintains a members-only LinkedIn group to which members and leadership post discussions and make announcements.
- <http://www.linkedin.com/groups/APA-International-Division-4628281/about>
- Coordinator: Brian Kellogg (Social Media Coordinator)

Facebook page:

- <https://www.facebook.com/AmericanPlanningAssociationInternationalDivision>
- Coordinator: Brian Kellogg (Social Media Coordinator)

Twitter:

- The Division Twitter account is used to make announcements, tweet (or retweet) news or commentaries of interest, and respond to inquiries made via the platform.
- @APAInternatDiv
- Coordinator: Laura Buhl (Division Chair)

**Membership surveys** – Provide the date of most the recent member survey. Explain how your FY2013 Work Plan elements reflect the results of your most recent membership survey. If your survey is more than three years old, your division should conduct a member survey in FY2014.

The most recent survey of the membership was conducted in October of 2013. Refer to Section 1.3 of this report for information on how the survey results are reflected in the FY2014 Work Plan.

**Conference Sessions** - Provide the titles of the by right and other sessions, workshops and mobile workshops presented by the Division at the last annual conference. Include [division's attendance data from the](#) 2013 National Planning Conference.

- By-right session: "Model Development at Al Ain International Airport" (attendance: 49)
- APA National Conference Chicago 2013: Division-sponsored Public Space Biennial of the Americas Symposium session, "Cultural Identity in Haiti's Public Squares," exact attendance unknown

**Educational Programs** - Provide dates, titles, and number of CM credits approved for other educational programs developed by the division during this reporting period. Include attendance data. In addition, list and describe collaborative efforts the Division undertook with other components or organizations for educational programming (i.e., speakers, session development, sponsorship, etc.). Include attendance data if available.

- World Town Planning Day Online Conference November 2012: "Smart Communities Connect," 12.5 CM credits approved, 126 attendees

**Annual Business Meeting** – Provide the Minutes of the Division’s 2013 business meeting(s) and a roster of those in attendance.

- **Attachment:** Minutes of the Division’s Business Meeting (2013) to be attached to this Performance Report as **Appendix C**.
- **Attachment:** Roster of 2013 Business Meeting Attendees to be attached to this Performance Report as **Appendix D**.

**3. Membership** - Describe the strategies used to involve division members in division activities and how volunteers are recruited. What efforts are being made to increase membership and retain current members?

Strategies used to involve members in division activities and how volunteers are recruited: Members have multiple opportunities to be involved in the Division’s committees and initiatives. Volunteers are normally recruited via the Division’s eNews publication, which is sent as a formatted email to members, and through the Division’s social media platforms. Some volunteers have also been recruited during face-to-face conversations at Division events.

Efforts being made to increase membership and retain current members:

The Division endeavors to retain current members by providing value through offering opportunities for participation and free or inexpensive CM credits, among other efforts. However, the area of member attraction and retention is one in which the Division must improve.

**Elections** - Provide a narrative summary on the most recent elections. Include the division’s Nominating Committee Report as an appendix to this document. The report should include names of nominating committee members, how candidates were identified, how votes were obtained (Survey Monkey, paper ballot, etc.), and voter turnout. If division is scheduled for election in Fall/Winter 2013/2014, please provide the names of the Nominating Committee members and steps taken to date for the upcoming election.

The most recent elections (2013) were reported on in last year’s annual report.

The Nominating Committee for the upcoming election (January 2014) is made up of: Dan Tirrell, Chair; Brian Kellogg, member; and Laura Baker, member. A nominating committee report will be provided in next year’s annual report.

- **Attachment:** Nominating Committee Report to be attached to this Performance Report as **Appendix E**.

## Financials

15. Please provide a narrative describing the connection between the FY2013 revenue and expenditures and the goals from the FY2014 Work Plan; explain significant deviations from the FY2013 Budget and actual expenses.

The Division had greater revenues and spent less than proposed, resulting in a surplus. Although quarterly dues payments were slightly lower than expected, the Division received

a payment from a previous treasurer (Amy Blizzard) to repay funds misspent. Although several expenses were fairly close to budget estimates, others deviated significantly:

- Division chair travel to the fall leadership meeting was less than budgeted because only airfare was reimbursed.
- The grants program spent less money than budgeted because the new cycle of grants was awarded after the reporting period.
- Educational programming was significantly higher than expected because the Division sponsored speaker travel for a Public Space Biennium of the Americas session: Public Squares in Haiti.

15. 16. Please provide a Financial Report for FY2013 (October 1, 2012 to September 30, 2013). Identify all sources of income and expenditures. Use the [Financial Report and Budget EXCEL Template](http://www.planning.org/leadership/divisions/performance/financialreporttemplate.xls).  
<http://www.planning.org/leadership/divisions/performance/financialreporttemplate.xls>

- **Attachment:** FY2013 Financial Report to be attached to this Performance Report as **Appendix F**. See attached.

15. 17. Please provide your adopted FY2012 Budget and your proposed/adopted Budget for FY2013 (October 1, 2012 to September 30, 2013). Identify all sources of income and expenditures. Use the [Financial Report and Budget EXCEL Template](http://www.planning.org/leadership/divisions/performance/financialreporttemplate.xls).

- **Attachment:** FY2012 and FY2013 Budgets to be attached to this Performance Report as **Appendices G and H**. See attached.

### Division Administration

12. Has your division reviewed its bylaws during this reporting period? If yes, describe any changes. If no, when was the last time the division reviewed its bylaws.

The Division has not reviewed its bylaws in recent years. The Division will review its bylaws when the Divisions Council model bylaws have been completed.

13. Document attendance of the Division Chair, or appointed representative, at the two Divisions Council Business Meetings (April 2013/Chicago and September 2013/Washington, DC).

Division Chair, Laura Buhl, attended the two Divisions Council business meetings.

14. Describe frequency and format of communications between Division Executive Committee and appointed volunteers.

Appointed volunteers (with the exception of the Exchange Committee) are invited to attend all Executive Committee meetings and usually do attend them. There is additional communication via email and telephone. The Exchange Committee meets when needed, with attendance by the Division Chair.

### General APA Policy and Planning

15. 15. Please list potential opportunities for Division participation with on-going APA policy issues.

This is an area in which there is a great deal of opportunity for improvement. The narrative



from the FY12 Annual Report still applies.

Although APA's policy guides and legislative priorities are generally written in the context of U.S. domestic policy (federal, state, and local), there are a number of on-going APA policy issues on which the International Division could potentially participate from an international point of view:

- Climate Change – This is an issue with wide global impact, from controlling greenhouse gas emissions in industrial countries to finding solutions for countries and communities that are threatened with disappearance due to rising sea levels.
- Housing – The International Division would focus on the issue of slums and slum upgrading.
- Neighborhood Collaborative Planning – Public participation is approached differently in many parts of the world.
- Planning for Sustainability – Similar to the topic of climate change, this issue has broad importance throughout the world. The International Division will participate in these policy issues by hosting webinars on the topics, selecting pertinent books for the Division book club, playing a role in choosing the theme for the World Town Planning Day Online Conference, and soliciting relevant newsletter articles.

15. 16. What are the emerging planning issues in your division's focused area? Please list and describe briefly.

Because the International Division is focused on planning around the world, the Division's focus is extremely broad. There are a number of important issues that are either emerging or continue to be of urgent importance:

- Global warming (and the resulting loss of land and severe weather events) – (See description in 13, above, under climate change.)
- Water: shortages, disappearance, pollution, conflicts over limited supply
- Citizen participation in planning – Different societies have different attitudes towards public participation in planning. Some countries (e.g., China) have recently experienced seismic shifts in population due to centralized planning. Citizen participation in planning from an international comparative perspective would teach planners everywhere a great deal.

15. 17. What challenges are facing planners in the division's area of focus? Please list and describe.

Because of the broad nature of the International Division's area of focus, the challenges facing planners are equally broad. However, it is possible to list a few. Many of the Division's members who are interested in international planning struggle to find opportunities to find planning work abroad. Some planners who work in developing countries are challenged by some of the perennial problems of development agencies and aid organizations that attempt to have a lasting positive impact, but for a variety of reasons find it difficult to do so.

### **Appendices:**

- A. FY2013 Work Plan
- B. FY2014 Work Plan (proposed)

C. Annual Business Meeting Minutes (2013)

D. Annual Business Meeting Roster (2013)

E. ~~Nominating Committee Report (as appropriate)~~ Not applicable

F. FY2013 Financial Statement

G. FY2013 Budget

H. FY2014 Budget (proposed)