

NNECAPA Executive Committee Staff Retreat Notes

Virtual via Zoom

April 1 and April 8, 2021, 8:30am to 12:30pm

Overview: The last few retreats addressed really big changes for the reorganization structure. The goal this year is to refine and streamline operations within NNECAPA and with the Sections.

Thursday, April 1, 2021

EC Attendance: Sarah Marchant, Rita Seto, Jeff Levine, Nancy Kilbride, Ben Frost (left 9:30am), Carol Eyerman, David White, Matt Sullivan, Amanda Bunker, Jarod Farn-Guillette, Alex Weinhagen, Meagan Tuttle, Donna Benton, Ravi Venkataraman, Steve Lotspeich, Jane Lafleur, Jim Fisher, Sarah DelGizzo,

Regrets: Carl Eppich

Welcome & Introductions!

Sarah welcomed at 8:34am. Everyone introduced themselves.

Purpose, Goals & Guidelines for Retreat

Sarah reviewed the goals of the retreat for today and next week.

Updates from NNECAPA & 3 Sections

Presidents

Sarah reported that NNECAPA elections are underway and have successfully recruited 4 people to cover the open positions. The 2021 National Planning Conference is remote and provides good opportunity for CM credits at an excellent rate. APA is working on understanding Biden's bill for stimulus for transportation infrastructure.

Meagan clarified about election ballot April 15 deadline and just need bios for all to submit. Sarah already sent in slate of officers to APA.

Meagan reported that VPA changed how Legislative program will work this year. The Legislative Liaison stepped back from a formal capacity and is now more of committee chair. They are sharing responsibilities across multiple people to track various bills and jointly assembling the messaging. VPA also started to adapt NNECAPA P&P to be applicable to VPA at the Section level. VPA reached out to founding members and pulled together a milestone history project. Ravi is working on webinar series late Spring related to Aging in Place – intentional communities for older adults. Ravi will send webinar info to MAP/NH/NNECAPA to share.

Amanda reported that MAP has 2 new board members, still have 3 empty slots on board. MAP is planning a spring event possibly a few outdoor walking mobile tours. No webinars. MAP has not figured out what to do for awards yet as they

just opened nominations. They intend to keep timeline for NNECAPA awards. MAP is focused on legislative items at this time.

Matt reported NHPA reorganization of board has generated new enthusiasm in each of the positions. There are 2 new members on board with much needed attention to the outreach coordinator. NHPA is preparing a survey out for membership on interest for webinars/mobile tour. NHPA is planning a Spring conference of a series of webinars in May/June and will align with award schedule.

1. Software, Records Management, & Website

Participants: Presidents, Secretaries, PIO/Communications Rep., PDO/Assistant PDO's, Section Reps., and Treasurers/Membership Managers

Materials for Discussion: See Matrix of Platform Option research

Goals for Discussion

1. Standardizing software and membership management processes and reports
2. Review both a) policy and b) practice for website and storage of NNECAPA documents and files

Specific Discussion Items:

- Currently have combined use of Dropbox/Constant Contact/APA website
- Need to revisit systems that are working/not working, discuss any changes for long term solution(s)

Records Management Notes

Sarah referred to the matrix document reviewing the different software pros and cons. Nancy recapped that APA provides membership list every other month/quarter. The list she sends to Sections are all the info that APA sends. The list includes individuals that apply for membership via APA source. Only NH/VT organizational members, retired, and student members must apply through NNECAPA. This is the last year for this subgroup. The generated APA list is not very accurate. Nancy manages an accurate Access database that has the complete list. She checks against APA's monthly list and generates Section lists while updating Constant Contact (CC) for new members. Nancy is comfortable continuing with Access but would have to update CC list.

Discussion points included:

- APA makes it difficult to join 2 sections and we are potentially losing members who want to join.
- Specific issue to Chapter Only members where they receive invoice for \$80 and go online to pay but APA website trying to force them to become full member. NNECAPA currently has a work around with a unique Jotform link but the online renewal for Chapter Only members needs improvement.
- It is assumed that APA will improve member management if the organizational members are done (hopefully).

- The APA membership list sent to NNECAPA is lacking much information to be useful for the Chapter to use for member management. Several issues result in this:
 - The current APA interaction with members is solely an invoice, very impersonal. How can NNECAPA supplement APA for outreach and renewal process? We need to track when members will lapse so we can reach out at appropriate time to follow up personally. We are lacking that member info from APA making it challenging.
 - NNECAPA wants to do better with EDI but the membership list is lacking this detail. APA does not share those details. Sarah noted other larger Chapters that have staff can survey members to collect info.
- If a more robust management system exists that Sections can access and manage, we can do better outreach. Nancy noted CC is not the greatest membership management tool (and not meant to be) but is excellent for events/communications. We want to keep it for event registration communications.
- Suggestion of Discord as possible platform.
- NNECAPA should revisit consider subscribing to robust platforms in the future and/or re-evaluate is the current model working? The cost was important and not feasible during the organization transition. There are concerns about members getting frustrated and have waning tolerance as they wait for NNECAPA to sort things out.

ACTION:

- 1) Request APA when they generate membership list, can we get more detailed information of members?
- 2) Question to APA CPC: how are other chapters experiencing members wanting to be members of multiple Sections? This would be especially prevalent in the private sector. Registration of the member under which Section depends on whether members use business or home address to funnel what Chapter they put you in.
- 3) Have a subcommittee of member management to figure out the renewal/outreach issues and what solutions we will need long term. (Nancy, Meagan, Donna, Jim)

Policy/Procedure – Website /Storage info

Where do we share/store our NNECAPA files? Sarah reported we initially decided to archive everything in Dropbox. However, Dropbox has challenges of being accessed with people who do not have logins or working with full capacity. NNECAPA is also using Google Drive but it is not very active. Since the NNECAPA website is being hosted by APA, there is little security and was advised not to archive documents on website (in addition to clogging up APA system). The website currently lists Dropbox links to access documents. Sarah is currently the sole administrator of Dropbox (challenges of making multiple Administrator users).

Discussion points included:

- is Dropbox the right platform for us?
- NHPA has been switching from Dropbox to Google Drive.
- Is Google Drive better than Dropbox (from quality/interaction standpoint)?
- Meagan noted NNECAPA should not have storage issues as we bought storage for all Sections, but she gets notification of storage limits. Jane said maybe Sections need to be made a "user" of Dropbox.
- MAP uses www.box.com and never have issues for permanent storage.
- Google Non-Profit (which we have) would not have storage issues.
- Google Drive has the interaction / collaborative feature along with 3 levels of user function (edit, comment and view). Dropbox has the ability of anybody accessing to erase files. Only downside to Google is privacy issues.
- Nancy's only concern is with Google docs that is shared with all, that people editing format or records disappearing. David reassured her suggesting we can develop protocols for working and leaving in Google docs.
- Jane uses Dropbox for permanent storage and Google Drive for interactive documents. Dropbox does allow you to limit access, for instance I have my own files that only I see.

ACTION:

There is consensus for group to transition permanent storage from Dropbox to Google Drive (helpful with our Google Nonprofit status).

- 1) Presidents and PIOs of each group to agree to transition from Dropbox to Google Drive and establish protocols for usage. Review the P&P document and incorporate any changes. Items to consider:
 - Is this only for NNECAPA level docs? Or include Section level docs? Also define what NNECAPA is obligated to store for record keeping? Financials? The goal is to have a centralized storage space and Sections could use it but not mandated to use it.

2. Financial Policies

Participants: PDO/Assistant PDO's, Section Reps., Treasurers

Materials for Discussion: DRAFT Sponsorship Types in Policy & Procedures Doc.

Goals for Discussion

1. To create a standard fee schedule as a guide for rates for NNECAPA webinars and sponsorships

Specific Discussion Items

- Review various rates - webinars, in person, group rates, student rates
- Sponsorships - Types of categories, types of benefits to be received

Sarah reviewed the P&P Financial section. It is mostly completed due to the huge help from Nancy, Ben and Steve.

Meagan / David updated on the conference work. They are on cusp sending out sponsorship solicitations for conference. The structure for conference sponsorship and the overall NNECAPA sustaining sponsorship needs to be reviewed. There is some overlap on benefits between conference sponsorship and sustaining and we need clarification on distinguishing between various levels. There are 4 levels of conference sponsorship ranging from \$250 to \$2000. Sustaining Sponsorship has 2 levels at \$1500 and \$2500. The Sustaining Sponsorship was created last year as an alternate revenue stream acknowledging the annual conference was not going to bring in the typical streams we look for. Right now, the benefits are closely aligned between highest level of conference sponsorship vs. sustaining member.

Discussion points included:

- Should we add onto conference highest level sponsor with additional benefits for Sustaining level or should we change price range or cost sharing – user of registration fee towards conference? Most Sustaining Sponsorship benefits were conference heavy benefits.
- Could the Sections share the Sustaining Sponsorship logo across the board?
- Sarah noted that depending on the keynote speaker during conference, this could bring in higher platinum level sponsorship for companies that align with certain speakers.

ACTION:

There is consensus for group to modify the Sustaining Sponsorship level and benefits, and to keep the conference sponsorship levels/benefits as it.

- 1) Develop working group on recommendations for policy and send to EC for approval. The working group can work out the specifics of levels and benefits. Donna suggested naming the Sustaining Sponsorship levels differently (e.g. Silver and Gold).
- 2) It was agreed to have 2 levels of sustaining sponsorship: 1 level is lower amount and funds non-conference benefits; the other higher level is conference benefits plus non-conference benefits. The higher-level cost shares into the conference budget while the lower does not. Will need to update the P&P to include cost sharing policy.

3. Membership Management

Participants: Presidents, VPs, Treasurer/Section Membership manager

Goals for Discussion

1. Make a recommendation on membership fees for 2022.
2. Plan for the phasing out of organizational memberships in NH and VT.
3. To refine membership management communications between NNECAPA and the Sections.

Specific Discussion Items

- Review process for updating membership roster, including how to allocate members in different states (if preferred for some members who work/live in different states)
- Managing the process of phasing out organization members in VT and NH this year
- Messaging/communications plan for phase out of organization members
- Commitment to keeping membership fees at \$80 through the 2022 (particularly relevant to above 2 points)
- Membership management – membership drive every few years to revisit and refresh list?

Organizational Members

Fees

Sarah reported that organizational member costs of \$80 will remain until Jan. 1, 2022. NNECAPA needs to focus on communicating this for this last year. What should fees be next year once organizational members phase out? There are APA discounts being offered for new members and APA basically gave away free Chapter membership in the first year which hurt us financially last year with NNECAPA getting \$20 instead of \$80. APA dues are typically a percentage of a member's salary. During the NNECAPA reorganization – we told APA we were charging all a flat fee of \$80 for simplicity and for easier budget analysis. APA is unwilling to share member salary ranges and so we are unable to perform a more accurate financial analysis across our members.

ACTION:

There is consensus from the group that the current \$80 flat fee is sufficient at this time and we will continue to offer this rate to the end of 2022. We will figure out the percentage-based dues in the future.

Phase Out Process

Nancy reported that 90% of organizational members have renewed for this year. If EC approves approach, NNECAPA should reach out individually for 2022 to gauge how many members will sign up individually once organizational membership runs out. This can be useful for NNECAPA and Sections to plan 2022 budget. NHPA has less than 20 org memberships while VPA has 8-9 org with roughly 60 members. We can start notifying org members that they will get mailings in the fall directly from APA for the January 1 membership renewal.

ACTION:

- 1) Confirm in April with EC on action to move forward for organizational member outreach to individuals. During May/June, to start reaching out to those individuals. In July NNECAPA will send APA list of individual members (transitioning from org members) to invoice them.

- 2) NNECAPA will start coordination efforts across all Sections for outreach. We can re-use exact communications generated for the NNECAPA organization transition communications a few years ago and customize the script.
- 3) Maintain the current jotform at APA as this will be important during this phase out and can direct new members on how to pay online.

Meagan noted in VPA, there are 3-4 members she is aware that are in multiple Chapters/Sections. Is there a way in the Access database to flag members that are in multiple Chapters and/or Sections that are different from billing address? **To be answered.**

Membership drive – The APA Chapter President's Council grant focused on bringing in new members is nearly complete as NNECAPA has accomplished most of checkmarks. The last item is focusing on the social media campaign. Sarah's staff generated 4 social ads that are nearly ready to start distributing. The EC provided minor comments/edits to finalize. Nancy reported that this grant effort has so far brought in 50 new members.

Membership Rates (Group rates, student and retired)

NNECAPA agreed to continue the 4 for 3 group webinars rate only (incorporate into P&P). Tabled student/retired rate discussion for next retreat session.

Adjourn 12:00 pm

Thursday, April 8, 2021

EC Attendance: Sarah Marchant, Rita Seto, Jeff Levine, Nancy Kilbride, Ben Frost, Cat Bryars, David White, Matt Sullivan, Amanda Bunker, Jarod Farn-Guillette, Alex Weinhagen, Meagan Tuttle, Donna Benton, Kyle Pimental, Ravi Venkataraman, Steve Lotspeich, Sarah DelGizzo,

Regrets: Carl Eppich, Carol Eyerman

Welcome & Introductions

Sarah welcomed at 8:35am. Everyone introduced themselves.

Sarah reviewed the goals for the Day - no agenda changes.

1. NNECAPA Executive Committee Members

Participants: Presidents, VPs, Section Reps., Legislative Liaisons, any others determined by Sections

Materials for Discussion: NNECAPA Bylaws, Executive Committee Section of Policy & Procedure Document

Goals for Discussion

1. To revisit the NNECAPA Board Structure
2. NNECAPA & Sections' Board Member Diversity & Training

Specific Discussion Items

- Currently, 2 voting members per Section – has been Legislative Liaison and Section Rep (for conference)
- Roles of the Section Representation
- Discuss if they make sense to be on EC? Potential option: Sections designating who could vote every 2 years?
- Recruitment of Student member/Faculty member for NNECAPA EC
- Legislative Liaisons, APA Committees, Sections – particularly if not voting NNECAPA EC members, need to review the system of communication flow for APA-level policies/positions to members and Sections
- Should we have guidelines for diversity in board member recruitment and/or board DEI training? (This is separate from Professional Development content/CM requirements)

NNECAPA Board Structure

Sarah referenced the P&P document and that we are focusing on the 2 specific members: Legislative Liaison and Section Reps. During the reorganization, these two voting positions were chosen to improve communications and provide equal representation from each Section. Each Section would designate both to the NNECAPA board. Last year's retreat briefly touched upon the roles of the LL and Section Rep and how both positions have evolved in their responsibilities. The initial role of the LL was to incorporate how Legislative issues would fold into NNECAPA and that Section Reps are now responsible as part of a standing conference committee. Re-evaluating both positions has brought up 2 questions:

- 1) Is LL the best role for voting on NNECAPA if their primary focus is on each State's legislative activities?
- 2) Historically NNECAPA had defined which position from the Sections would be representing at NNECAPA level. Should Sections designate the 2 members they want representation on the NNECAPA board instead of NNECAPA defining those positions?

Discussion points included:

- Suggestion for LL structure could designate a Chapter LL Chair and coordinate with the 2 Section LLs to rotate Chair? As a Chapter we have not done as much Legislative work at the national level.
- Ben noted that Congressional delegation relies on individual states/LLs – not necessarily from the Chapter LL at the tri-state level. Suggested to allow the 2 Section representatives to be At-Large and can be designated to the EC board – with primary responsibilities for conference, communication with Sections and Chapter about federal legislative issues. Alex requested caveat that at least one position (Section rep) should be on EC committee.
- MAP board currently struggling with barebones staffing. The President is the Section Rep and default on the conference committee – it is a lot.

- Maybe role of Section role is focused on membership management to feed into the chapter?
- Discussion about why Section reps are on conference committee since the event is professional development and would it not make sense for the PDO to align for conference committee? It was noted that PDOs already have many responsibilities.

Summary: Every Section will need 2 reps: Section rep primary responsibility would be NNECAPA conference committee, and each state makes up the standing conference committee. The second position will be an At-Large rep that Sections can designate (floating designation) that will be tasked with communications and legislation at Federal level, membership, and topic of the next 6-month period.

Historically, the federal level has reached out to Chapter presidents to get Legislative support (signed letters of support). Do we need a Chapter LL structure, or can the Chapter President handle the incoming Legislative requests and funnel to Section LLs? If that is too much to handle, NNECAPA may consider creating that position to alleviate the burden off the President and onto LLs. In the past, the local LLs have had a hard time focusing on the national levels. APA communications automatically go to the President. It will be up to the President to funnel information down in the future. Communications usually coincide with upcoming events/conferences coming up. There may not be enough work to create another position, but we can just create the communication flow structure.

ACTION:

- 1) Rename Section Rep to clarify responsibility (**conference representative** – 3-year term from Sections). The second position At-Large is really the Section Rep (floating communications between 2 boards – 1 year term chosen by Section). The Section rep can take on parallel position like on EC board.
- 2) Need bylaw change to present to the membership in the fall. The Section boards need to review if they need to change bylaws to ensure alignment. EC will draft changes to NNECAPA bylaws and forward to boards to align.

NNECAPA & Sections' Board Member Diversity & Training

Sarah reported APA is focused on Equity, Diversity, and Inclusion (EDI) and the national goal is hoping our leadership reflects that. APA asks does NNECAPA represent our constituents and behavior/habits? APA also pushing for Diversity and Equity Committee for Chapters.

Discussion points included:

- Regarding our bylaws, NNECAPA does not have a faculty rep, or a student member rep filled although it is in our bylaws. The President can designate faculty and student reps as non-voting members.
 - Discussion of clarifying the P&P description is it Faculty AND Student rep (1 position) or are they 2 separate positions? They are 2 separate positions.
 - Outreach to students in general is challenging when there is no accredited planning program University in NNECAPA region. We could still try to outreach. Nancy reported during the membership campaign NNECAPA actively approached the student population to the 15 universities across 3 states. Many students have joined. We could reach

- out to those new members to see what their active role within our organization could be. They have also participated in the webinars.
- Jarod suggested outreach to student populations in aboriginal /indigenous communities (especially in northeast Maine).
 - Jarod also suggested outreach to high school students and not just on college students. Students have no idea that planning is a profession. Ben commented it would be reminiscent of AIA's "Box City" program that targets 3rd-graders in thinking about community planning.
 - With the Faculty rep, it is challenging to do outreach across each state – too much of a heavy lift. It is easier to focus on the local level. We have institutions of planning related programs and focus on targeting those connections. Are there also other nearby programs as Cat noted in Western Mass to outreach at borders? Cat also suggested using faculty/alumni to outreach to students.
 - EDI - love the idea of EDI committee but right now MAP trying to focus on getting bodies on the basic board. Although the MAP board is not racially diverse, they are focused on representing a variety of industries. VPA also had EDI discussion.
 - We cannot control who volunteers on the board, but we could target outreach and encourage folks to get involved when they are ready to come to the table. The NNECAPA Diversity committee should be focused less on quotas sitting on boards but rather expanding upon education of diversity. We are recognizing that our Chapter region is very white but there is still diversity and we should focus on those.
 - How have other Chapters been doing EDI? Sarah reported that Texas is deliberate in their training/outreach/meetups/audio visual/mobility impaired because they have staff capacity to focus this and due to data on membership. We do not have any of those.

ACTION:

- 1) Form a diversity committee. Determine what is the strategic plan for interacting with students. At the policy level do we want to create an EDI structure? Our strategic plan is expiring so we will need to change.
- 2) Add statement to P&P to reflect our outreach to volunteers for gender, geographic equity, and industry.
- 3) Have our PDO target EDI education and expanding repertoire. They do not have to be the sole leader – just lead.
- 4) The strategic plan should have a planning-in-a-box for education for kids. Develop a playbook for NNECAPA level, Section levels and community levels of what can be done. Jarod volunteers to create the Planning in a Box.
- 5) The latest NNECAPA bylaw version needs to be updated on the website. About Us page needs updating including position descriptions. Should plan timeline for making transition to Google Drive as VPA is stuck with Dropbox capacity being maxed out.

2. Conference Policies

Participants: Section Reps., PDO/Assistant PDO's, NNECAPA VP, Sections' Awards Committees Reps

Materials for Discussion: Conference Policies in Policy & Procedure Document, APA National Awards Categories & Criteria

Goals for Discussion

1. Review general cancellations and late registrations policy for NNECAPA events
2. Student rates for conferences
3. Standardize benefits for award recipients and guests at NNECAPA Conference
4. Consider updates to NNECAPA awards criteria
5. Group and Student rates for webinars

Specific Discussion Items

- How to deal with late registration/cancellation policies (generally for NNECAPA events, not for this year's conference specifically)
- Review benefits to Award Recipients and guests at the Conference
- Review APA Award Criteria including resiliency, equity and sustainability, and consider whether some can be incorporated into NNECAPA/Sections awards criteria
- Review webinar rates with group and student options

General Cancellation/Event Registration policies – in PP (p.26)

This policy stemmed from MAP a few years ago when they hosted NNECAPA conference. The cost of food and making the confirmed number of plates 2 weeks before conference drives this. It was decided that a refund permitted before 14 days, after 14 days must cover cost of meals. After that, no refund. Nancy noted in her event experience very few cancel – max. of 2 or 3 people. We should not worry about the 30-day cancellation policy. Typically, the meals seem to balance out (based on no shows, last minute cancellations and same day registration). Nancy always asks for buffet vs. actual plated meals (more flexible) although 5% more for costs.

Student Rates for Conferences

Sarah reported in past NNECAPA has offered student conference scholarships where they present receipts for travel/hotel and get reimbursed. NNECAPA has never had more applications than scholarships.

Discussion points included:

- If students/retirees' rates are essentially to cover food costs, hard to determine discount if each conference meal costs vary. Some conferences, the food cost is most of the overall conference fee – it would be hard to allow a discount.
- Has the equity or accessibility of conference been addressed – is it a luxury for those who can afford it to attend?
- Meagan noted for this year \$150 of registration is food costs. David noted if food costs are \$150, and early bird registration is \$180 it is not much of a discount. Meagan suggested reviewing case by case basis or dedicate a portion of scholarship towards financially strapped attendees.
- It was suggested in the conference registration option to include a \$5 donation towards scholarship registration for other tack ons. NNECAPA can

carry over to next year scholarship pool if unused. Meagan noted the Hindsight conference by NY Metro did that - you could donate any amount to support another attendee coming.

- Jeff suggested scholarships should focus on disadvantaged communities and prioritize applicants who meet equity priorities, not just those whose employer may not pay.
- Would scholarship also cover the retired group too?

ACTIONS:

- 1) The No Shows language in P&P need revision to reflect the cancellation policy instead of a 50% discount and allocate for unique situations.
- 2) The conference committee chairs to develop a working group to set student and retiree rates (balance the rates of trying to increase discount range vs. keeping rates low as possible to keep conference accessible as possible).
 - Committee will develop a student scholarship criterion for evaluation (check APA has criteria). The scholarship will be open and available to all. Will we need evaluation for retirees applying for scholarships?
 - A portion of sponsorships could be slated for scholarships.
- 3) Let each conference committee set food rates/registration costs.

Standardize Benefits award recipients and guests at NNECAPA Conference

Sarah noted that in the past when awardees were notified, usually the awardee plus 1 guest would be comped meals for the presentation. In the past, sometimes the whole consulting teams have attended. We need to clarify the policy.

Discussion points included:

- Award recipient (1) and 1 guest will be offered a comp meal to attend award presentation. If you bring more, you need to pay for meals. We will need to improve communications for nuts and bolts. Nancy says logistically that will not be difficult.
- Awards in the past has been scheduled for cocktail hour vs. a sit-down meal. It was noted that during cocktail hours – less people were paying attention / giving respect to the well-deserved award recipients and more focused on socializing and imbibing.
- Various what-if scenarios:
 - What if award recipient is at conference and request a spouse meal? Just have attendee pay for extra meal.
 - What if award recipient is not a NNECAPA member? The P&P will address those that are not registering for conference but just attending/receiving the award. The recipient receives 1 complimentary tix and plus 1 complimentary guest. If you want to stay for rest of conference you have to pay.
 - Some award recipient could be a full group – offer 2 complimentary tix plus 1 complimentary guest ticket (revise down from 4 in P&P).

ACTIONS:

- 1) Update P&P to reflect award recipient (1) and 1 guest will be offered a complimentary meal to attend award presentation. If you bring more guests, you

need to pay for meals. Some award recipient could be a full group – offer 2 complimentary fix plus 1 complimentary guest ticket (revise down from 4 in P&P).

Awards Criteria

Sarah reported that APA has new awards for resiliency, equity, and sustainability. NNECAPA awards are open right now and include 5 categories: plan of the year, project of the year, citizen planner of the year, professional planner, and emeritus planner. Sections have their own awards, and they send up the list of award recipients for NNECAPA awards considerations. We do not have anything in awards criteria for equity, sustainability, and resiliency. Should we include within some of the awards or part of criteria or leave alone for now?

Discussion points included:

- It was suggested to fold the new criteria into existing awards vs. separate awards – include as criteria evaluation.
- Specifically, for Plan and Project of the Year – they would be great criteria to include. Should it be criteria or a form? Required? Preference to? Mentioned in context?
- NNECAPA could re-evaluate in the future to reflect as individual awards as this could trickle up to APA national awards.

ACTIONS:

- 1) Awards committee will update awards criteria for preference to address resiliency, equity, and sustainability. Group agreed to give preference to criteria specially addressed in the response nominations. Jeff noted for projects did not get awarded but deserve honorable mentions to runner up projects (similar to APA).
- 2) If an award recipient interested in submitting for APA National awards, NNECAPA can issue letter of support for them.

Student/Group/Retired Webinar Rates

ACTION:

- Student rates for webinars - \$0. Group rate – 4 for 3. **Retired rates??**

4) CM/AICP/FAICP

Participants: PDO/Assistant PDO's, any others determined by Section

Goals for Discussion

1. Define policy for scholarships for AICP Exam
2. PDO support for members taking exam
3. AICP Candidate Pilot Program
4. FAICP Support

Specific Discussion Items

- Policy for AICP scholarship selection for May – need to incorporate into P&P
- PDO/PIO coordination / support for members taking exams

Sarah reported that NNECAPA encountered this issue regarding only 1 AICP scholarship per year but there are 2 testing periods per year. How do we offer this equally to our members? Carl had previously noted we can ask for more from APA level but this is not guaranteed. 194 of 695 NNECAPA members are AICP/FAICP (28%).

Discussion points included:

- Ben reported when he was PDO he advertised the scholarship but very rarely were there competition over it.
- AICP has evaluation criteria for scholarships, we can use this if there are multiple requests. The PDO can advertise at the start of each testing window.
- Inquiring about support for AICP candidates? APA does not have guidance or scholarships for that?
 - Students who are candidates is completing school and automatically be in Chapter where their school is located. They will not be in the NNECAPA region until they find employment.
 - The APA's AICP Candidate pilot program is that the Candidate must do X years of work if you are not from an accredited planning school. The Candidate would take the AICP test upfront after school and then work X years for the experience (historically you would graduate from school and depending on if accredited, would determine the number of years of work experience before you applied for AICP certification). The pilot program is only available for those from accredited planning schools. NNECAPA region has lots of people moving here from those schools for work and experience influx of potential candidates.
 - Meagan suggested requesting APA for more funding for AICP Candidate exams, and if they say no, we can consider creating a scholarship program.
 - There will be a new PDO coming on board with upcoming elections. What do we want to put in strategic plan for outreach?
 - Is there something we could support them during their time in candidate program? The buddy system would have been helpful. Mentorship program? Who facilitates it? Ravi (a recent AICP Candidate) noted APA sent email about the mentorship and he signed up for program – but never heard back from anyone. NNECAPA could provide education/outreach to folks that there is infrastructure support. We could use this to fold into recruitment offers. Cat (a recent AICP Candidate) reported she initially was looking for planning resources (study materials), trying not to pay \$150 per book. NNECAPA could offer study materials (or listserv call out for those who can share their study materials) and networking.
 - Part of NNECAPA recruitment would note education resources offered related to AICP or pilot program. Here is the contact link for the Mentor Program: <https://engage.planning.org/mentoring/mentor-overview> David checked and did not see too many NNE members that had signed up to be mentors. This would be great to advertise that more – future Yankee Planner topic (or regular 2x a year).

ACTIONS:

- 1) Add sentence in P&P for PDO to advertise before May testing window. If scholarship not awarded, we would carry over for fall testing window. If awarded, we will request APA for another scholarship.
- 2) Task PDOs with outreach on exam and resources from CPC and AICP level, including buddy/mentor system.

FAICP Support

Each year, we have a list of NNECAPA members that would be eligible for FAICP where we reach out to. NNECAPA would assist in supporting and cover fees for applications. How else can we support folks?

David said the application is onerous and suggested asking the FAICP college for additional support. NNECAPA needs to continue recognizing people. Meagan suggested NNECAPA could go beyond just outreach to the list of people who have enough work experience. Like APA, we could offer educational webinars about FAICP, join college brown bags in other ways to outreach. What do other Chapters do? FAICP used to be more exclusive and political. Now it is becoming more accessible and focused more on very significant contributions to planning. Nominations can be put in by Chapter or 10 AICP members.

ACTION:

- 1) PDO Action – create the formal member list for outreach. Advertise the FAICP program and incentives like NNECAPA paying your fee.

Close of Retreat Day 2 – 12:15pm

*Respectfully Submitted by
Rita Seto, NNECAPA Secretary*