

New Hampshire Planners Association Strategic Plan

Adopted May 27, 2010

MISSION STATEMENT

The New Hampshire Planners Association promotes, assists, and supports the professional planner in the goal of achieving planning excellence to improve the quality of life today and tomorrow in New Hampshire's communities.

STRATEGIC GOALS, OBJECTIVES, AND IMPLEMENTATION PLAN

I. GOAL: INCREASE CREDIBILITY OF PLANNING AMONG COMMUNITY DECISION-MAKERS AND THE PUBLIC

Objective #1: Increase awareness of the value and benefits of planning.

Implementation Plan:

- Participate annually in the American Planning Association's National Community Planning month (October).
- Partner with AIA NH to assist in their Learn by Design Program to introduce community planning concepts within elementary school classrooms.
- Partner with other New Hampshire based professional organizations to enhance NHPA outreach efforts.
- Build an online catalogue of education resources including presentations, handouts, and curriculum materials categorized by their targeted audience (elementary school, middle and high school, and professional/adult learning).
- Publicize various planning success stories through newsletter articles and other media outlets that reach beyond NHPA's readership.
- Develop a speakers bureau.
- Continue to participate in the legislative process to build credibility and awareness of the association and its goals.

Objective #2: Increase the visibility of the Association

Implementation Plan:

- Issue press releases (including awards and announcements) on a regular basis.
- Provide a welcome wagon for new planners in the state that includes a "New Planner in NH" informational document that identifies where to find planning and zoning laws, case law, a link to the NHPA directory and other resources such as plan-link, the Office of Energy and Planning, the planning process in NH flow chart, etc.
- Offer assistance to communities recruiting planners through the NHPA online job posting site, yahoo group postings, and establish a new NHPA service that coordinates members willing to assist with or serve on interview committees.

II. GOAL: BUILD AND MAINTAIN ALLIANCES WITH RELATED PROFESSIONS AND PLANNING ORGANIZATIONS

Objective #1: Improve outreach.

Implementation Plan:

- Explore the use of social media to strengthen outreach to members and related organizations.
- Collaborate with related professions such as engineers, surveyors, natural scientists; and

planning related professional organizations such as OEP, NNECAPA, APA, MAP, VPA, PlanNH, NHARPC, AIANH, GSLA, NH Bar, NH Municipal Lawyers Association, County Conservation Districts, UNH Cooperative Extension, NHBOA, economic development councils, and other allied organizations.

- Continue to seek out new partnerships with previously unidentified organizations.
- Establish regular, reciprocal newsletter exchange with related professions and planning organizations. More specifically:
 - Continue to solicit articles from the regional planning commissions;
 - Send the NHPA newsletter web link to other interested professional organizations;
 - Submit articles to other professional organization's such as AIANH and GSLA's joint newsletter;
 - Publish the NHPA newsletter submission deadlines on the associations website to facilitate article submissions from the general membership.
- Maintain the online master calendar of planning events, conferences and workshops in conjunction with links to OEP, AIANH and NNECAPA event calendars.
- Continue and expand invite related professionals and planning organizations speak at, attend, and publicize NHPA conferences.

III. GOAL: PROMOTE PROFESSIONAL DEVELOPMENT

Objective #1: Raise the awareness of technology and resources for planning.

Implementation Plan:

- Establish a list of experienced planners willing to serve as mentors to new planners.
- Compile and distribute among members a list of useful existing technologies and resources.
- Identify existing training for GIS and other technologies and include in existing events listing and outreach materials.
- Highlight new technologies in quarterly newsletters.
- Develop and provide training sessions and co-sponsor with allied organizations when appropriate.

Objective #2: Develop awards and other methods of recognition for outstanding achievement of individual planners.

Implementation Plan:

- Present awards at the annual meeting.
- Expand the current award program to include special recognition for contributions to planning, lifetime achievement, and/or rookie of the year.
- Review current awards program and process to identify ways to increase nominations (e.g. market to Planning Boards, City Administrators, others).
- Recognize outstanding NH academic work or project related to the field of planning.

Objective #3: Enhance member access to good communications skills and technology training opportunities

Implementation Plan:

- Integrate opportunities into professional development workshops and conferences.
- Provide regular newsletter articles with how-to's and case studies.
- Share APA studies and examples broadly.
- Provide training relative to capacity and coalition building, social marketing, creating effective policy, and innovative public outreach and participation processes.

IV. GOAL: PROMOTE PROACTIVE LEGISLATIVE AGENDA

Objective #1: Continue to expand and strengthen legislative efforts.

Implementation Plan:

- Establish and utilize a method such as email or other social network or media technologies to quickly alert members relative to the legislative committees testimony and upcoming hearings..
- Have Legislative Committee strategize by E-mail or other method with the membership about legislative issues to present and advocate on behalf of the membership
- Continue to submit association priorities to the NHMA Legislative Policy Committee.
- Continue to coordinate legislative efforts with NHMA, OEP, and NHARPC
- Establish a new executive committee member position to focus on regional and national legislation and fill the NNECAPA legislative liaison seat.
- Promote NHPA legislative priorities through the use of a professional lobbyist.

V. GOAL: PROMOTE AND STRENGTHEN THE ORGANIZATION

Objective #1: Continue to provide a quality newsletter.

Implementation Plan:

- Continue to solicit articles from other organizations and the membership
- Develop a contact list of other organizations to facilitate partnerships.
- Add schedule of article submission deadlines and publication dates to the newsletter's page on the NHPA website.
- Re-establish the editorial board through a query of membership database of interested members to generate regular content.

Objective #2: Continue to expand the membership.

Implementation Plan:

- Maintain organizational memberships of planners employed by all nine regional planning commissions and the Office of Energy and Planning, and other agencies with planning staff.
- Recruit planners in NH by personal contact who are not members.
- Encourage or seek student members.
- Establish a retired membership category with reduced dues.

Objective #3: Maintain an ongoing Action Plan to track implementation progress of the Strategic Plan.

Implementation Plan:

- Prepare monthly updates of the Action Plan
- Provide an annual progress report to the membership.
- Review bylaws periodically to assure they reflect the goals and operations of the association and revise as needed.

Objective #4: Maintain an effective website.

Implementation Plan:

- Review effectiveness of current website with membership.
- Look at the websites of other LGC Affiliate members for ideas that we may wish to also incorporate.
- Review other planning chapters websites for content ideas.

- Review website to ensure universal design principles are incorporated.
- Add a website traffic counter.

GOAL VI: PROMOTE AND PRACTICE SUSTAINABILITY THROUGHOUT NHPA

Objective #1: Support energy, climate and smart growth legislation and policy

Implementation Plan:

- Work with Legislative Committee to track and monitor relevant legislation dealing with sustainability issues.
- Work with NHPA lobbyist to prioritize energy, climate and smart growth legislation.
- Discuss and collaborate with NHMA, OEP and DSE on policies and legislation dealing with sustainability issues.

Objective #2: Actively practice within the organization: Reduce, Reuse, Replace, Offset

Implementation Plan:

- Apply this hierarchy to all NHPA meetings wherever possible, including but not limited to the Annual Meeting, Annual Conference, and associated workshops.
- Conduct an annual [carbon footprint](#) of NHPA activities and present results at annual meeting.
- Provide Executive Committee with training and advice on achieving low fuel consumption.
- Promote sustainable transportation for Executive Committee members for meetings.
- Remove and reduce waste generated from NHPA associated meetings.
- Follow Green Meeting guide for all NHPA associated meetings and workshops.

Objective #3: Provide Education and Outreach to the membership on sustainability practices

Implementation Plan:

- Integrate sustainability practices and initiatives into professional development workshops and conferences.
- Contribute newsletter articles on best practices within municipal sustainability initiatives.
- Share APA studies and examples dealing with sustainability.