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Work Plan Purpose

The Work Plan will guide the Latinos and Planning (*LaP*) Division to enhance and codify its mission.

Work Plan Time Frame

The Work Plan will cover the dates from **September 1, 2009 - August 31, 2010**. Division performance and progress based on the Work Plan will be evaluated mid-term, in March 2010 and will help in preparation of the Annual APA Division Performance Report. Evaluation (review) of the current Work Plan will help inform discussion to take place on April 2010, during the Division's annual business meeting at the 2010 APA National Conference.

Division Purpose

The purpose of the Latinos and Planning Division is to address planning issues affecting Latino communities in the U.S. as well as professional and career challenges facing Latino planners. This includes the challenges faced by other professionals, elected officials, and advocates who work to improve the quality of life in Latino communities. The Latinos and Planning Division: works to highlight and enrich the history and culture found in Latino communities by connecting them with current planning theory and practice; strives to educate those involved in professional planning with Latino communities and those who work with Latino planners; promotes multiculturalism and multi-ethnicity; is inclusive and accountable to its members and the planning profession; builds and maintains relationships with other planning-oriented groups and organizations; provides support to Latino students and their institutions of higher education; and is a voice for equitable planning and development.

Division Mission

Our mission is to work collaboratively with other professionals and organizations to identify and develop strategies related to:

- The most significant planning issues facing Latino communities
- The most significant challenges facing Latino planners

Goals for 2009-2010 Work Plan

Goal 1

Create key Division programs that promulgate successful outcomes to help address one or more Priority Issues identified (see list below), while enhancing and continuing collaboration with national APA.

Goal 2

Increase membership of the Division.

Goal 3

Create an organizational culture which provides opportunities for active involvement and support of all members.

Goal 4

Document operating procedures and Division administration to ensure continuation, transparency and continuity.

Priority Issues (based on issues prioritized in nationwide Dialogos)

- Increase numbers of Latinos participating in planning in their communities
- Improve the ways urban planners understand and relate to the needs and desires of Latino communities
- Promote urban design that addresses needs of Latino communities
- Help empower Latino communities to build and implement plans for their communities
- Help facilitate continuously improving planning processes to provide and improve results for Latino community residents and stakeholders
- Help stakeholders connect relationship between redevelopment and gentrification in Latino communities and reduce impacts to every-day lives of citizens

Goal 1 - Create key Division programs that promulgate successful outcomes to help address one or more LaP Priority Issues identified while enhancing and continuing collaboration with national APA.

1.1. Education and Training

Objective: Provide opportunities to members and planners to increase their knowledge and leadership skills in the field of planning and on topics related to Latino communities and provide Certification Maintenance (CM) offerings.

Actions

- ❖ Partner with one or more APA Division(s) one or more state chapters, and AICP to provide a forum for training and CM credit courses so that:
 1. Planners learn about diversity and culture in Latino communities
 2. Planners learn about unique initiatives in each other's divisions
 3. Planners help address current and real issues

- ❖ Continue the *Latinos and Planning* Learning Lab (similar to PDI learning labs). These are one-hour webinars where planners talk about planning issues, offer how-to's, or discuss the craft of Planning, and are offered through Rutgers University, and are similar to webinars. *LaP Division* members would be invited to be speakers and presenters in these Learning Labs. In some cases, speakers would talk about issues related to planning in Latino communities. In other cases, members would offer how-to's, talk about interesting projects, identify planning *best practices* or discuss other issues. An example of a topic could be: How to interact effectively with the Latino population that we serve. Some of these sessions would be offered for CM credit with an appropriate fee, and goal is to have at least two annually.

- ❖ Partner with state APA chapters to have an *LaP* sponsored event or session for CM credit during their state APA conferences (have ongoing plans to partner with states such as California and Illinois, but are looking to partner with additional states).

- ❖ Provide support and funding opportunities to hold Dialogos in various states/regions.

Lead Member: Vicky Carrasco, Leo Vasquez, and Irayda Ruiz

Member input: Provide suggestions; communicate with your state chapters on partnering.

1.2. Latinos and Planning Awards and/or Scholarship Program

Objective: Recognize student accomplishments in the field of planning and work performed for and in Latino communities.

Actions:

- ❖ Launch the Scholarship Program before August 2010, geared for undergraduate and graduate students in urban planning
- ❖ Administer an award recognition process by April 2010
- ❖ Add one LaP member to the APA CA Young Planner Group by December 2010.

Lead Member: Fred Solis

Member input: Encourage students to apply for upcoming opportunities

1.3. Mentorship Programs (APA+LaP)

Objective: Increase awareness of the planning field as a career option to both college level students and high school students by supporting APA's Ambassadors Program and continuing to partner with Hispanic College Fund.

Ambassadors Program

Identify members with five or more years of professional experience, commit to one year of volunteer service, conduct informational sessions at three to five academic institutions during that year, and visit university career and graduate school fairs, particularly those with Latino student populations, to spread the word about planning as a career option.

Actions:

- ❖ Distribute the application to Division members with goal of having at least three professional planners to participate by March 2010.
- ❖ Collaborate with CA Membership Inclusion and Section Membership Inclusion Directors to identify three or more volunteers and launch the program in schools by June 2010.

Hispanic College Fund Program

Identify members who are willing to participate in the nationwide Hispanic Youth Symposiums, organized by the Hispanic College Fund. LAP members would volunteer as Hispanic Heroes, and attend one day events where they talk about their careers in planning with high school students.

Actions:

- ❖ Distribute the dates of the HCF youth symposiums to Division members with goal of having at least one LAP professional planner participate in each of the youth symposiums held during the Summer 2010.

Lead Member: Michele Rodriguez, Vicky Carrasco

Member input: Volunteer to be become an APA Ambassador or HCF Hispanic Hero.

Goal 2 - Increase membership of the Division.

2.1. LaP Division Membership

Objective: Increase and retain membership in the *Latinos and Planning Division* to expand participation and encourage involvement in and sensitivity to planning issues in Latino communities.

Actions:

- ❖ Network with APA members via email and other means to invite participation in *LaP* to increase membership 10% by April 2010. (Current division membership as of August 2009 is 100.)

- ❖ Continue to assess current members' professional development needs to maintain membership through surveys and other communication methods.
- ❖ Examine geographic representation of membership and make recommendations to target states with little or no membership by April 2010
- ❖ Participate in Divisions Council's Membership Committee to become informed on best practices, messaging and outreach, to increase and retain membership (Vicky)
- ❖ Develop continuous handouts of LAP accomplishments, to promote Division

Lead Members: Sergio Rodriguez, Milton Ospina, Nina Nixon-Mendez

Member input: Need membership coordinator. Invite professionals (colleague or friend) to join the Division, join membership committee. Non-APA Division memberships are available.

Goal 3 - Create an organizational culture which provides opportunities for active involvement and support of all members.

3.1. APA Conference Planning

Objective: Coordinate with *LaP* local host and conference committees to plan events, sessions and networking opportunities available for *LaP* members during 2010 APA Conference.

Actions:

- ❖ Select by-right sessions for *LaP Division* by August 26, 2009
- ❖ Plan tour, sessions and networking opportunities during the conference

Lead Member: Arianna Martinez

Member input: Members submit session proposals, volunteer to help plan conference meetings, attend receptions and conference events, represent Division at APA.

3.2. *LaP* Communications-Newsletter

Objective: Update members and others in APA on news, events, and *LaP* Division information.

Actions:

- ❖ Gather information and coordinate development of quarterly newsletters. Potential dates of newsletters are September 2000, December 2009, and March 2010
- ❖ Communicate newsletter availability with division members, other Division Chairs, and State Chapter Presidents
- ❖ Solicit articles from members, and include one member interview for each newsletter.

Lead Member: Bryan Albini (incoming editor), Natalie De Leon, Liz Delgado

Member input: Provide articles, comments, stories, and highlights to Liz

3.3. *LaP* Communications-Online Portal <http://latinosandplanning.ning.com>

Evaluate the ning online portal and other division communication methods for effectiveness and possible consolidation for ideal communication with division membership..

Actions:

- ❖ By end of December 2009, provide a report to the Executive Committee about the various communication methods and their overall effectiveness and recommendations for consolidation.

Lead Members: Connery Cepeda, Vicky Carrasco, Liz Delgado, Leo Vasquez

Member input: Membership participation on online network.

3.4. LaP Communications- Website <http://www.planning.org/latinos/>

Objective: Ensure communication access, and updated website content (names, events).

Actions:

- ❖ Identify webmaster function to ensure access continuity
- ❖ Monthly update to website with news, conferences, events

Lead Members: Natalie de Leon

Member input: Provide comments to Executive Committee, and suggestions for additional content.

3.5. LaP Communications- Listserv

Objective: Improve Communication via *listserv* to larger network and to paying membership

Actions:

- ❖ Facilitate information sharing among members and larger *LaP* network
- ❖ Explore web-based communication options (i.e. Vertical Response)

Lead Members: Vicky Carrasco and Leo Vasquez

Member input: Start a discussion, provide resources via email.

Goal 4 - Document operating procedures and Division administration to ensure longevity, transparency, and continuity.

4.1. Elections

Objective: Hold elections for new officers for late 2010-2011.

Actions:

- ❖ Follow APA's guidelines and recommendations for conducting Division elections.
- ❖ Identify steps and process
- ❖ Establish milestones and a schedule

Lead Members: Elections committee will be created.

Member input: Help with elections committee, run for office, provide nominations, vote during elections.

4.2. Division Leadership

Objective: Division leadership should engage in activities to become informed about APA and Divisions Council updates. Division will continue to work on delegated action items (included below) to ensure continuity of the Division's successful operation and administration.

- ❖ Represent the Division at APA Divisions Council meetings (for Chairs or proxies)
 - September 2009 meetings in Washington D.C., and other conference calls
- ❖ Update 2009-2010 Budget
- ❖ Conduct one membership survey by December 2010 to gauge the level of member satisfaction.
- ❖ Review the following:
 - 2009-2010 Work Plan and Recommendations
 - Regional Representatives and Local Action Network Organizers
- ❖ Update Division Bylaws within one month after elections
- ❖ Participate in Annual Review by APA Divisions Council Executive Committee
 - Compile information by November 2009
 - Produce Annual Report by December 1st, 2009

Lead Members: Executive Committee and *LaP* Organizers

Member input: Serve on committees, contact the Executive Committee with questions, assist *LaP* organizers in processes described