

### **Mission**

The mission of the Mississippi Chapter of the American Planning Association is to create vibrant communities of lasting value through outreach, education, advocacy, and the provision of services to chapter members and the larger planning community.

### **Goals**

- Promote the planning profession in Mississippi by increasing awareness and understanding of the value that the planning profession brings to communities.
  - Provide Mississippians with the planning knowledge, resources, and tools needed to create and support communities for living, working, and enjoying life.
  - Reach out to elected and appointed officials, allied professionals, and universities and colleges in sharing our planning knowledge and its value in building diverse, economically sound, and healthy communities.
  - Develop and host or co-host conferences, workshops, and events that provide opportunities for planners to network and improve their professional planning skills and knowledge vital to building sustainable communities.
- 

### **Professional Development**

1. Educate chapter members about the benefits and process of AICP certification.
2. Promote AICP candidate program as a path to certification for new planners, as well as more experienced planners who have yet to take the AICP exam.
3. Continue to host or co-host with a neighboring state a chapter conference that provides a low-cost opportunity for high quality professional development.
4. Host or co-host an annual technical workshop that targets community development professionals, including building officials, floodplain managers, emergency management officials, code enforcement officers, zoning administrators, and planning commissioners.
5. Work with the Mississippi Planning Institute to develop a planning commissioner's manual and an online planning commissioner training program.
6. Promote available planning jobs, RFPs, and planning events in Mississippi.
7. Create and promote a needs-based scholarship for attendance at the Chapter Annual Conference and the National Planning Conference.

### **Outreach**

1. Conduct at least one Community Planning Assistance Team project every two years. Partner with the Mississippi Municipal League and Mississippi Association of Supervisors to promote CPAT in communities.

2. Participate as a presenter and/or exhibitor at Mississippi Municipal League, Mississippi Association of Supervisors, and Mississippi Association of Planning and Development Districts conferences and workshops.
3. Develop a relationship with planning related programs at Jackson State University, Mississippi State University, Delta State University, the University of Mississippi, the University of Southern Mississippi, the University of Memphis, and other colleges and universities.

### **Collaboration**

1. Increase collaboration among allied professionals including architects, attorneys, building officials, code enforcement officers, developers, economic developers, emergency managers, engineers, floodplain managers, landscape architects, and realtors.
  - a. Invite allied professionals to make presentations at chapter conferences and professional development events.
  - b. Make presentations at allied organization conferences.
2. Support statewide planning and development organizations such as the Mississippi Association of Planning and Development Districts, Mississippi Main Street Association, Mississippi Heritage Trust, and Mississippi Economic Development Council.

### **Legislative**

1. Create and empower a Legislative Taskforce to develop and pursue a legislative agenda that reflects our chapter's mission.
2. Explore the possibility, necessity, and likelihood of revising Mississippi's State Planning Enabling Legislation.
  - a. Include requirements for cities and counties above a certain population threshold to have comprehensive plans and basic land use regulations.
  - b. Revise list of comprehensive plan requirements to potentially include goals and objectives, community facilities, land use, transportation, housing, economic development, recreation and open space, community resources (natural, cultural, and historic) environmental sustainability, public health, and implementation.
3. Work with MML to support planning friendly legislation at the state level.
4. Promote the APA Planners' Advocacy Network within the Mississippi chapter.
5. Send a chapter delegate to attend the annual APA Policy and Advocacy Conference in Washington, D.C.

### **Membership**

1. Conduct a survey of counties and municipalities in Mississippi to understand the current state of planning in the state.

2. Increase chapter membership by targeting planners in non-traditional roles (building officials, code enforcement officers, floodplain managers, emergency management officials, fire chiefs, fire marshals, zoning administrators, etc.).
3. Communicate the value of membership to chapter members through regular chapter communications.
4. Develop a welcome packet of information that is sent to new members of the chapter.

### **Diversity**

1. Continue to encourage diversity in Chapter leadership and in chapter activities.
2. Make opportunities available for all types of planners at conferences and events by planning meet-ups and mixers for members to get to know one another.
3. Promote the chapter's diversity by highlighting a chapter member in chapter newsletters.
4. Promote membership to students in planning related programs at Jackson State University, Mississippi State University, Delta State University, the University of Mississippi, the University of Southern Mississippi, the University of Memphis, and other colleges and universities.
5. Promote the APA Ambassadors Program within the Mississippi chapter.

### **Promotion**

1. Promote National Community Planning Month by establishing a robust social media campaign that celebrates planning in Mississippi.
2. Start an APA Ambassadors program to increase awareness and understanding of the value that the planning profession brings to communities.
3. Establish a Great Places in Mississippi program to recognize and celebrate good planning and great places in Mississippi.
4. Actively recruit nominees for the annual Chapter Awards and promote winners.
5. Form an FAICP taskforce to nominate potential FAICP candidates from Mississippi.
6. Send a chapter e-newsletter to members at least once each quarter.
7. Produce and distribute a brochure that provides information about the chapter, benefits of membership, and how to become a member.

### **Administration**

1. Develop a chapter work plan that outlines chapter administrative roles and responsibilities on a monthly basis.
2. Investigate possibility of hiring an association manager or intern to assist with membership recruitment, financials, social media, conferences, projects, and/or events.
3. Establish ad-hoc taskforces to conduct specific activities of the chapter.

4. Encourage participation in chapter and national committees and taskforces by all chapter members.
5. Apply for Chapter Presidents Council grants to offset the cost of chapter resources and activities.
6. Revise chapter bylaws to reflect strategic plan priorities.

DRAFT