

CCAPA 2007-2008 ANNUAL REPORT

Initiatives for 07-08

Development of the Chapter Communications Plan

The Executive Committee will develop a formal communications plan for the Chapter. This will include articulating the image and style for CCAPA, our communications objectives, and our primary audiences. Beyond these core principles, the Chapter will develop specific positions on key and key talking points with specific planning and development issues which will be critical in the near term. The officers and Executive Committee will reach out to the membership for assistance in developing positions on various topical and issue areas.

Create a Professional Development Program Delivery System to Serve all Members and Meet AICP Certification Maintenance Requirements

The Chapter is committed to making it affordable and convenient for all our members, including AICP members who wish to meet the new certification maintenance requirements, to obtain timely and valuable professional development programming in the State. A special committee under the direction of the Professional Development Officer will devise a schedule of program offerings, and work with providers or with APA to ensure that a reasonable number of CM certified programs are available each and every year for CCAPA members. The committee will examine which programs are currently certified that can be offered in the State, how the Chapter can assist providers to become registered and offer programs in the State, and how the Chapter may underwrite professional development training activities.

Enhanced Networking Opportunities

The Chapter will offer more networking events for members during the 07-08 year in response to feedback from our focus group sessions. These include quarterly luncheons, a new member reception, and a separate annual awards program. We will continue to participate in the Southern New England Regional Conference as well.

Enhanced Events Management Services

In order to ensure that the Chapter can meet its commitment to professional development and networking services, we will seek to hire a firm to provide events planning services including identifying venues, coordinating registrations and collecting fees, and similar meeting arrangements. The intent is to free up our Chapter volunteers to focus on content, programming, and speakers.