

In an effort to better inform the APA membership, the Chapter President Council (CPC) has developed a series of questions for national candidates for the American Planning Association (APA). Mike Southard and Sumner Sharpe compiled this survey for distribution by the CPC Executive Committee. The CPC encourages chapters to endorse candidates who represent their views and positions.

Q1A) What role do you believe continuing education plays in the advancement of a professional planner's career?

DB: Continuing education plays a significant role in shaping our careers. The most direct way to respond to this question is to examine the Introduction to the ODP. "We are the leaders of a planning movement", "We assure excellence in the field@" "We assure excellence in decision-making@" We enhance the state of knowledge in our field@" These are commitments that we, as professional planners, have made through the ODP to our profession. Fulfilling this commitment is what our careers are all about. Failing to continue to seek out educational opportunities and enhance our professional knowledge, demonstrates a lack of commitment and is an ethical breach of our responsibilities as professional planners.

NS: I believe continuing education plays a vital role in the advancement of a planner's career. The very nature of planning is change. In order to be able to respond to, and promote, change in our communities, we must draw from the experience of others. We can only improve ourselves and our profession through the sharing of ideas.

Q1B) Do you favor mandatory continuing education for certified planners?

DB: It's absolutely necessary. I supported mandatory continuing education when I was a member of CPC, and that support has not changed. And although I support the current trial process for mandatory continuing education, I believe the trial process is unnecessary and AICP should have gone to mandatory continuing education when originally recommended by the CPC. The unwillingness of the AICP Board to implement the CPC recommendation regarding mandatory continuing education demonstrated a lack of commitment to the profession.

NS: I favor mandatory continuing education for planners. It is imperative that planners educate themselves and exchange ideas with other planners. If we are to be taken seriously as a profession, we must make a commitment to education and improvement. Mandatory continuing education reflects such a commitment. With that said, I also think that it is important to make sure that the continuing education requirement can be fulfilled in a variety of ways. Not all planners are able to attend organized, scheduled training sessions. Planners should be able to take advantage of video and Internet opportunities for education. Qualified training should also be very broad and should be able to include some non-traditional training such as leadership training.

Q 1C) What role should APA (nationally) and the chapter (locally) have in educating planners?

DB: Both have important roles. I believe that national has three responsibilities. First, national should establish general standards (criteria, guidelines) regarding the type of activity that can be considered for continuing education credits. Second, national should provide a simple and workable mechanism by which AICP members can report and track their CEU's. Third, and the most important - assist each chapter, depending on the needs of the individual chapters, to develop a continuing education program. Whether it be training for the officers, providing speakers for chapter conferences, teleconferencing, Internet classes, or other efforts, APA national must take on this major responsibility to serve our members and ensure that all members have equal access to continuing education opportunities.

I believe the chapters have the basic responsibility to work with APA national to develop a continuing education program tailored to the needs and preferences of the individual chapters. And depending on chapter resources, APA must commit the necessary resources to help every chapter have a successful continuing education program.

NS: APA should play a significant role in providing educational opportunities for planners. National APA should look at video and Internet conferences and materials to provide for flexibility in training. Local Chapters should be allowed to determine the types and methods of training that would best serve their members.

Q2A) Of the six major goals (in the APA 220/2003 ODP), please prioritize them in the order of highest to least importance.

DB: Before I respond to these three questions (2A, 2B, 2C), I will make the following comment: I agreed to be nominated for the APA Board of Directors because I believe that it is time for a change. Based on my experiences with APA, and my many opportunities to interact with other APA members, I believe that APA is an organization that is out of touch with its membership and needs to get back to the basics. APA must focus on member needs as professionals and provide the membership services necessary to respond to those needs so that we can "Make Great Communities Happen".

I want to be a member of the Board so that I can help change the organization and make it more sensitive and responsive to member needs.

DB: 1. Foster organizational change and maintain financial sustainability. - As I noted above, I believe the organization must change. APA has created a bureaucracy at the national level that is self-perpetuating and does not respond to member needs. It is an organization that has become unresponsive to the members, while providing little direct member services and doing little to assist the chapters with their responsibilities. I would like to have greater control of the organization placed in the hands of the chapters and chapter presidents, and less control in the hands of the Board of Directors and APA staff; 2. Create a culture of continuing education and provide more education opportunities for practicing planners. - This is absolutely essential and is second only because I believe that organizational change is necessary to create the basic foundation for the remaining

goals; 3. Develop new membership and product marketing strategies. - Why new membership strategies? Let's focus on doing a better job for the members we have - that's the best strategy for getting new members. Product marketing strategies - from my experience this is absolutely necessary - falls within the purview of Goal 1, making APA financially sustainable. There is no need to list this strategy as a separate goal; 4. Aggressively advocate and implement policies and legislative agendas that support and sustain good planning at the local, state, and national levels. - Great idea, but this can be accomplished under the purview of Goal 2, continuing education. Again, there is no need to list this strategy as a separate goal; 5. Pursue social, economic, and racial equality in America's communities. - This is admirable, but not a goal. This should be a basic tenet of our organization and the end product that we should all strive for in our own communities. This is what we as individuals and in cooperation with our colleagues must strive to accomplish with assistance from APA. This should not be listed as a goal, but should serve as our basic premise for "Making Great Communities Happen"; and 6. Develop and promote a brand definition that reflects the visual, emotional, and cultural identity of APA. - This is another example of a strategy that has been identified as a goal. This should be placed under the purview of Goal 1, financial sustainability.

NS: 1. Advocate and implement policies and legislative agendas that support and sustain good planning at the local, state and national levels; 2. Pursue Social, Economic and Racial Equity; 3. Create a culture of continuing education and provide more education opportunities for practicing planners; 4. Foster organizational change/maintain financial stability; 5. Develop new membership and product marketing strategies; and 6. Develop and promote a brand definition that reflects the visual, emotional and cultural identity of APA and AICP

Q2B) Are there any other elements or goals that you would include in the ODP and why?

DB: I suggest that rather than adding elements or goals, we should review the 14 goals identified in previous Odds and make certain those that have actually been accomplished. In my opinion there are several that have not been accomplished. We, as an organization, must remove the blinders and work on accomplishing all the goals identified in the past.

Next, we must examine the current list of goals and focus on two or three, rather than six. As I have identified above, I believe that the six goals listed in the current ODP can be combined into two goals. Those two, along with any goals not accomplished from the previous ODPs, should be the goals we strive to accomplish over the next two years.

NS: I would like to see planners take more of a leadership role in our communities. I would like to see a goal that APA provides the membership with the tools and skills to be leaders in our communities, not just regulators.

Q2C) How can Chapters be utilized to better implement the ODP?

DB: Before we utilize the chapters to implement, the chapters should be utilized as a part of the process of developing the ODP. The chapters, through the president and board members, must be more involved in the process of preparing the ODP and the chapters



should be requested to vote on the ODP before it is recommended for approval by the CPC and given final approval by the Board. If the chapters play a key role in developing the ODP, they will have "bought-in" to the ODP and be more willing to assist with implementation.

NS: Chapters and the CPC are extremely underutilized in the formulation of the ODP for APA. I believe input from the various councils, including CPC should be first, and most important, in the process of developing the ODP. APA is a membership organization and, as such, should begin with input from the membership. This is best done through the Chapters and other councils that deal with planners on a daily basis. Rather than having CPC, and other councils, comment on a draft ODP, I believe the ideas for the ODP should come from the grassroots of the organization.

Q3A) Should the voting for AICP President be only be AICP members instead of all APA members?

DB: Yes. The AICP president should be selected by the AICP membership.

NS: Voting for AICP President should only be by AICP members. AICP is a subset of APA for those choosing to pursue it. The leadership of AICP should be made up of that subset.

Q3B) Should the APA President serve as a voting member of the AICP Commission?

DB: Yes. All members of AICP are APA members and the APA President should represent their interests on the AICP Board.

NS: The APA President should not be a voting member on AICP. AICP should have the right to govern them based upon leadership from within AICP.

Q3C) Should the CPC, DC, SRC, AICP, and/or College of Fellows (COF) be voting members on the APA Board?

DB: Yes, most definitely. The decision making process for APA is too concentrated in the Board of Directors, whose members tend to be similar thinking individuals and are generally hand picked by the current board. The decision making process for the organization needs to be more diffused and represent a broader cross section of special interests within the organization.

NS: I believe CPC, SRC, DC and AICP should be voting members on the APA Board. All of these are important component groups of APA which represent members and should have a voice and vote on the Board.

Q3D) The AICP Commission has an even number of voting members. Should the AICP President vote only when breaking a tie vote?

DB: Yes, most definitely. The AICP President's role is to facilitate the discussion and help build consensus. Because of that role and the control over the discussion and the

direction the discussion might take, the president should only vote in the case of a tie vote.

NS: I believe the AICP President should run the meetings and only vote when there is a tie.

Q4A) Should the FAICP selection committee provide the Chapter presidents with evaluation information pertaining to non-elected candidates?

DB: Yes, is there a good reason not to provide that information to the chapter president? Is the information provided to the non-selected candidate? If not, it should be. This is not a popularity contest and if the decision is based on valid criteria, there should be no hesitation for making the selection information available to the appropriate people - chapter president, nominee, and nominator if not nominated by the chapter.

NS: Chapter Presidents should be given evaluation information on non-selected candidates for FAICP, at least while the AICP Fellow program is in its infancy. The Chapters spend a great deal of time and energy to nominate candidates as an AICP fellow. If those candidates are not selected, it is important that the Chapters understand why so that candidates that better fit the criteria can be nominated in the future. I think we are all trying to figure out this program, and any exchange of information would be useful.

Q4B) Should the COF classes be limited to a specific number or should all worthy nominees be honored?

DB: No, the classes should not be limited. All worthy nominees should be honored.

NS: I do not believe there should be a limited number. The criteria for qualification may need to be further defined, but once that criteria is set forth, those determined qualified should be nominated, regardless of number.

Q4C) Should a Chapter's endorsement be given more consideration than an individual endorsement?

DB: Yes. In my mind, consideration for FAICP should focus on contributions to the profession and contributions to APA. Sharing one's knowledge, skills and experiences with others in the profession is a key ingredient for someone to make a contribution to the profession. That can best be accomplished by working with other members of the chapter to help enhance their skills and build a strong professional organization. I believe a nominee for FAICP should have the endorsement of his/her chapter and without a chapter endorsement, a nominee should not be admitted to FAICP.

NS: I believe a Chapter's endorsement should be given significant consideration in determining eligibility for AICP Fellow. Assuming the Chapters understand the criteria for FAICP, the Chapter would have the best knowledge of which of its members would be most qualified.