

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.

- 1) *The CPC has formally taken the position in favor of mandatory continuing education for certified planners. The next few questions pertain to your position as a candidate for national office on continuing education.*
- a) *What role do you believe continuing education plays in the advancement of a professional planner's career?*
  - b) *Do you favor mandatory continuing education for certified planners?*
  - c) *What role should APA (nationally) and the chapter (locally) have in educating planners?*

**SP:** **1A:** It's fundamental and necessary. That simple.

**1B:** I have a personal leaning in favor of it, but do not believe the issue has had sufficient exposure to the membership at large, and would want to know the opinions of the Chapters I represent and their members before voting on the issue. I would also defer to the AICP Commission to whatever extent that this issue would be more appropriately before them rather than the Board. I think the issue could have been handled better than it has been to date, with more open discussion and less rhetoric; and a greater effort to survey members at large.

**1C:** The national organization should take a strong role to provide resources and tech support, but I do believe regional differences in practice and enabling legislation will always require a Chapter-level component. National should be prepared to provide technical assistance and support to those ventures.

I am also concerned that continuing education not be so limited as to imply only advanced training in planning's typical applications, but should be used to help propel planners into roles as city council and county commission roles, city management, business and other non-planning disciplines that badly need the sensitivities and capabilities that planners can bring to the table. APA has historically done a very poor job of this form of continuing education. If we believe more of what we have to offer should be found in the executive suite or at the Council table, then why aren't we preparing planners to step into those roles too?

**JEB:** **1A:** Continuing education is an essential component in the advancement of one's career as a professional planner. To adequately serve our clients, planners must be informed about changes in technology, legislation, judicial decisions and analytical methods related to planning. Those who wish to advance in the planning profession will do so by

continually learning about such changes and their implications for the practice of planning.

**1B:** I strongly favor mandatory continuing education for certified planners. Making continuing education mandatory is one way of demonstrating to our clients that we believe in the importance of our work and its value to society. By requiring continuing education, we are setting a standard for ourselves that supports planning as a profession.

**1C:** Both APA/AICP and its Chapters have an important role in educating planners. With its conference sessions, seminars and publications on the practice of planning, APA/AICP provides substantial educational support to practitioners. Many chapters also offer continuing education through local conference sessions, workshops and newsletters, and excellent ideas for the content of APA/AICP and Chapter continuing education session originate with at the Chapter level.

2) *The APA Board of Directors has adopted the 2002/2003 Organizational Development Plan (ODP). The following questions pertain to your views of the plan and its role toward advancing the profession, as well as the organization.*

- a) *Of the six major goals, please prioritize them in the order of highest to least importance.*
- b) *Are there any other elements or goals that you would include in the ODP and why?*
- c) *How can the Chapters be utilized to better implement the ODP?*

**SP: 2A:** I would collapse these into three key goals with the other goals being specific initiatives, in this order:

ORDER	GOAL
1	Aggressively advocate and implement <b>policies and legislative agendas that support and sustain good planning</b> at the local, state and national levels <ul style="list-style-type: none"> <li>➤ <b>Continuing education</b> is a subset of this</li> </ul>
2	Pursue <b>social, economic, and racial equality</b> in America's communities
3	Foster organizational change and maintain financial stability. <ul style="list-style-type: none"> <li>➤ <b>Membership, product marketing, and branding</b> should be subsets of this</li> </ul>

- As an observation, I am sorry that the goals do so little to specifically address the things that make better communities better.

**2B:** The ODP generally tries to accomplish too much; it needs to be based on a real strategic assessment that ties actions to available resources rather than attempts to accomplish everything. It's a much better, more integrated plan than previous ODPs, and I think the weaknesses are fundamental to having an ODP rather than a strategic plan that is more focused and achievable.



**2C:** Shouldn't the question be how the ODP can be better used to help support the Chapters? I think most Chapters work hard to implement organizational initiatives, but even the most well funded, member-rich Chapters have a limited capacity to carry out national programs. This question unintentionally places the Chapters at the service of the national organization, which seems to me to be inverted thinking.

**JB:** Of the six major goals, please prioritize them in the order of highest to least importance.

#1 Foster organizational change and maintain financial stability.

#2 Aggressively advocate and implement policies and legislative agendas that support and sustain good planning at the local, state and national levels.

#3 Develop new membership and product marketing strategies.

#4 Create a culture of continuing education and provide more education opportunities for practicing planners.

#5 Pursue social, economic and racial equity in America's communities.

#6 Develop and promote a brand definition that reflects the visual, emotional and cultural identity of APA.

**2B:** No. The previous ODP had too many goals. By reducing the number of goals to six, APA/AICP can focus its attention on those areas that matter most.

**2C:** APA/AICP can work with Chapters to implement the ODP by financially supporting continuing education efforts at the local level, assisting Chapters with formulation of positions on proposed planning legislation at the state level, and supporting APA/AICP membership drives at the Chapter level.

3) *The following questions pertain to the make-up of the APA Board of Directors and American Institute of Certified Planners (AICP) Commission. Please provide your opinion with an explanation as to your reasoning.*

a) *Should the voting for AICP President be only by AICP members instead of by all APA members?*

b) *Should the APA President serve as a voting member on the AICP Commission?*

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

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

**SP:** **3A:** Yes, but only with the caveat that AICP is still an institute of APA, and my reason for support is based on good parliamentary practice, not because I believe that artificial walls should be constructed between these groups.

**3B:** That would depend on whether the vote was reciprocated on the other body. Either have each president serve as an ex-officio member of the other body, or have both vote – but keep a sense of equality and structural balance in place.

**3C:** I do not believe there is sufficient information available for me to offer an opinion. My answer would be informed by certain considerations, however:

- I have served on enough boards to fear what happens when a board’s size exceeds its ability to respond in a timely manner;
- I prefer direct representation of APA’s members (including Planning Commissioners and citizen members, who were not mentioned in your question) to representation that is “filtered” through other leadership groups. If providing voting status to other “Big 5” groups and the COF ultimately put more votes to internal bodies than to the actual members at large, I would oppose the vote. And as a former Chapter President, I would rather present my Chapter’s case directly to the Board than expect the CPC to portray my views among the diversity of Chapter needs it must already represent.

**3D:** Since I am running for a Board seat, I would defer to the candidates for the Commission.

**JEB: 3A:** Yes, the AICP President should be elected by AICP members only. Under the present system, the AICP President could be elected without receiving the highest number of AICP member votes. Also, even though the AICP President also serves on the APA Board, other members of the APA Board are elected by subsets of the APA/AICP membership. For example, an APA Director for Region VI is elected by APA members from California and Nevada only.

**3B:** No, the APA President should not serve as a voting member of the AICP Commission. The APA President does not have to be an AICP member. If an APA President was not an AICP member, but was a voting member of the AICP Commission, he or she would be the only non-AICP member voting on AICP matters.

**3C:** The AICP President is a voting member of the APA Board under the current APA Bylaws and should continue as a voting member to provide an important connection between the APA Board and the AICP Commission.

The Council Chairs (CPC, DC and SRC) are presently non-voting members of the APA Board and should continue to be non-voting members. Voting members of the APA Board are elected by a large portion of the APA membership (either by region or at-large), while the Council Chairs are elected by only the members of their respective Councils, a much smaller number of members (for example, about 50 CPC members elect the CPC Chair). A COF Chair does not presently sit on the APA Board as a non-voting member, but that Chair would also be elected by a small group of College members.

Also, the Council Chairs are representing their Councils on the APA Board and are reporting the recommendations of their respective Councils to the Board. These

recommendations are based on a majority vote of each Council and the Council Chair must report those recommendations to the Board even if he or she did not support the majority. Voting members of the APA Board use their independent judgement to reach conclusions, but a Council Chair with the ability to vote would not be able to substitute his or her own judgement in place of the respective Council's recommendation.

**3D:** No, the AICP President should be able to vote on all matters that come before the AICP Commission. If necessary, an additional Commissioner could be added to the AICP Commission to provide an odd number of voting members.

4) *The American Institute of Certified Planners has inducted three classes into the College of Fellows. The Chapters play an integral role in selecting nominees, financing, and preparing nomination packets. The following questions pertain to the relationship between the Chapters, AICP and FAICP.*

- a) *Should the FAICP selection committee provide the Chapter President with evaluation information pertaining to non-selected candidates?*
- b) *Should the COF classes be limited to a specific number or should all worthy nominees be honored?*
- c) *Should a Chapter's endorsement be given more consideration than an individual endorsement?*

**SP:** **4A:** This specific question properly should be referred to Commission candidates only. Answering more generally, I would have a concern about any process that might share confidential information about selections for awards and honors, whether in APA or in the workplace.

**4B:** This question is appropriately directed to the Commission candidates.

**4C:** Sorry, I don't believe this question is clear enough for me to answer appropriately.

**JEB:** **4A:** Yes. This explanatory information would be helpful to the Chapter and the non-selected candidates. In particular, non-selected candidates would understand if they were not selected because of technical problems with their nomination packages or if they needed additional career experience for serious consideration/selection.

**4B:** All worthy nominees should be honored.

**4C:** No. A Chapter's endorsement should carry significant weight, but some individuals may have moved from one Chapter to another later in their careers, and not be adequately recognized by the new Chapter as a result.