

APPI Strategic Plan 2020 – 2024



Alberta Professional Planners Institute

Our Mission

We are the face of the planning profession within Alberta, Northwest Territories, and Nunavut. We serve the public interest by providing regulation, advocacy, promotion and services for our members.

Our Vision

Excellence in the planning profession.

Our Values

- We value **ethical practice**.
- We value **diversity**.
- We value **resilient communities** that support the wellbeing of their residents.
- We value the public interest and believe in **public participation in planning**.
- We value a **fair and democratic planning process**.
- We value **environmental integrity** and social and economic sustainability for the wellbeing of future generations.
- We value **continuous learning of members** for the benefit of communities and the profession.

Strategic Priorities

Membership Engagement

- Broaden and diversify the number of volunteers
- Increase participation in APPI learning opportunities
- Improve member satisfaction, especially for rural and northern members
- Align learning opportunities with professional development needs

Advocacy & Partnerships

- Build and leverage relationships with related organizations
- Build and promote the value of RPP and the APPI brand
- Demonstrate leadership in planning for reconciliation
- Demonstrate leadership in planning for equity, diversity and inclusion (EDI)
- Maintain and leverage relationships with university programs
- Enhance collaboration with CIP and other PTIAs

Organizational Excellence & Sustainability

- Assess and build capacity of Council and Administration

Critical Success Factors

Conditions or focus areas that, maintained or managed well, significantly advance the achievement of APPI's vision and mission.

Engagement with this Strategic Plan, to inform major Council decisions. Failure in this area may divert efforts or resources to unplanned projects that do not support APPI's mandate.

Communications that link our key messages to the Strategic Plan. Failure in this area may lead to confusion and/or obstruct the communication of the value of APPI membership.

Project management, to identify, prioritize and execute projects that will advance the Strategic Priorities. Failure in this area may result in haphazard initiatives that lack proper resources (human, \$\$).

Culture of support for the Strategic Plan. Failure in this area may hinder APPI's ability to maintain the momentum and longevity of Strategic Priorities and projects.

Innovation towards a more suitable business model and membership fee structure. Failure to do so may result in funding shortfalls for strategic projects or actions, which could then make it difficult to innovate products or services that yield higher membership satisfaction.

Key Performance Indicators

Quantifiable measures used to gauge and evaluate the effectiveness of APPI's activities against its goals and key success factors.

Membership Engagement

- Volunteer support for and participation in APPI initiatives (internal and external committees, appointments, etc)
- Ability to express interest in volunteer opportunities
- Attendance at APPI events, social media activity, etc
- Connections with rural and northern members
- Use of technology to enable participation in events
- Level of member satisfaction (by survey or self-reported)
- Recognition of APPI volunteers

Advocacy & Partnerships

- Collaboration with related professional organizations
- Promotion of RPP value and APPI "brand"
- Outreach to partners and other key audiences
- Sponsorships and partnerships at partners' events
- Leadership in planning for reconciliation including content and training on Indigenous topics
- Leadership in planning for EDI including alignment with practices, the sharing on EDI content, and supporting and encouraging individual reflection
- Involvement with accredited planning programs and students
- Shared priorities with CIP and other PTIAs
- Joint initiatives with other CIP and other PTIAs

Organizational Excellence & Sustainability

- Effective and appropriate governance
- Capacity of Council and Administration (training, recruitment, annual assessments)

