



American Planning Association
Pennsylvania Chapter
Lehigh Valley-Berks Section

2024 LEHIGH VALLEY-BERKS SECTION WORK PLAN

GOALS, OBJECTIVES, AND INITIATIVES

1. **Engage with local municipal and private sector planners and grow a diverse Section membership**
 - 1.1. Develop relationships local planning and zoning offices within the Section area
 - 1.2. Create dialogues with local municipalities and their planning commissions regarding Section events and trainings
 - 1.3. Provide outreach and education to employers in our region regarding the benefits of APA membership and AICP certification.
 - 1.4. Encourage membership among local college and university students

2. **Provide meaningful communication to and from the Lehigh Valley-Berks membership**
 - 2.1. Conduct surveys to understand the needs of current Section members, and what would be useful to all planners in the section area.
 - 2.2. Facilitate communication between Section Membership and the APA-PA regarding statewide events and initiatives.
 - 2.3. Update the Section webpage at <http://apapalvb.org/>.
 - 2.4. Create and promote a Section Facebook, Instagram, and LinkedIn account.
 - 2.5. Produce quarterly Board Reports for APA-PA that will also be sent to Section members.

3. **Support our AICP candidates, certified planners, and members in their professional development**
 - 3.1. Survey members on what workshops and activities would benefit them in their professional development
 - 3.2. Explore an AICP exam study group or resource library
 - 3.3. Expand AICP CM credits offerings throughout the year