



FPZA STRATEGIC PLAN

EDUCATION

Strengths

1. Conference
2. Mobile Tours
3. Opportunity for AICP Certification
4. Strong Chapters=Strong Programs
5. Consistent Quality in Newsletter
6. Planning Commissioners Training-Boles
7. Website



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EDUCATION

Weaknesses

1. Uneven Conference – Assure Program Quality, Limit Sessions during Mobile Tours
2. Uncertainty Regarding AICP Provider Status
3. Weak Chapters=Weak or no Programs
4. Inconsistent Press
5. Newsletter Timing & Schedule
6. Need for Articles & Chapter Reporting
7. No Centralized Speakers Database
8. Lack of Professional Development Officer/Educational Liaison



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FINANCE

Strengths

1. 501-C-3
2. Balanced Budget
3. Conference Sponsorship
4. Dues Provide Consistent Funding
5. Solid Financial Base
6. Strong Executive Administrator
7. We Run a Lean Program



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FINANCE

Weaknesses

- Tax Cuts – Potential Loss of Dues \$\$
- Minimal Coordination of Finances between State and Chapters for Tax Reporting
- Overly Dependent on Dues
- Minimal Sponsorship \$\$
- More Time needed for Budget by Board
- Treasurer Assumes Duties Mid-Year
- Limited Reserves
- Chapters not Depositing Checks
- FPZA Merchandise not on Web
- Not Taking Advantage of Revenue Opportunities
- Minimal Fundraising Activities



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MEMBERSHIP

Strengths

- Ongoing Strong Chapters
- Scholarships
- Diversity in Members (public/private, different professions)
- Potential for New Members Due to AICP Credit Requirement
- Updated Brochure
- Website
- Affordable Dues
- Statewide Consistent Membership
- Grassroots Planning Organization, not Corporate
- Great Networking



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MEMBERSHIP

Weaknesses

- Lack of Mentoring Future Chapter Leaders
- Disconnect Between State and Chapters
- Potential Tax Cut Effects & Membership Loss
- Lack of Student Outreach
- Lack Incentives for Membership
- Website not Current
- Not Recruiting New Members
- Lack of Leadership in Outlying Areas
- Stronger Identity Needed-Push New Branding
- Core Group (20%) Doing Work
- Lack of Student Leadership
- Local Government Officials are Not Involved



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TOP PRIORITIES

1. New Revenue Opportunities – Merchandise on Web, Sponsorship (time sensitive), **Overview Advertising**, Fundraising (bicycle, running, golf events) (10)

FINANCE



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TOP PRIORITIES

2. Newsletter Reporter by Chapter and State Board Assignments- move toward state newsletter with chapter contributions – consider using unspent funds toward newsletter content & production. Consider honorariums for articles. Chapters to pitch in for newsletter? (7)

EDUCATION



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TOP PRIORITIES

3. Student Outreach & Leadership (5)

MEMBERSHIP



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TOP PRIORITIES

4. Mentoring Leadership at Local Level (5)

MEMBERSHIP



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TOP PRIORITIES

5. Foster State Board-Chapter Interaction (4)

MEMBERSHIP



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TOP PRIORITIES

6. Membership Drive (3)

MEMBERSHIP



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TOP PRIORITIES

7. Programs/Topics/Speakers on the Web. State sponsored events in chapters. (3)

EDUCATION



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TOP PRIORITIES

8. AICP Provider Status, Board Member as “Professional Development Officer” (2)

EDUCATION



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TOP PRIORITIES

9. Joint Chapter Activities (1)

EDUCATION



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OTHER FINANCE PRIORITIES

1. Chapter Treasurer Reports Quarterly
2. Proactive Budget
3. Limited Reserves
4. Resolve Tax Issues
5. Resolve Problem of Inactive Chapters not Depositing/Using Checks – Joint Bank Accounts & Chapter Dissolution



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OTHER MEMBERSHIP PRIORITIES

1. Copy of Membership Application to Chapters
2. Lack of Leadership in Outlying Areas



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TOP PRIORITIES

1. New Revenue Opportunities – Merchandise on Web, Sponsorship (time sensitive), Overview Advertising, Fundraising (bicycle, running, golf events) (10)
2. Newsletter Reporter by Chapter and State Board Assignments (7)
3. Student Outreach & Leadership (5)
4. Mentoring Leadership at Local Level (5)
5. Foster State Board-Chapter Interaction (4)
6. Membership Drive (3)
7. Programs/Topics/Speakers on the Web (3)
8. AICP Provider Status, Board Member as “Professional Development Officer” (2)
9. Joint Chapter Activities (1)