

APA PRIVATE PRACTICE DIVISION 2018 ANNUAL MEETING



June 12, 2018

1:00-2:00 PM EST

AGENDA

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- A New Approach: The On-Line Annual Meeting!
- Introductions
- PPD Status Report
- Division Council News: A Recap
- How Can PPD Better Serve You?

INTRODUCTIONS

THE ON-LINE ANNUAL MEETING

- Typically limited to attendance at NPC
- More equitable
- We have grown!
- Provides an opportunity to catch up/speak out

THE 2018 EXECUTIVE COMMITTEE

- Deana Rhodeside, PhD — Chair
- Deborah Myerson, AICP — Past Chair
- John Enos, AICP — Vice Chair
- Kris Hopkins, FAICP — Secretary/Treasurer
- Steve Tocknell, AICP — At Large Member



Deana Rhodeside



Deborah Myerson



John Enos



Kris Hopkins



Steve Tocknell

GETTING TO KNOW YOU

GETTING TO KNOW YOU

1. Is this the first time you are attending a PPD Annual Meeting?
 - A. Yes
 - B. No

GETTING TO KNOW YOU

2. Are you currently a student or a planning practitioner?
 - A. I am currently a student
 - B. I am a planning practitioner

GETTING TO KNOW YOU

3. How long have you been a member of the Private Practice Division?
 - A. Less than one year
 - B. 1-5 years
 - C. 6-10 years
 - D. More than 10 years

PPD STATUS REPORT

WE ARE PROUD TO ANNOUNCE!

- FAICP: 2018 GROUP (Coordinated through PPD)
 - Wendy Moeller (FAICP)
 - Cynthia Bowen (FAICP)
 - Clarence Eng (FAICP)
- Deborah Myerson, AICP: DC Chair Award



MEMBERSHIP STATUS

May 2018

- 700 Members
- 400 Students

May 2017

- 289 Members
- 5 Students

BUDGET STATUS

Private Practice Division

FY2017 Financial Report (10/01/2016 - 9/30/17) and FY2018 Budget

		FY 2017 Budget	FY 2017 Actual	FY 2018 Budget
OPENING BALANCE		\$ 7,844.51	\$ 7,844.51	\$ 8,383.88
REVENUE	Description	REVENUE	REVENUE	REVENUE
Dues	FY16 Q4	\$ 990.00	\$ 779.25	\$ 990.00
	FY17 Q1	\$ 990.00	\$ 1,397.50	\$ 990.00
	FY17 Q2	\$ 990.00	\$ 831.26	\$ 990.00
	FY17 Q3	\$ 990.00	\$ 855.65	\$ 990.00
	Dues Revenue	\$ 3,960.00	\$ 3,863.66	\$ 3,960.00
	Webinar Paid Registrations/Honoraria	\$ 500.00	\$ -	\$ 2,000.00
	Revenue at NPC Conference	\$ 200.00	\$ -	
	2017 CM Provider Fee - APA refund*		\$ 190.00	
	DC Travel Grant to PPD		\$ 500.00	\$ 500.00
	TOTAL REVENUE	\$ 4,660.00	\$ 4,553.66	\$ 6,460.00
EXPENSES	Description	EXPENSES	EXPENSES	EXPENSES
National Planning Conference	Annual PPD Business Meeting	\$ 500.00	\$ -	\$ 750.00
	Printing	\$ -	\$ -	
	Joint Reception	\$ 1,250.00	\$ 1,000.00	\$ 1,250.00
	Conference Expense	\$ 1,750.00	\$ 1,000.00	\$ 2,000.00
Travel - Division Chair	APA National Planning Conference	\$ 1,500.00	\$ 1,848.15	\$ 1,850.00
	APA Fall Leadership Meetings	\$ 750.00	\$ 921.14	\$ 950.00
	Other	\$ -	\$ -	
	Travel Expense	\$ 2,250.00	\$ 2,769.29	\$ 2,800.00
Communications	PPD Brochure	\$ -	\$ -	
	Nametags	\$ -	\$ -	
	Communications Expense	\$ -	\$ -	\$ -
Education	Utah/Ohio Webcast	\$ 150.00	\$ 150.00	\$ 150.00
	2017 CM Provider Fee - APA	\$ 95.00	\$ 95.00	\$ 95.00
	DC Joint Sessions / Webinar		\$ -	\$ 500.00
	Education Expense	\$ 245.00	\$ 245.00	\$ 745.00
Membership and Outreach	Student Award Sponsorship	\$ 100.00	\$ -	\$ 100.00
	Promote PPD at Chapter Level			\$ 225.00
	Member directory	\$ 750.00		
	Promote Consultants' Handbook	\$ 150.00	\$ -	
	FAICP Committttee			\$ 190.00
	Outreach Expense	\$ 1,000.00	\$ -	\$ 515.00
	TOTAL EXPENSES	\$ 5,245.00	\$ 4,014.29	\$ 6,060.00
Revenue over (under) Expenses for reporting period:		\$ (585.00)	\$ 539.37	\$ 400.00
CLOSING BALANCE		\$ 7,259.51	\$ 8,383.88	\$ 8,783.88

Revised by: Kristin Hopkins, PPD Treasurer
Date: April 18, 2018

*Refunded \$95 twice, rectified 11/30/17

QUESTIONS?

DIVISIONS COUNCIL NEWS: A RECAP

CURRENT ISSUES OF INTEREST

- Division Generated Sessions
 - *“How to Write an Engaging NPC Proposal”*
Webinar
- AICP Update
- Student Memberships: A New Focus

HOW CAN THE PPD
BETTER SERVE YOU?

2017 **MEMBER** SURVEY FINDINGS

- Firm Size
 - Almost half are sole proprietors
 - Another 20% are in firms with more than 100 employees
- Firm Specialties
 - Sustainability/Environment, Natural Resources, Energy (44%)
 - Housing and Community Development (43%)
 - Small Town and Rural Planning (39%)
 - Economic Development (35%)
 - Transportation (33%)
 - Urban Design/Historic Preservation (22%)
 - Hazard Mitigation (6%)
 - Federal Planning (4%)

2017 **MEMBER** SURVEY FINDINGS

(Continued)

- Reasons for Joining PPD (Top 6)
 - Help in developing my practice
 - Professional networking opportunities (59%)
 - Camaraderie with other planning professionals (47%)
 - Wanted a copy of the PPD Handbook (32%)
 - Curious after attending the NPC (11%)
 - Thinking of becoming a consultant (11%)

2017 **MEMBER** SURVEY FINDINGS

(Continued)

- Professional Development Topics of Interest
(Top 4)
 - Cultivating clients and securing contracts
 - Marketing and communications
 - Setting up or growing a firm
 - Project management

2017 **MEMBER** SURVEY FINDINGS

(Continued)

- Other Resources or Events You Would Like
 - Growing a private practice
 - Employee benefits/Errors and Omissions info
 - More communication in general
 - More CM offerings for Private Practitioners
 - RFP guidance

2018 **STUDENT MEMBER** SURVEY

FINDINGS

- 47 Responses

- 66% are graduate students in accredited Planning Program
- 19% are undergraduate students in accredited Planning Program

- Graduation Year

- More than half will graduate in 2019-2020 school year
- 20% in 201-2019 school year

2018 **STUDENT MEMBER** SURVEY FINDINGS

(Continued)

- Reasons for Joining PPD (Top 5)
 1. Thinking of becoming a consultant (87%)
 2. Professional networking opportunities (77%)
 3. Help identify differences between working in private sector vs public sector (64%)
 4. Free student membership (53%)
 5. Wanted copy of PPD Handbook (25%)

2018 **STUDENT MEMBER** SURVEY FINDINGS

(Continued)

- Awareness of PPD Communications & Benefits (Top 5)
 1. Email Announcements (69%)
 2. Division Newsletter (51%)
 3. PPD Website (49%)
 4. Networking with PPD members at NPC (23%)
 5. Facebook page (18%)
- 12% are not familiar with any of PPD communications or benefits

2018 **STUDENT MEMBER** SURVEY FINDINGS

(Continued)

- Interest in benefits/volunteer opportunities
 - Mentorship program (83%)
 - Internship program (75%)
 - Serve as Student Rep on Division committee (47%) or PPD Exec Committee (38%)
 - Help organize PPD event at Chapter conference (32%) (respondents from 13 Chapters)
 - Write article for PPD newsletter (30%)
 - Post to social media outlets on PPD's behalf (21%)
 - Help organize PPD awards program (9%)
- 39 provided name and contact info

PPD COMMITTEES AND SERVICES

- Member Directory
- Blog/Social Media Platform
- Awards Program
- Mentorship
- Local Receptions

YOUR IDEAS...

- What additional services or opportunities would it be useful for PPD to provide?

ANYTHING ELSE YOU
WOULD LIKE TO DISCUSS?

A FEW REMINDERS

REMEMBER

- The deadline for submitting an NPC Session Proposal is June 25th, 2018 at NOON (CST)
 - If you need a copy of the Division Council Powerpoint on “How To Write A Winning Proposal,” please let me know (deanar@rhodeside-harwell.com)
 - The PPD newsletter is coming out in 2 weeks. Look for it!
 - Finally, if you have not requested the Private Practice Handbook and would like a copy, please let me know.

**MANY THANKS FOR
PARTICIPATING IN THIS
MEETING!**