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**Private Practice Division**

**2024-2025 Two-Year Work Plan**

| **Goal** | **Action Items** | **Leads** | **Due Dates** | **Budget** |
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| 1. **Communications** | | | | | |
| 1. Create and implement a social media/Groups.io content calendar. | * Schedule posting across platforms, especially for Handbook promotion and to expand LinkedIn Group. * Volunteer for posts. | Communications Chair, Communications Committee | Initially 1/24, then update at least quarterly | $0 |
| 2. Promote events via monthly newsletter, targeted email campaigns, social media posts, Groups.io, and the Division website. | * Send monthly PPD Update to members. * Send PPD Conversations write-up to attendees. * Update Groups.io monthly. * Update website monthly. | Division Chair, Communications Chair, Communications Committee | Content due from Chair by first Friday of each month  PPD Update published on following Monday | $0 |
| 3, Complete updates to website and APA PPD Networking Group/Groups.io. | * Complete new technology implementation with APA. * Ensure all content is updated at least monthly and that PPD Conversation recordings, handouts, and other content are posted. * Ensure Committee completes Wagtail training. * Update designated admins and SOPs, as needed. | Communications Chair, Communications Committee | Content updates at least monthly  Training: 6/24  Admins, SOPs, as needed | $0 |
| 4. Update and implement outreach items. | * Ensure Handbook, website, and email/ presentation templates all reflect APA’s Division’s visual branding guidelines. * Create templates and workflow for new member emails (ex. thanks for joining, member benefits, join us on platforms and at events). * Implement onboarding sequence for new members. | Communications Chair, Communications Committee | 6/24 | $0 |
| 5. Submit and implement Divisions Council Communications Grant for 2022 Communications Plan. | * Draft grant application to implement 2022 Communications Plan recommendations. * Select APA vendor from preferred list and coordinate for project completion. | Communications Chair, Communications Committee | 2/24 – Submit concept to Executive Committee  3/24 – Submit grant to APA | $1,000 revenue; $1,000 expense |
| 1. **Professional Development** | | | | | |
| 1. Provide PPD Conversations as a signature member benefit and engagement tool. | * Prepare calendar of PPD Conversations topics. * Host meetings. | Division Chair, Vice Chair | 8 – 10 times/year on 4th Fridays | $0 |
| 2. Represent Division at National Planning Conference (NPC) and encourage member involvement. | * Actively encourage/invite members to submit session proposals for the National Planning Conference. * Encourage PPD members to seek positions on the Conference Review Committee. * Encourage Division members to propose APA sessions focused on issues and interests of concern to private sector practitioners via newsletter and social media. * Produce copy to promote and endorse sessions of interest to PPD membership via e-mail messages, newsletter, and social media. * As appropriate, organize one or more webinars based on the NPC sessions within six months of the conference. | Division Chair, Vice Chair, Education Committee | 9/24  9/25 | $0 |
| 3. Provide additional events with CM credits. | * Continue membership with Planning Webcast Series [Ohio Chapter] with two to four webinars per year * Coordinate potential webcasts with APA for APA Learn, including the option of charging for these events. * Renew annual payment to APA for CM credits. * Collaborate with other Divisions to offer at least one educational session on a Divisions Council education initiative-related topic. | Division Chair, Vice Chair, Education Committee | Not less than semiannually | $150  $95 (provided by Divisions Council) |
| 4. Recruit and nominate potential Fellows. | * Reappoint PPD FAICP Selection Committee, Recruit Eligible PPD Members to Apply | Division Chair, Past Chair | 8/24 - Recruit applicants  8/25 - Submit nominations | $190 |
| 5. Develop a PPD Mentorship Program | * Reach out to PPD Student Members, New Members, Life Members, and FAICP Members. * Form Mentor Match Committee * Collaborate with Mentor Match initiatives at the national and state levels to provide mentors in private practice. | (To be Appointed by Division Chair) | Program to begin no later than 6/24 |  |
| 1. **Leadership and Collaboration** | | | | | |
| 1. Participate in APA Leadership meetings and training sessions | * Attend and actively participate in the 2023 and 2024 APA Leadership meetings and training sessions. | Division Chair | Semiannually at NPC and either virtually or in person, in early Fall | $1,700 |
| 2. Collaborate with other Divisions and Chapters. | * Develop and conduct Division outreach activities at APA Chapter conferences. * Support APA Foundation, including 2023 Day of Service * Expand the menu of PPD presentations/sessions that can be offered at Chapter conferences and submit proposals. * Invite other divisions to participate in selected monthly conversations as subject matter experts. * Consider joint division session proposals on topics of shared interest at the NPC or state chapter conferences. * Promote PPD articles/blog posts to Chapter newsletter editors. * Work with other Divisions and Chapters to encourage APA to offer Professional Liability Insurance to all APA members * Support APA initiatives to promote personal security in the workplace | Division Chair, Vice Chair, Education Committee | Conference-related tasks at NPC and prior to NPC Session Proposal deadlines  Conversation invites by 1st Friday prior to scheduled conversation  Existing articles and posts sent out as needed | $400 |
| 1. **Member Engagement** | | | | | |
| 1. Develop and advertise Member/ Student Member Survey. | * Draft 2024 Membership Survey * Distribute to Members * Review Findings * Implement as Indicated | Membership Committee | 6/24 | $0 |
| 2. Follow up with all members expressing interest in volunteering. | * Match survey respondents with ongoing activities (Conversations, Webinar) * As member participation grows, revive or begin new initiatives (e.g., Awards, Mentorship, Blogs, Networking Social Events) | Membership Committee | 9/24 | $0 |
| 3. Implement strategies to address needs identified in 2023 student survey. | * Review findings with APA Planning Accreditation Board | Membership Committee | 3/24 | $0 |
| 4. Promote Revised Private Practice Handbook as a Tool for New Member Recruitment | * Promote Handbook through Interact, PPD webpage and other APA outlets * Include Handbook in Membership Outreach Strategy | Membership Committee | Ongoing |  |
| 1. **Administration** | | | | | |
| 1. Convene monthly virtual meetings with the Executive Committee and other leadership | * Prepare agendas for each monthly meeting. | Division Chair for agendas and meeting management | Monthly | $0 |
| 2. Hold virtual Annual Meeting to report to membership and conduct business, as needed. | * Create presentation * Provide reporting for presentation | Division Chair in coordination with the Executive Committee | 6/24  6/25 | $0 |
| 3. Prepare and distribute minutes for all meetings. | * Take notes at meetings * Distribute minutes after meetings * Revise as needed | Secretary | Distribute 1-2 weeks after each meeting | $0 |
| 4. Create and monitor Division budgets via appropriate reporting. | * Maintain a balanced budget for FY 2024 and FY 2025. * Review and verify all reporting received from APA, such as member rosters and dues payments. * Provide monthly reports to Executive Committee. * Complete budget due mid-October of each year. * Publish budget and financial report to share with the membership at the Annual Meeting * Post budget on the website in December of each year and include in Annual Performance Report. * Submit Disbursement Forms to APA. | Treasurer | 10/24 and 10/25 – Adopt annual budget | $0 |
| 5. Develop sponsorship levels/benefits and recruit sponsors. | * Review ongoing division sponsorship programs. * Develop sponsorship package. * Recruit sponsors. | Division Chair, Communications Chair, and Treasurer to develop;  Executive Committee to recruit sponsors | 5/24 – Develop package  8/24 -  Begin recruitment | Revenue goals: $1,000 in 2024, $1,500 in 2025 |
| 6. Prepare an Annual Performance Report. | * Draft Report based on this work plan and submit to Divisions Council by Nov. 1 of each year. | Division Chair | 11/24 | $0 |
| 7. Update Division Bylaws. | * Lead Bylaws update as needed and with new positions, including at a minimum, a Finance Chair, a Communications Chair, an Education Chair, a Membership Chair, and a Student Representative. | Division Chair | 8/24 | $0 |
| 7. Develop PPD Succession Plan | * Per APA guidance, develop a Succession Plan to identify and mentor future PPD Officers and Committee Chairs | Division Chair, Past Chair | 10/2024 | $0 |
| 8. Hold elections in 2025. | * Appoint Nominating Committee. * Identify candidates and oversees elections, using APA National for ballot distribution | Division Chair, Past Chair, Nominating Committee | 6/25 -Nominating Committee  8/25- Submit slate | $0 |