

**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 monthPPD 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 monthlyTraining: 6/24Admins, 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 Committee3/24 – Submit grant to APA  | $1,000 revenue; $1,000 expense |
| 1. **Professional Development**
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| 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 | 9/249/25 | $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 applicants8/25 - 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 deadlinesConversation invites by 1st Friday prior to scheduled conversationExisting articles and posts sent out as needed | $400 |
| 1. **Member Engagement**
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| 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  | 6/246/25 | $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 package8/24 -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 Committee8/25- Submit slate | $0 |