
INTRODUCTION:

This planning document is intended to guide the activities of the Board of Directors (directors) of the Montana Association of Planners (MAP) for the years 2017 through 2020. Directors are elected by the general membership of MAP, serve two year terms, and volunteer their time in service. This strategic plan recognizes limitations on the capacity of directors and economizes the number of actions to be conducted over the planning period.

OUR PURPOSE:

The purpose of the Montana Association of Planners is to pursue excellence in planning to create and sustain diverse, active and engaged communities, economies and landscapes. We strive to achieve this by:

- Empowering a diverse membership,
 - Providing professional development opportunities, and
 - Putting planning knowledge into the hands of citizens and elected officials.
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KEY GOALS:



Partnerships. Develop beneficial partnerships with a diverse range of interests / organizations to increase our reach and impact on legislative and topical affairs.



Relevancy. Elevate the relevancy of MAP and the planning profession with Montana planners and closely related groups.



Know-How. Increase outreach and educational opportunities for membership and those engaged in planning profession.



Engagement. Implement sustainable business systems to improve the effectiveness and participation of membership and MAP board.











ESSENTIAL STRATEGIES:

- Distribute information to local officials and planners that helps them understand and respond to legal / legislative issues.
- Identify and connect with a diverse range of organizations and groups to broaden industry awareness, leverage resources, disseminate information, and find opportunities to work together.
- Organize and execute a successful MAP conference annually to foster excellence in planning and to encourage networking, information sharing and leadership.
- Increase the number of people who (1) become MAP members and (2) can be called upon to be advocates for sound planning in Montana.
- Identify methods and systems that help to sustain the energy, motivation and participation of board members.
- Develop a strategic communications program to help carry out goals of organization.
- Develop resources and marketing material about MAP and our profession to share with, inspire and engage students and planners new to the state.









CURRENT DIRECTORS (January 2017):

NAME	POSITION	ORGANIZATION
Andrew Hagemeyer, AICP	President	Missoula County
Aaron Wilson, AICP	Vice President	Missoula Metropolitan Planning Org.
Kyle Roberts	Treasurer	City of Polson
Bailey Minnich, AICP, CFM	Secretary	City of Whitefish
Michael Inman, CFM		Park County
Renee Lemon, AICP		MT Fish Wildlife and Parks
Martin Matsen, AICP		City of Bozeman
Greg McNally		Lewis and Clark County
Allison Mouch, AICP		Orion Planning and Design
Lawson Moorman, AICP, CFM		Park County
Monica Plecker, AICP		Billings-Yellowstone County
Galen Steffens		MT DEQ









PRIORITY AND ONGOING ACTIONS FOR 2019/2020:

GOAL	ACTION STEP	TIMEFRAME	RESOURCE NEEDS	OUTCOMES
	Launch new website	Winter 2019	Funds are allocated	Improved presence
	Promote MAP Mini-grant program	Winter 2019	\$1,000/yr	Educational opportunities
	Develop outreach materials directed toward potential new MAP members	Winter 2020	Board effort	Increased membership
	Explore becoming 501(c)3 / MT-APA chapter	Summer 2020	Board effort	Options for membership input
	Complete communications strategy	Summer 2020	Board effort / Funding?	Improved presence
	Hold annual conference	Ongoing priority	~\$15,000/yr	Education and funding
	Hire, manage lobbyist	Ongoing priority	~\$7,500/yr	Voice at the legislature
	Experiment with new ideas to innovate the conference	Ongoing priority	Board effort	New ideas for conferences
	Complete data archive	Ongoing priority	Board effort	Better long term record keeping
	Review and update strategic plan	Review Annually	Board effort	Reviewed annually, updated in 2019

ADDITIONAL ACTIONS:

GOAL	ACTION STEP	PRIORITY	RESOURCE NEEDS	OUTCOMES
	Develop guidance materials for conference planning and execution	Do as resources allow	Board effort	Efficiencies in organizing conference
	Identify information providers for legal / legislative updates to share with membership	Do as resources allow	Board effort	Resources for membership
	Revise bylaws	Do as resources allow	Board effort	Organizational efficiencies
	Assess existing and needed board policies	Do as resources allow	Board effort	Organizational efficiencies
	Survey membership to help align goals and financial priorities	Hold for other actions	Board effort	Feedback on organizational structure
	Dedicate MAP liaison to build presence with MACO and League	Defer until resources allow	Board effort Funding	Improved partner communications
	Hold a conference involving other industry groups to share information and leverage effort	Defer until resources allow	Board effort Funding	Improved partner communications
	Schedule meeting between MEDA and MAP	Defer until resources allow	Board effort	Improved partner communications

COMPLETED ACTIONS:

GOAL	ACTION STEP	TIMEFRAME	STATUS	OUTCOMES
	Become member of Montana Infrastructure Coalition	Winter 2016	DONE	Did not become member
	Establish an info@mtplanners.org email address	Winter 2016	DONE	Email in use
	Initiate communications and website audit	Spring 2017	DONE	Done as part of website update
	Research and recommend cloud storage solution	Spring 2017	DONE	Storage system acquired and in use
	Research new website possibilities	Spring 2017	DONE	Selected a firm to develop new website
	Research and recommend board liability insurance	Spring 2017	DONE	Board protected from individual liability
	Develop a new board member welcome packet	Summer 2017	DONE	Packet complete and in use
	Research and recommend CRS options	Summer 2017	DONE	Continue using current CMS