

Housing & Community Development Division
FY2021 Work Plan – Proposed

HCD FY2021 Budget Summary	
A. Governance	\$ 0
B. Communications	\$2,000
C. Membership	\$0
D. Finances	\$0
E. Equity, Diversity, and Inclusion	\$1,000
F. APA and Division Initiatives	\$0
G. Student Outreach	\$0
H. Content	\$245
Total	\$3,245

Policy / Goal	Tasks	Actions	Responsible Parties	Budget
A. Governance				
	1. Establish 7-member Executive Committee	a) Appoint At-Large Member	Chair	\$0
		b) Appoint Treasurer		
		c) Appoint Student Liaison		
	2. Attend and participate in APA Leadership meetings	a) Chair and/or Vice Chair to attend NPC21 and Fall Leadership Meetings	Chair Vice-Chair	\$0 <i>(previously \$4000)</i>
		b) Chair to attend quarterly leadership meetings		
	3. Conduct monthly Executive Committee Meetings	a) Meetings set for the last Friday of every month	Chair	\$0
		b) Prepare Meeting Agendas and Meeting Minutes		
		c) Members to prepare monthly/quarterly reports		
	4. Hold Annual Business Meeting	a) Begin Member Outreach in January	Chair	\$0
b) Post Agenda / Business Plan for comments in March				
c) Host Meeting in April				
5. Establish Division Calendar	a) Begin Member Outreach in January	Chair	\$0	
	b) Post Agenda / Business Plan for comments in March			
	c) Host Meeting in April			
6. Bi-Annual Elections	a) Prepare for open elections for the following positions: Chair, Vice-Chair, Secretary	Chair	\$0	
7. Amend Bylaws	a) Amend Bylaws to split elections	Chair	\$0	
	b) Submit Bylaw Amendment at Annual Business Meeting			
8. Monthly Reporting	a) Provide report to Exec. Com. at Monthly Meetings	Chair	\$0	
9. Performance Reporting	a) Establish Performance Reporting Checklist	Chair	\$0	
	b) Set up process for collecting Division Documentation for 2021			
	c) Submit Performance Report by 11/15/21			
				\$0

Policy / Goal	Tasks	Actions	Responsible Parties	Budget	
B. Communications					
	1. Appoint Media Fellow	a) Open Call for Applicants	Vice-Chair	\$1,000	
		b) Review Applicants			
		c) Make Recommendation to the Executive Committee			
	2. Email List	a) Maintain email list	Vice-Chair	\$1,000	
		b) Pay for mail list subscription service			
		c) Look for ways to increase our subscription			
		d) Train at least three administrators			
	3. Website	a) Maintain and regularly update website	Vice-Chair	\$0	
		b) Direct all other HCD-related content to website			
		c) Maintain calendar			
		d) Pay hosting fee			
		e) Continue to add content			
		f) Look for ways to increase traffic			
		g) Train at least three administrators			
	4. Social Media	a) Direct all traffic to website	Vice-Chair	\$0	
		b) Coordinate platforms (Twitter/Instagram/Facebook)			
		c) Generate 3 posts per week			
	5. E-Blasts / Newsletters	a) Maintain regular (monthly) e-blast / newsletters	Vice-Chair	\$0	
		b) Continue to add content			
		c) Look for best practices from other Divisions			
		d) Seek input from Planning / JAPA editors			
	6. Monthly Reporting	a) Provide report to Exec. Com. at Monthly Meetings	Vice-Chair	\$0	
					\$2,000

Policy / Goal	Tasks	Actions	Responsible Parties	Budget	
C. Membership					
	1. Increase membership	a) Track existing membership	Secretary	\$0	
		b) Identify current and recent trends			
		c) Develop strategy for increasing membership			
	2. Better support members	a) Identify key areas of need and interest	Secretary	\$0	
		b) Compile and analyze various attributes, demographics, and geographical information of membership			
		c) Propose new strategies for supporting members			
	3. Host Event at NPC'21	a) Identify best format / platform for social event	Secretary	\$0	
		b) Work with event organizers to identify best times for such an event			
		c) Consider co-sponsoring with another Division			
	4. Sponsor Events at NPC'21	a) Provide HCD Members Guide	Secretary	\$0	
		b) Work with event organizers to develop HCD tract			
	5. Increase attendance at Annual Business Meeting	a) Begin member outreach in January	Secretary	\$0	
		b) Solicit comments in March			
		c) Develop interactive component			
	6. Monthly Reporting	a) Provide report to Exec. Com. at Monthly Meetings	Secretary	\$0	
					\$0

Policy / Goal	Tasks	Actions	Responsible Parties	Budget
D. Finances				
	1. Appoint Treasurer to the Executive Committee	a) Reopen Call for Applicants	Chair	\$0
		b) Review Applicants		
		c) Make Recommendation to the Executive Committee		
	2. Coordinate Division Finances	a) Work with APA to understand financial statements, debts, credits, etc.	Treasurer	\$0
		b) Prepare for signature, submit, and track all invoices		
		c) Monitor income from APA		
		d) Train at least three administrators		
	3. Fundraising	a) Identify new sources of income for HCD	Treasurer	\$0 <i>target +\$1,000</i>
	4. Grant Applications	a) Coordinate APA Divisions Research Grant	Treasurer	\$0 <i>target +\$1,000</i>
		b) Coordinate APA Divisions Communications Grant		
c) Identify additional grant opportunities				
5. Monthly Reporting	a) Provide report to Exec. Com. at Monthly Meetings	Treasurer		
				\$0

Policy / Goal	Tasks	Actions	Responsible Parties	Budget	
E. Equity, Diversity, and Inclusion					
	1. Appoint Research Fellow	a) Open Call for Applicants	Past-Chair	\$1,000	
		b) Review Applicants			
		c) Make Recommendation to the Executive Committee			
	2. Establish Scholarship Fund	a) Coordinate with Divisions Council and APA	Past-Chair	\$0 <i>target +\$1,000</i>	
		b) Develop naming opportunity and mission statement			
		c) Identify potential donors			
	3. Establish HCD Book Club	a) Recommend monthly book on EDI as it relates to Housing and Community Development	Past-Chair	\$0	
		b) Identify two authors for presentations, Q&A			
		c) Host bi-annual webinar			
	4. Content Coordination	a) Oversee Race and Housing Fellow	Past-Chair	\$0	
		b) Generate monthly list of news, resources, links, and references			
		c) Generate two interviews in print / podcast format			
	5. Joint Division Efforts	a) Identify possible opportunities for events and collaborations with other Divisions	Past-Chair	\$0	
	6. Best practices	a) Develop a set of best practices for increasing equity, diversity, and inclusion in HCD (and APA) related events	Past-Chair	\$0	
	7. Monthly Reporting	a) Provide report to Exec. Com. at Monthly Meetings	Past-Chair	\$0	
					\$1,000

Policy / Goal	Tasks	Actions	Responsible Parties	Budget
F. APA and Division Initiatives				
	1. Appoint At-Large Member to the Executive Committee	a) Open Call for Applicants	Chair	\$0
		b) Review Applicants		
		c) Make Recommendation to the Executive Committee		
	2. Assist in Divisions Council Initiatives	a) Act as Liaison for HCD w/r/t Divisions Council Initiatives	At-Large	\$0
		b) Provide Technical Assistance and recommendations for key personnel		
		c) Coordinate with HCD activities and promote HCD involvement		
	3. Assist APA in Policy Initiatives	a) Act as Liaison for HCD w/r/t to APA Initiatives	At-Large	\$0
b) Provide Technical Assistance and recommendations for key personnel				
c) Coordinate with HCD activities and promote HCD involvement				
4. Promote HCD Members as a Resource	a) Identify areas of expertise	At-Large	\$0	
	b) Communicate expertise to APA, Divisions Council, HCD Membership			
	c) Connect HCD Membership as a resource			
5. Establish HCD Initiative	a) Identify key area of interest and develop abstract for an HCD-specific initiative	At-Large	\$0	
6. APA Divisions Research Grant	a) Submit Initiative for APA Research Grant	At-Large	\$0	
7. Monthly Reporting	a) Provide report to Exec. Com. at Monthly Meetings	At-Large	\$0	
				\$0

Policy / Goal	Tasks	Actions	Responsible Parties	Budget
G. Student Outreach				
	1. Appoint Student Liaison to the Executive Committee	a) Reopen Call for Applicants	Chair	\$0
		b) Review Applicants		
		c) Make Recommendation to the Executive Committee		
	2. Increase Student Membership	a) Track Current Student Membership	Student Liaison	\$0
		b) Prepare Survey to help identify strategies for meeting the needs of Student Members		
		c) Prepare Media Campaign to Planning Programs		
	3. Retain Student Members	a) Track Current Student Membership	Student Liaison	\$0
		b) Prepare Survey to help identify strategies for meeting the needs of Student Members		
	4. Support APA Student Competition	a) Work with APA Staff, Student Council, and Steering Committee	Student Liaison	\$0 <i>target \$500</i>
		b) Develop Brief		
		c) Solicit support (in APA and out) for competition		
	5. Create Student-focused content	a) Guest student writers	Student Liaison	\$0
		b) Faculty / Program Profiles		
		c) Identify academic trends		

Policy / Goal	Tasks	Actions	Responsible Parties	Budget
H. Content Generation				
	1. Appoint Content Coordinator	a) Open Call for Applicants	Vice-Chair	\$0
		b) Review Applicants		
		c) Make Recommendation to the Executive Committee		
		d) Oversee Content Coordinator		
	2. Content Coordination	a) Establish monthly meeting	Content Coordinator	\$0
		b) Establish running list of possible contributors		
		c) Create calendar of contributions and deadlines		
		d) Optimize formats and platforms for content		
	3. Webinars	a) Enroll in Webinar Service (Ohio APA Chapter)	Content Coordinator	\$245
		b) Identify and develop half a dozen webinar topics, ideas, sponsors, participants		
		c) Produce three webinars		
	4. NPC Events	a) Coordinate with event organizers	Secretary	\$0
		b) Develop HCD Track / HCD-sponsored event		
		c) Produce HCD Event		
	5. Generate additional content	a) General (monthly)	Res. Fellow	\$0
		b) Race and Housing (monthly and bi-annually)	Med. Fellow	
		c) APA/Division/HCD initiative-related content	At-Large	
		d) Generate HCD Book Club related content	Past-Chair	
		e) Generate Student-related content	Stud. Lsn.	
	6. Planning / JAPA	a) Coordinate with Planning / JAPA editors to generate HCD-related content	Chair	\$0
	7. Monthly Reporting	a) Provide report to Exec. Com. at Monthly Meetings	Cont. Coord.	\$0
				\$245