

# 2023-2024 Strategic Plan

Community Planning Association of Alberta

Board of Directors

June 2023



## TABLE OF CONTENTS

<b>FOREWORD.....</b>	<b>3</b>
<b>VISION, MISSION, VALUES AND PRINCIPLES .....</b>	<b>4</b>
Vision .....	4
Mission.....	4
Values.....	4
Principles.....	4
Objectives .....	4
<b>KEY RESULT AREAS, OUTCOME STATEMENTS, ACTION STRATEGIES AND RESPONSIBILITIES.....</b>	<b>5</b>
Description.....	5
<b>Key Result Area 1: Community Planning Education.....</b>	<b>6</b>
<b>Key Result Area 2: Outreach Activities .....</b>	<b>6</b>
<b>Key Result Area 3: Membership Development .....</b>	<b>6</b>
<b>Key Result Area 4: Governance and Management .....</b>	<b>7</b>
<b>SOURCES.....</b>	<b>8</b>

## FOREWORD

While building on the achievements of the 2006-2009 Strategic Plan and its update, the 2009-2012 Strategic Plan, the 2010 – 2013 Strategic Plan sets a revised course for the Association's work during the coming three years. Updated June 2012. June 7, 2013 by motion to roll over the existing plan to 2013 – 2016, acknowledging that it may be reviewed on an annual basis. This Plan was updated in June 2023 for a term of 2023-2024.

The Plan reinforces the Association's commitment to influence the development of cooperative community planning throughout Alberta that leads to sustainable and liveable communities.

It reflects our dedication to the creation of opportunities for sharing, promoting and encouraging sound, effective and efficient community planning among all stakeholders.

It is based on our belief that positive planning will enhance the quality of individual and community life in the Province of Alberta.

It seeks to foster the active involvement of informed citizens and stakeholders in community planning.

It aims to maximise opportunities for public education about the nature and characteristics of community planning.

It seeks to provide educational and policy leadership for community planning in our Province.

## VISION, MISSION, VALUES AND PRINCIPLES

### Vision

The CPAA shall be a leader in facilitating an inclusive and productive conversation about community planning across the political, educational and professional realms in Alberta, to preserve and enhance quality of life and community viability.

Approved on December 12, 2020

### Mission

To provide opportunities to share, promote and encourage community planning among a full range of stakeholders.

### Values

- Community planning will enhance the quality of individual and community life in Alberta.
- Successful planning depends on an understanding of historical practices and emerging trends based on community needs.
- Effective planning requires the active involvement of informed citizens and a full range of stakeholders as well as policy makers and professionals.

### Principles

- To serve as a forum for education and discussion on effective and participatory community planning in Alberta.
- To advance educational and policy leadership for community planning in the Province of Alberta.
- To reinforce the need for citizen and stakeholder involvement in planning.
- To pursue open and interactive communication with all stakeholders involved in planning.

### Objectives

1. To advance education by providing educational sessions and conferences to residents of Alberta on community planning.
2. To advance education by providing scholarships to students pursuing a post-secondary education in community planning and:
3. To do such other things as are ancillary and incidental to achieving the above purposes.

***The above objectives can not change without application to and approval from Alberta Registries – Society Act and CRA – Charities Directorate.***

## KEY RESULT AREAS, OUTCOME STATEMENTS, ACTION STRATEGIES AND RESPONSIBILITIES

### Description

This part of the Strategic Plan has four components.

*Key Result Areas* (KRAs) identify broad groups of expected outcomes from the Plan. The four Key Result Areas that are, essentially, synonymous with the four Goal Areas identified in the original 2006-2008 Strategic Plan.

- KRA 1: Community Planning Education
- KRA 2: Outreach Activities
- KRA 3: Membership Development
- KRA 4: Governance and Management

*Outcome Statements* within each of the Key Result Areas outline particular expected outcomes from the Plan. There are 7 Outcome Statements distributed among the four Key Result Areas.

*Action Strategies* describe the specific activities it is proposed to carry out in order to achieve each Outcome Statement.

*Responsibilities* identify which Board Committee will be primarily responsible for carrying out each Action Strategy – although one or more other Committees may also contribute. As well, the Board may choose to assign particular responsibilities to individuals, Task Groups, or others.

### Key Result Area 1: Community Planning Education

Outcome Statement	Action Strategies	Responsibility
<b>A. CPAA will be recognized as a provider of education about community planning in Alberta.</b>	1. Organize an Annual Conference and Pre-Conference Education Session to address planning topics that are timely, relevant, and of the highest quality.	Conference and Education Committee
	2. Develop additional educational opportunities each year to address planning topics that are timely, relevant, and of the highest quality.	Conference and Education Committee
<b>B. CPAA will be a recognized and valued supporter of planning education in Alberta.</b>	3. Advocate for the support of Alberta-based post-secondary planning education programs.	Board of Directors
	4. Collaborate with colleges, universities, students, CPAA Student Directors, and planning organizations to support student outcomes in the planning profession.	Scholarship and Awards Committee
	5. Expand awareness of the CPAA student scholarship program.	Scholarships and Awards Committee
<b>C. CPAA will be a leader in the development of integrated community planning in Alberta.</b>	6. Provide meaningful opportunities to communities and related professionals.	Board of Directors

### Key Result Area 2: Outreach Activities

Outcome Statement	Action Strategies	Responsibility
<b>D. CPAA will deliver relevant content of its communications.</b>	7. Ensure that communications are produced, distributed regularly and on time with planning related topics.	Outreach and Communications Committee

### Key Result Area 3: Membership Development

Outcome Statement	Action Strategies	Responsibility
<b>E. CPAA will retain and increase memberships.</b>	8. Recruit and diversify Association memberships to reflect all stakeholders in community planning.	Nominations and Membership Committee
<b>F. CPAA will recognize and honour members and community planning practices.</b>	9. Initiate and implement a program of awards to recognize outstanding contributions to community planning in the Province of Alberta.	Scholarships and Awards Committee

#### Key Result Area 4: Governance and Management

Outcome Statement	Action Strategies	Responsibility
<b>G. CPAA will deliver maximum value to its members through a well-managed and fiscally sound administration.</b>	10. Maintain a comprehensive and sustainable management model emphasizing service to members, stakeholder relations, operating and scholarship fund development.  11. Membership, Education Sessions, Sponsorship and Conference to be profitable to maintain the operations of the association.	Executive Committee  Board of Directors

## SOURCES

1. Colombo Consulting. Final Report of the Community Planning Association of Alberta Board of Directors Strategic Planning Workshop. September 2005.
2. Community Planning Association of Alberta. Strategic Plan 2006-2008. September 2005.
3. Community Planning Association of Alberta. Objectives. September 2005.
4. Community Planning Association of Alberta. Terms of Reference for Committees of the Board of Directors. December 2005.
5. Community Planning Association of Alberta. Job Descriptions for the Board of Directors and Officers. December 2005.
6. Community Planning Association of Alberta. Revised Bylaws. April 2006.
7. Community Planning Association of Alberta. Strategic Plan 2006-2008: Progress Report. May 2006.
8. Community Planning Association of Alberta. Strategic Plan 2006-2009: Update. March 2008.
9. Community Planning Association of Alberta. Strategic Plan 2006-2009: Update. May 2009.
10. Community Planning Association of Alberta. Chair's Annual Report. April 2008.
11. Community Planning Association of Alberta. Chair's Annual Report. April 2009.
12. Community Planning Association of Alberta. Revised Bylaws. April 2009.
13. Community Planning Association of Alberta. A Handbook for Directors: 2009-2010. May 2009.
14. Community Planning Association of Alberta. Summary of Proposed Goal Areas and Objectives for the 2006-2009 Strategic Plan. June 2009.
15. Community Planning Association of Alberta. Strategic Plan 2009-2012. August 2009.