



American Planning Association

Making Great Communities Happen

Division Performance Evaluation
FY2018 (October 1, 2018 to September 30, 2019)

Division Name: Urban Design and Preservation Division (UDPD)

Standards		Yes	No
1.	Workplans and Budgets	X	
2.	Communications	X	
3.	Annual National Planning Conference Activities	X	
4.	All Other Events/Programs	X	
5.	Membership	X	
6.	Division Assistance Programs	X	
7.	Research and Publications	X	
8.	Elections	X	
9.	Financial Report	X	
10.	Bylaws	X	
11.	Divisions Council Meetings	X	
12.	APA Development Plan	X	
13.	Division Challenges	X	
14.	Highlights/ Shout it from the Mountains	X	

Completeness of Report (select one)

- The report is complete.



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Strengths

- UDPD was a leading force in the SRC/DC component Student Planning Competition this year with the Housing and Community Development Division. Great job, and hope it wasn't a heavy lift. The anchor as a leading Division was valued and appreciated. Please consider continuing leadership involvement with HCD at NPC'20 in Houston. Thank you!
- The Creative Placemaking Writing Competition was excellent for San Francisco! Please consider this for Houston or generally throughout your year!
- The Performance Committee loves the #planningsuperhero endeavor! Can other Divisions jump on Board with this activity? Make it know or hand-pick partner sister Divisions to build this—this is an excellent idea! UDPD has a real chance to lead on this. Pursue this year and report-back – great idea; don't let it go!
- The Gehl studio event was excellent this year... please make it a priority to keep this alive to do it again in 2019-20 if you can.
- Local conferences are a super way to bolster membership growth and retain new members. This is certainly one of the most challenging tasks as a National Division... but it is an ongoing investment, and it's commendable that UDPD has the foresight to make this investment of energy. "This" is not easy. UDPD is tackling "not easy" Good job. The efforts are noted and keep it up if you can.
- You have the right idea with your approach to research—don't hold back in 2019-20. Comb your student roster to see who may be presenting poster boards in Houston, and fold the student work into Division research promotion—it's a great avenue to "check the box" for satisfying the research category for research reporting, and a win-win for both the Division and students.
- Tell us more about the Wagtail usage... are metrics being kept? Is this a good vehicle/way to go? Thanks for undertaking. We'd love to know more please with more detail.
- Continue monthly conference calls that are regular and necessary. Do not deviate from continuation. Great job.
- Nurture and onboard your young and new leadership to execute and continue your legacy. UDPD is certainly on the right track for great things to come, but you're only as good as who you bring-in to replace you.
- The Performance Committee appreciates the timely submission this year, and successful attempt using the online Jot Form submission platform. UDPD submitted with flying colors. Thank you!

Opportunities

- Always look for collaborative social events with other Divisions to share the costs at the National Planning Conference... you have a large membership base, but as a value-added conference activity, it's always fun to give members a networking event—but do so with other Divisions to share the burden. Consider.
- The webinar series this year was very strong—do you have a content committee within the Division to keep this going this coming year? If not a committee, you might consider creating a temporary "ad hoc" executive position in charge of research for the coinciding term of the elected Executive Committee—with this person delegated to content and generating a research compendium for dissemination. Just a thought.



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- The “Volunteer of the Year Award” is an excellent membership value-added addition for UDPD. If financially sustainable, please keep this going and fortify this as a Division-fortified “tradition” going forward. Wonderful initiative.
- A broad thought: the excitement you generate within your membership and Executive Committee has proven this year a success to your Division’s growth in programming and offerings; this energy is vital to grooming the future leadership and continued success of this Division. Keeping the energy “high” is a challenge, but it’s working for UDPD. Keep it up.

Overall Evaluation (select one)

- Exceeds all criteria.

Recommendations:

- UDPD has an excellent pool of current leadership. Maintaining this is key to your future successes. As such the Performance Committee always reminds that you keep your succession planning at the fore, so that the excellence attained by the current leadership (and high standards) are carried forward with the new guard in the leadership onboarding.
- UDPD is certainly award-worthy at the Divisions Council national level. The Performance Committee cannot recommend you for the award categories. If there was a “most improved” or “up-and-coming Division” award, UDPD would be front-runner. Please don’t be shy. Consider submitting for awards this year. Amazing stuff!
- Post this Performance Report to your website or tout it as a successful 2018-19 in an e-blast. Thank you to the whole UDPD team for a great year and keep up the great work!