

MAP STRATEGIC PLAN

1. To promote, support, and encourage the practice of planning in Maine at the national, state, regional, and local levels.

- Develop a number of case studies that show how municipalities have used planning to accomplish some of the following: save money, encourage economic development, create more efficient government, develop regional programs, reduce negative development impacts, and improve the environment.
- Encourage Association members to join APA.
- Develop an outreach program designed to increase membership in MAP among planning professionals and other interested individuals such as planning boards, municipal officers, economic development professionals, and students.
- Develop a brochure that promotes MAP and some of its significant accomplishments.

2. To facilitate cooperation, communication, and fellowship between all planners, including planning board and board of appeals members, students, and others, so as to share knowledge, skills, techniques, and experience.

- Maintain a current membership directory and distribute updated copies to all members on an annual basis.
- Develop a Home Page for the organization in order to provide a forum to discuss and promote planning related issues and ideas. The home page will also include items such as: membership directory, newsletters, meeting agendas and minutes, and other important association data.
- Plan at least one social event per year, which may be scheduled in conjunction with another association activity such as the annual meeting or workshop.
- Continue to publish the quarterly newsletter and actively solicit members to contribute articles and other technical information.

3. To provide recognition of the important and valuable contributions of the planning profession to the present and future quality of life in Maine.

- Continue the current practice of Annual Awards program and increase statewide media coverage of the event.
- Develop a legislator of the year award for the elected official that promoted some important aspect of planning.

4. To build capacity and improve the caliber of planning in Maine.

- The Association shall actively support the creation of a Graduate Planning Program at the University of Maine. The Association shall maintain communication with the University and provide assistance as necessary.
- The Association shall assist colleges and universities to place planning interns in municipal, regional and state planning offices. The Association shall contact schools with undergraduate and graduate planning and other related degree programs and offer assistance with their intern programs.
- The Association shall at least once a year develop and present a professional training program of timely interest to planning professionals.

5. To actively provide professional education opportunities, particularly the latest innovations to all professional planners.

- Develop a training program for members that covers lobbying techniques and other necessary skills involved with influencing proposed legislation.
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6. To foster cooperation and communication between the Association and the national, state, regional and local planning organizations, planning boards, boards of appeal, students, private groups and interdisciplinary professionals, and educational and government institutions.

- Develop and promote workshops for lay planners especially in the areas of basic legal procedures. Cooperate with MMA and the Regional Planning Agencies with this program.
- Present a training session at the annual MMA Convention that would be of interest to a wide variety of municipal officials. Wherever possible involve other professional groups in the development and presentation of the training session.
- Promote the use of the MAP Home Page as a forum for sharing planning ideas and other technical information.

7. To provide an advocacy role in policy development at all levels of government.

- Continue the advocacy and review role of the Association's current legislative committee.
- Encourage increased membership participation on this committee.
- Explore the possibility of creating a lobbyist position in cooperation with other associated groups to pro-actively influence legislation that impacts planning, land use, economic development, and the environment.
- Develop a training program targeted for legislators that explains the importance of planning.
- Develop a speaker's bureau using the expertise of the current membership and offer this service to state and local government, and private organizations.