APA's Website Hosting Service

Overview

The Maryland Chapter of the American Planning Association is a non-profit organization created to promote the art and science of planning, encourage the exchange of information and professional experiences, sponsor activities, provide opportunities for professional growth and development and promote fellowship among planners.

Benefits of Membership:
- Join hundreds of other planners in the state who are committed to building strong, vibrant communities
- Discounted registration for regional conferences
- Network with other colleagues
- Access to AICP study guide materials

Chapter Sponsored Activities:
- Educational workshops and site visits to innovative communities and projects
- Professional development workshops
- Quarterly newsletter and Chapter updates by email
- AICP exam preparation course
- Annual awards ceremony to recognize outstanding work in the planning field
- Reviewing and commenting on proposed state legislation

Be sure to check out the News and Calendar of Events sections. The Chapter has many upcoming events in the works for 2007.

Chapter membership is automatic with membership the American Planning Association.
APA’s Website Hosting

APA offers website hosting for chapters and divisions. Many of the division websites are currently hosted by APA. The Leadership Affairs Chapters Coordinator is the liaison between the chapter and the APA Information Systems (I.S.) Department. The website manager requires no technical expertise – that is provided as part of the hosting service.

The main responsibilities of the website manager are:

1. To be on the lookout for new material to enrich the site.
2. To review the site to identify out-dated material, check all links, and update any lists, forms, etc.
3. To communicate with APA staff about additions, deletions, and changes to be made to the site.

The following Chapter Website Handbook provides more detailed information about website development and maintenance.
APA Chapter Website Handbook

Content - Public

About Chapter
- Welcome
- History
- Chapter Leadership (committees, too) with contact information (bios and photos can be added)
- Bylaws

Joining APA and Chapter (linked to APA site)

Activities and Programs/Benefits
- Scholarships
- Conference Sessions/Workshops (list) – information on sessions/workshops; summaries of sessions following conference or workshop
- Opportunities to comment on issue papers, etc. – list only, no submission vehicle
- Mentoring Programs

Resources (modified to tease, keep the content for members only)
- Newsletters - Table of Contents for several issues. Could be expanded to include short descriptions of each article.

Contact Us – determine who will get inquiries that come through the website (info_[chapter]@planning.org will be the address that appears on the message, and will be directed to whomever the chapter designates)

Content - Member-Only

About Chapter (same as above)

Chapter Membership Directory (linked to APA Membership Directory)

Activities and Programs (same as above)
- Opportunities to comment on legislation, policy issues, etc.
- Conference or workshop sessions (link to proceedings materials)
- Issue papers, white papers, legislation, etc.
- Vehicle for submission

Volunteer Opportunities (mentoring programs, committees, leadership, newsletter contributor)
Chapter Documents
- Bylaws
- Current Work Plan
- Annual Report
- Financial Report

Resources
- Chapter Newsletters - Complete issues (past year)
- Links to other newsletters of value to members
- Links to other sites of interest to members
- Links to government reports
- Articles from past chapter newsletters that are still relevant

Jobs (linked to APA Jobs Online)

Listserv – link to message and subscription addresses

Visuals
- Collect non-copyrighted images for site
- APA logo
- Purchased images (at chapter's expense)

**Website Manager Responsibilities**

Newsletter - As each issue of the newsletter is completed, forward electronic files (Word and PDF) with copy and a separate file with the table of contents and a brief description of each item (to post on public side); provide instructions for deleting old issues

Conference/Workshop Sessions - Submit list of chapter conference/workshop sessions to promote sessions of interest to members

Edit – Before submitting material, make appropriate alterations for posting on the site (i.e., references to materials that may be linked rather attached, specific dates rather than "today," "last week," etc.) Deadlines should include the full date

Review and Update Site – A review of each page, link, and document should be performed monthly, but no less than quarterly.

- Links – Double-check accuracy of each e-mail address and website link on the site. If members’ information has changed, please remind them to review and update the information in their APA record (they can do this on-line). This connects to the database we use for all APA communications.
• Chapter Information – Review chapter information (leadership contact information, bylaws, conferences, newsletters, volunteer opportunities) and submit updated files whenever changes are available and immediately following elections.

To make changes:

• For extensive additions and revisions, several members might be asked to participate.
• Print page from website, make corrections/revisions, and fax the pages to Lynn Jorgenson, Leadership Affairs Chapters Coordinator, at 312-431-9985. For extensive additions and revisions, submit new files.

Submission Requirements

All copy should be submitted in MSWord or WordPerfect format.

Image submission requirements: Either .gif or .jpg files no larger than 500x300 pixels.
Resolution: 300bpi or 720bpi.

Items that are not allowed on websites hosted by APA:

Job ads
RFP/RFQ listings
News feed
Online answer service
Members in the news
Obituaries
Online resume postings/searching
Salary/employment surveys
Outside competing conferences
Book/product sales
Chapter rosters
Newsgroups/threaded discussions
Logos/line art
APA’s Survey Software Program

APA’s newly acquired survey software program, SurveySolutions Enterprise, is ideal for measuring member satisfaction, understanding member requirements, obtaining feedback to improve education and training courses, market research or a combination of any or all of these applications.

SurveySolutions Enterprise, a Windows-based survey application that works with APA’s existing web and database servers, is a complete solution allowing users to streamline the entire survey process from design of the questionnaire to the presentation of results.

This software program is designed to optimize the use of the desktop and the Internet. The power and flexibility of the desktop is optimized for survey design, analysis and reporting while the Internet is optimized for results collection and distribution. This program benefits chapters in the following ways:

1. Centralized storage of survey results within an SQL database provides:
   - Security and control of survey results
   - Centralized repository of all survey results enhancing their value throughout the company

2. Real-time accessibility to survey results from the desktop
   - Desktop accessibility provides users with robust functionality for data management and analysis
   - Ability to view and clean data as it is collected prevents misleading results due to response duplication, obvious response selection errors, and intentional erroneous responses

Questionnaires are created in a word processing environment. Simply type your questions or import them directly from Microsoft Word or other word processors. Then send them to the Leadership Affairs Chapters Coordinator, Lynn Jorgenson, at ljorgenson@planning.org as an attached Word document. I can then apply advanced survey functionality including; answer validation, answer piping, choice list randomization, value allocation and branching. Since the questionnaire can be viewed and edited in any word processor, it's easy to distribute it for review. Once finalized, all coding and HTML formatting is applied automatically and the survey is ready for distribution.

This is also great program for use with Chapter elections. Many chapter elections have been hosted by APA, and has greatly eased the burden of holding elections for chapters.

If you are interested, please contact Lynn Jorgenson at ljorgenson@planning.org or 312-786-6721, for more information.
APA’s Online Event Registration Service will save you time and money and keep you organized to ensure your event is a success.

Let Us
- Manage your entire attendee processing
- Invoice and collect payments
- Handle your paper registrations
- Broadcast e-mail invitations to potential attendees
- Provide badges and tickets

Why you’ll like it
- Save time and money on labor costs
- Improve financial accounting
- Reduce your preconference workload
- Automate your early-bird pricing
- Import your attendee list and create Excel-friendly reports
- Improve data accuracy and completeness
- Process fewer checks
- Work with dedicated APA representatives

Why your registrants will like it
- Innovative technology
- Friendly customer service
- Convenient access 24 hours a day
- Encrypted credit card information
- Real-time credit card processing
- Automated confirmations and receipts
- User-friendly

Plus, we never charge you a maintenance fee!
APA’s Online Event Registration Service

Online registration streamlines registration for you and offers tremendous convenience for your registrants.

<table>
<thead>
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<th>Set-Up Fee</th>
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<tr>
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<td>American Express, MasterCard, and Visa only</td>
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<td>Administrative access to website for reporting and processing</td>
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<td>Cancellations and refunds processing</td>
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(We encourage you to charge your registrants for paper processing.)

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| Maintenance | No charge |

Chapter Group Assignments Effective

January 1, 2016 through December 31, 2016

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For more details

Contact Karl F. Schmidt, Membership Director, at kschmidt@planning.org or 312.786.6347.

**Note: Please allow for a minimal two week turnaround for registrations to go live.**
Hosting of Chapter Listservs

Listservs are a fantastic tool for outreach to your chapter membership, or set-up as a communication tool between colleagues. The service allows the Chapter and its members to provide better, more timely information and resources, and it will help facilitate the sharing of insights and ideas among colleagues as it relates to planning issues.

If you are interested in having APA set up a listserv for the chapter or have any questions, please contact the Leadership Affairs Chapters Coordinator, Lynn Jorgenson, at ljorgenson@planning.org or phone 312-786-6721.