



MEMORANDUM

To: APA California Board of Directors
From: Hing Wong, AICP, Vice President of Public Information
Re: Update on Website and Webcast
Date: October 21, 2012

Website

Our brand new website is slated to go live in one to two months. Content and materials are being placed into the new website. For the portion of the current website that you are responsible for, please be sure to give Lauren the appropriate materials so that it can be transferred over.

The website will be structure in this format:

- Home
- Membership
- News
- Events
- Legislation
- Local Sections
- APA Affiliates
- About Us
- Professional Development / CM
- Jobs Board
- Resources & Tools

Please refer to the Site Architecture, on the next page of this memo, for specific topics under each bullet. The questions for the Board are:

- Which website sections should be for members only and which for the public?
- What minimum time should be used for archiving materials? Perhaps five years?

Site Architecture

APA California/Version 4.1

Modified: 10/17/2012

0.0

Home

- Image Rotation - [P](#)
- Welcome/About - [P](#)
- News and Announcements - [P](#)
- Events Calendar - [P](#)
- Membership Login - [P](#)
- Search - [P](#)
- Social Share - [P](#)
- ~~Website Site Map (New)~~ - [P](#)
- ~~Consultant Directory (New)~~ - [P/MO?](#)

[Call to Action](#)
[Jobs](#) - [MO](#)
[Become a Member](#) - [P](#)
[Newsletter](#) - [MO/P?](#)

[Global Callout](#) - [P](#)
[Contact Us](#)
[Become a Member](#)
[Membership Login](#)

1.0

Membership

- [Membership Benefits](#) - [P](#)
- (Add Laura's Fact Sheet - New)
- 1.1 [Join APA](#) - [P](#)
- 1.2 [Pay Dues Monthly Option \(New\)](#) - [P](#)
- 1.3 [Profile Update & Change of Address \(New\)](#) - [MO](#)
- 1.4 [FAQ](#) - [P](#)
- 1.5 [Students and Student Resources](#) - [P](#)
- 1.6 [Young Professionals](#) - [P](#)
- 1.7 [Planning Commissioners](#) - [P](#)
- 1.8 [Diversity/Membership Inclusion](#) - [P](#)
- 1.9 [Life Member](#) - [P](#)
- (1.5-1.9 moved from 7.0 About Us)

4.0

Legislation

- [About Legislative Program](#) - [P](#)
- 4.1 [Hot Bills and Regulations \(Live CapitolTrack Link\)](#) - [MO](#)
- 4.2 [Legislative Program](#) - [P](#)
 - [Legislative Platform: Plan CA](#) - [P](#)
- 4.3 [National Legislative Program](#) - [P](#)
- 4.4 [Amicus Committee](#) - [P](#)
- 4.5 [Daily Published Court Cases \(New\)](#) - [MO](#)

7.0

About Us

- [About APA Information](#) - [P](#)
- 7.1 [Mission Statement](#) - [P](#)
- 7.2 [By-Laws](#) - [P](#)
- 7.3 [Strategic Plan](#) - [MO](#)
- 7.4 [Annual Report & Budget](#) - [MO](#)
- ~~7.2~~ ~~President's Message~~ (in Cal Planner)
- 7.5 [APA California Board Roster](#) - [P](#)
- 7.6 [APA Board Staff](#) - [P](#)
- 7.7 [History](#) - [P](#)
- 7.8 [Board Activities](#) - [MO](#)
- 7.9 [For Board Members](#) - [MO](#)
 - [Board Binder](#) - [MO](#)
 - (Moved from 8.0 Members)
- ~~7.6~~ ~~Membership Inclusion~~
- ~~7.7~~ ~~Planning Commissioners~~
- ~~7.8~~ ~~Students~~
- ~~7.9~~ ~~Young Professionals~~
- ~~7.10~~ ~~Contact Us~~ (now on Header)
- (7.6 – 7.9 moved to 1.0 Membership)

2.0

News

- [News Articles](#) - [MO](#)
- 2.1 [Cal Planner](#) – [MO/P?](#)
 - 2.1.1 [Advertise with us](#) - [P](#)
- 2.2 [Cal Planner Online \(New\)](#) - [MO](#)
- 2.3 [Member E-Blasts \(New\)](#) - [MO](#)
- 2.4 [Media Inquiries \(New\)](#) - [P](#)
- ~~2.2~~ ~~Media Kit~~

5.0

Local Sections - [P](#)

- [Local Sections Map](#)
- 5.1 [Central](#)
- 5.2 [Central Coast](#)
- 5.3 [Inland Empire](#)
- 5.4 [Los Angeles](#)
- 5.5 [Northern](#)
- 5.6 [Orange](#)
- 5.7 [Sacramento Valley](#)
- 5.8 [San Diego](#)
- (with [Section Intros](#) - New)
- 5.9 [Section Director Resources \(New\)](#)

3.0

Events

- [Calendar of Events with Search](#) - [P](#)
- 3.1 [Conferences](#) - [P](#)
 - [Current Conferences](#) - [P](#)
 - [Future Conferences](#) - [P](#)
 - [Past Conferences](#) - [P](#)
 - [Conference Requirements](#) - [P](#)
- 3.2 [Awards Programs](#)
- 3.3 [Conference Materials from](#)
[Conference Sessions \(New\)](#) - [MO](#)

6.0

[APA Affiliates \(APA Reference New\)](#) - [P](#)

- [Overview of APA Affiliate Organizations](#)
- 6.1 [California Planning Foundation](#)
- 6.2 [California Planning Roundtable](#)
- 6.3 [Planner Emeritus Network](#)
- 6.4 [National APA \(corrected\)](#)

9.0

[Jobs Board](#)

- ~~Members~~ [Professional Development Info](#) - [P](#) - [Job/ Internship Postings](#) - [MO](#)
- 9.1 [How to Submit a Job](#) - [P](#)
- 9.2 [Submit a Job](#) - [P](#)

8.0

- ~~Members~~ [Professional Development/CM](#)
- ~~Members~~ [Professional Development Info](#) - [P](#) - [Job/ Internship Postings](#) - [MO](#)
- 8.1 [Certification Maintenance Activities](#)
 - [Webinars & Sessions](#)
- 8.2 [Professional Development](#)
 - 8.2.1 [AICP](#)
 - 8.2.2 [Certification Maintenance](#)
 - 8.2.3 [FAICP](#)
- ~~8.2~~ ~~Cal Planner~~ (in 2.0 News)

10.0

[Resources & Tools](#) - [MO](#)

- [Useful Links & Info](#)
- 10.1 [Consultant Directory](#)
- 10.2 [Planning Directors Link \(New\)](#)
- 10.3 [Young Planners Handbook \(New\)](#)
- 10.4 [APA California Archives](#) –
[Northridge \(New\)](#)
- 10.5 [California Planning History Info \(New\)](#)
- 10.6 [Planning Landmarks \(New\)](#)
- 10.7 [Orange County Section Best Practices](#)
[for Dummies \(New\)](#)
- 10.8 [SGC Funding Wizard \(New\)](#)
- 10.9 [San Diego CalTrans Template \(New\)](#)

QUESTIONS FOR BOARD:

- 1 Timeline for archiving website material? Five years?
- 2 Which website sections should be Members Only and which Public? (See suggestions from Website Committee in Blue – [P/MO](#))

Webcast

The Planning Webcast Series is sponsored through APA Chapters, Divisions and Universities. Each webcast is presented by a different chapter. They typically broadcast one webcast per week. It is usually on Fridays from 10:00am to 11:30am (PST).

The webcasts are free to all participants and are worth 1.5 CM credits each. They offer distance education credits for Law and Ethics, also at no charge to participants. There is a part-time staff member in Ohio who handles the CM approvals and website updates.

Upcoming webcasts are posted at www.utah-apa.org/webcasts. Archived webcasts are posted at www.utah-apa.org/webcast-archive. They advertise through Facebook and Twitter, as well as recently launched a YouTube page.

Members have enjoyed the benefits of participating in this initiative, as it's extremely cost effective to membership at a time when planner salaries are not proportional to APA/AICP dues. Another benefit to Planning Webcast Series membership is being able to use the **GoTo**Meeting software for local meetings or webcasts that our chapter would choose to hold.

As this is a collaborative effort, each chapter, division and university pays a \$150 annual fee to support the **GoTo**Meeting software used to broadcast each presentation. Many chapters are already members and APA California will be joining this effort.