



# ISOCARP

Knowledge for better Cities

## 2017 Strategic Plan

### Mission Statement

- The Society intends to be the leading international professional organization of city and regional planners and has as its aims -
- the promotion of the best practices of the profession of planning
  - the promotion of planning research
  - the promotion of excellence in planning education
  - taking up a position vis à vis important professional matters
  - the promotion of proper understanding at all levels of correct professional practice—its nature, the conditions required and the results to be expected
  - developing and maintaining fraternal relations between members
  - supporting and protecting planning interests and professional planners at an international level

- The Society intends to achieve its aims by -
- organizing international meetings of urban and regional planners either independently or in cooperation with other organizations
  - establishing a code of conduct for professional planners at an international level
  - wherever necessary providing information or advice to public authorities and agencies on matters of planning, in consultation with the National Delegation concerned

### ISOCARP Goals

The 2015-2018 Strategic Plan centers on three primary goals:

#### Membership – Serve our members

The focus is on providing membership services and resources that help in meeting professional and personal interests in city and regional planning through informative communication, relevant events and professional activities.

#### Knowledge – Provide “knowledge for better cities”

# Strategic Plan

The focus is on sharing state-of-the-art city and regional planning knowledge between organizations and individuals through education and training, multi-media, presentations, programs, projects and research.

## Advocacy – Promote Society planning values

The focus is on representing and promoting Societal values with professional and governmental organizations and individuals through participation and leadership in multi-national activities.

The Strategic Plan is organized around the Executive Committee structure for clarification of implementation responsibility. The strategies must be collaborative and implemented by the collective Executive Committee. The Strategic Plan should be revised annually or as necessary by the Executive Committee. The strategies are listed alphabetically.

## 1

### Academic Development—Institute

The Vice-President Academic Development – Institute is responsible for the *ISOCARP Institute, Centre of Urban Excellence*. The Board of Directors for the initial 3-year term consists of the Vice-President Academic Development – Institute, Secretary General, President and two appointees.

- a. Prepare an annual *Institute Program* to be updated at each EXCO meeting
- b. Serve on the Board of Directors for the ISOCARP Institute
- c. Promote the Institute via Society and public media
- d. Develop a certificate program with an established curriculum
- e. Assist in the editing and publishing of the *ISOCARP Journal*

## 2

### Awards

The Vice-President Awards / Communication and Marketing is responsible for Society awards.

- a. Prepare an annual *Awards Plan* to be updated at each EXCO meeting
- b. Organize and direct Awards Committees for all Society awards
- c. Conduct the Awards Event at the annual international planning congress
- d. Promote the Awards via Society and public media

## 3

### Communication

The Vice-President Awards / Communication and Marketing is responsible for Society communication.

- a. Prepare an annual *Communication Plan* to be updated at each EXCO meeting
- b. Coordinate Society communication with online media: website and social media including, but not limited to: Facebook, LinkedIn and Twitter
- c. Announce all Society events and activities via Society and public media

- d. Announce all partner/endorsed events and activities via Society media
- e. Share Society announcements with partner organizations
- f. Prepare and email a quarterly e-newsletter

## 4

### Congresses and Events

The Vice-President Congresses and Events is responsible for the annual International Planning Congress and Society events.

- a. Coordinate one (1) annual International Planning Congress
- b. Coordinate international Society events as required (e.g. World Town Planning Day)
- c. Coordinate with Congress and Events Local Organizing Committees (LOCs) and represent the LOCs to the Executive Committee
- d. Coordinate with the Vice-President Awards / Communication and Marketing to promote Congresses and events via Society and public media
- e. Update the *International Planning Events database*
- f. Review and approve event endorsements
- g. Prepare an annual *Post-Congress Report*

## 5

### Executive Programs and Projects

The President is responsible for Society leadership, inter-organizational representation and societal administration with the intent to unify the direction and voice of the Executive Committee and Society.

- a. Prepare a *Strategic Plan* to be updated at each EXCO meeting
- b. Preside over the annual *International Planning Congress* and Society events
- c. Represent the Society at international events and activities
- d. Promote Society *strategies*
- e. Assist in implementing *Strategic/Technical Assistance Teams (STATs)*
- f. Communicate with membership on a quarterly basis via the *President's Message*
- g. Conduct international planning organization outreach
- h. Develop the *International Planning Organizations database*
- i. Serve on the Board of Directors for the ISOCARP Institute
- j. Promote all activities via Society and public media

## 6

### Financial Planning

The Treasurer is responsible for the Financial Plan and all strategy budgets. Treasurer duties include:

- a. Prepare an annual *Financial Plan* to be updated at each EXCO meeting
- b. Review, revise and approve the Society budget for the annual International Planning Congress in coordination with the Vice-President Congresses and Events, and with consent of the Executive Committee

- c. Review, revise and approve all strategy budgets with approval of the Executive Committee
- d. Provide financial plans or summaries for all strategies at each Executive Committee meeting (These may be requested from the responsible Executive Committee member).

## 7

### Intensive Training Programs (ITPs)

The Vice-President Young Planning Professionals and Intensive Training Programs is responsible for the Intensive Training Programs.

- a. Prepare an annual *ITP Plan* to be updated at each EXCO meeting
- b. Coordinate two (2) or more ITPs annually
- c. Coordinate with the Intensive Training Program (ITP) Local Organizing Committee (LOC) and represent the LOC to the Executive Committee
- d. Promote the ITP via Society and public media

## 8

### Journal

The Vice President for Publications is responsible for publication of the *Journal*. The Journal Editor is responsible for design, editing, and Editorial Board organization and management. Specific Editorial Board Strategies for 2015-2018 include:

- a. Prepare an annual *Journal Publication Plan* to be approved by the Vice President for Publications and Executive Committee
- b. Organize and participate in the review, editing and publication process
- c. Organize the Reviewers Team
- d. Publish the *Journal* as directed by the VP Publications and EXCO.

## 9

### Management / Administration

The Secretary General is responsible for the general management and administration of the organization.

- a. Prepare an annual *Administrative Plan* to be updated at each EXCO meeting
- b. Serve as official liaison for the Society
- c. Prepare inter-organizational agreements such as Memoranda of Understanding to be signed by the President and Secretary General
- d. Direct Society staff; be responsible for hiring/terminating staff; creating contracts
- e. Serve on the Board of Directors for the ISOCARP Institute

## 10

### Marketing

The Vice-President Awards / Communication and Marketing is responsible for Society marketing.

- a. Prepare an annual *Marketing Plan* to be updated at each EXCO meeting

- b. Coordinate Society marketing with online media: email, website and social media
- c. Prepare an *Identity Standards Manual* for Executive Committee review and approval. This includes the modification or creation of a new mark [logo]
- d. Coordinate Society marketing with other Vice-President programs and projects (especially the Vice-President for Congresses and Events and Secretary General)
- e. Create and maintain a marketing contacts database

## 11

### Membership Service

The Vice-President Members and National Delegations is responsible for issues connected with membership concerns.

- a. Prepare an annual *Membership Plan* to be updated at each EXCO meeting
- b. Conduct an annual *Membership Survey* to guide the *Membership Plan*
- c. Monitor and maintain a membership database
- d. Develop a professional CV database for ISOCARP programs (i.e. STATs, UPATs and ITPs)
- e. Work towards fulfilling the membership target of 1000 members by 2018
- f. Promote membership via Society and public media

## 12

### Mentoring

The Vice-President Congresses and Events is responsible for developing the ISOCARP Mentoring program.

- a. Prepare an annual *Mentoring Plan* to be updated at each EXCO meeting
- b. Organize an annual mentoring activity
- c. Promote the Mentoring Program via Society and public media

## 13

### National Delegations (NDs)

The Vice-President Members and National Delegations is responsible for issues connected with National Delegation affairs.

- a. Coordinate ND elections
- b. Coordinate with NDs on programs and projects
- c. Coordinate annual World Town Planning Day activities (November 8) in coordination with the Vice-President Congresses and Events
- d. Coordinate with the Vice-President Congresses and Events to conduct a Bureau Meeting at the annual Congress
- e. Promote National Delegations via Society and public media

## 14

### Partners / Sponsors

The Secretary General is responsible for Society partnerships and sponsorships.

- a. Prepare an annual *Partnership/Sponsorship Report* that describes the status of current partners/sponsors and a strategy for expanding the Society's network of partners and sponsors

- b. Review the plan at each EXCO meeting
- c. Coordinate with Vice-Presidents (especially Vice-President Marketing)

# 15

## Publications / Multi-Media

The Vice-President Publications / Multi-Media is responsible for Society publications and multi-media.

- a. Prepare an annual *Publications/Multi-Media Plan* to be updated at each EXCO meeting
- b. Publish the *ISOCARP Review* annually
- c. Publish the *International Manual of Planning Practices* every five (5) years
- d. Publish ITP, STAT, UPAT, YPP and other ISOCARP documents
- e. Organize and direct a Publication Committee (PC) to review, edit and approve Society publications
- f. Administer intellectual property rights on behalf of the Society
- g. Promote media via Society and public media

# 16

## Scientific Committee (SC)

The Scientific Committee reports directly to the President and EXCO. Specific Scientific Committee Strategies for 2015-2018 include:

- a. Identify a Chair to serve as liaison with the EXCO
- b. Prepare an annual *Scientific/Congress Committee Report* to be updated at each EXCO meeting
- c. Review and/or prepare Congress themes, materials and documents as directed by the Vice-President Congresses and Events
- d. Draft, review and provide amendments to statutes, bylaws and professional code of conduct as directed by the Exco
- e. Review and/or prepare research, policy and technical papers as directed by the EXCO
- f. Initiate research, policy and technical papers with approval and direction from the Executive Committee

# 17

## Strategic / Technical Assistance Teams (STATs)

The President, Vice President for Technical Assistance, or person delegated by the President is responsible for coordinating projects and programs initiated by members or organizations within specific parameters. These programs or projects shall address the primary actions; be limited in scope and duration; consist of Society members; and not be comparable to other Society events and activities. Society members interested in STATs are listed in the CV database.

- a. Prepare an annual *STAT Plan* to be updated at each EXCO meeting
- b. Organize and coordinate emergency and disaster rapid response teams as requested or as initiated by members and/or professional / governmental organizations

- c. Organize and coordinate strategic/technical experts per the requirements of the requesting organization
- d. Organize and coordinate specific programs or projects that are not comparable to other Society strategies
- e. Promote the STAT via Society and public media.

## 18

### Technical Assistance

The Vice-President Technical Assistance – Projects is responsible for guiding ISOCARP technical support for inter-organizational programs and projects.

- a. Prepare an annual *Technical Assistance-Projects Plan* to be updated at each EXCO meeting
- b. Represent ISOCARP at designated United Nations and partner programs
- c. Organize and coordinate Strategic / Technical Assistance Teams as required
- d. Promote the technical assistance projects via Society and public media

## 19

### Urban Planning Advisory Teams (UPATs)

The Vice-President Urban Planning Advisory Teams is responsible for the UPAT program.

- a. Prepare an *Urban Planning Advisory Team Plan* to be updated at each EXCO meeting
- b. Coordinate two (2) or more UPATs annually
- c. Coordinate with the UPAT Local Organizing Committee (LOC) and represent the LOC to the Executive Committee
- d. Coordinate with the Vice-President Publications to produce UPAT documentation and multi-media
- e. Promote the UPAT via Society and public media

## 20

### Young Planning Professionals (YPPs)

The Vice-President Young Planning Professionals and Intensive Training Programs is responsible for young planning professionals programs and projects.

- a. Prepare a *Young Planning Professionals Plan* to be updated at each EXCO meeting
- b. Coordinate two (2) or more YPP programs annually
- c. Coordinate with the Young Planning Professionals Local Organizing Committee (LOC) and represent the LOC to the Executive Committee
- d. Promote YPP events via Society and public media

*Adopted by the Executive Committee on February 7, 2017*

