



APA California Sections



5,000 Members
10% Students

Accredited Planning Programs

Graduate Programs

UC Berkeley

San Jose State University

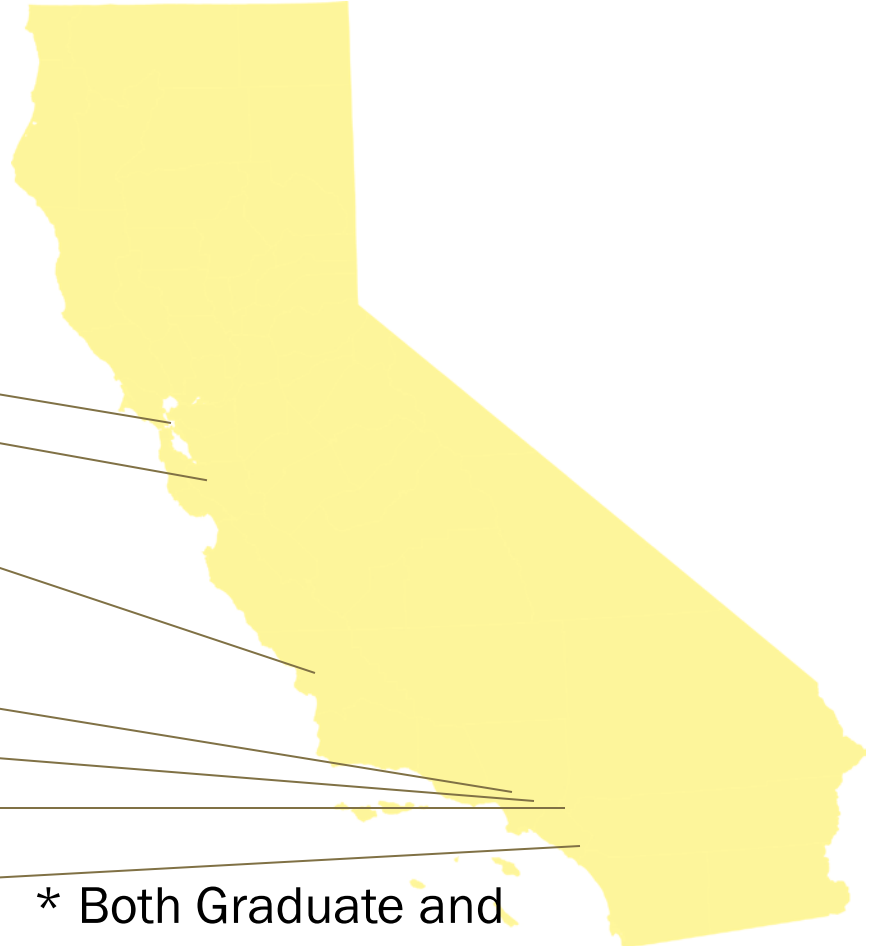
Cal Poly San Luis Obispo*

UCLA

USC

Cal Poly Pomona*

UC Irvine



* Both Graduate and Undergraduate Programs



Commitment to Students

- Free Student Day at Chapter Conference
 - Sessions Specifically for Students
 - Poster Sessions
- Educational and Social Events
- Mentorship
- Board Participation

California Planning Foundation

- Scholarship (\$50,000 annually)
 - Accredited Programs
 - Non-Accredited Programs
- Setting Goals
 - Raising Funds
 - Partnerships



Ambassador Program and Diversity

- Education and Awareness
 - Build Awareness of the Profession
 - Foster Volunteerism and Activities
 - Provide Programs for Youths and Adults
 - Promote Value and Role of Planning
 - Advocate for Diversity
 - Raise Awareness with Leaders

How Can APA Help?

- Task Force
 - Improve Communication
 - Membership Growth and Retention Strategies
 - Make it easier for students and new planners to join and stay with APA
 - Inclusive and flexible to capture those with planning and non-planning backgrounds
 - Path to AICP

Questions for Further Analysis

- What impacts, if any, do enrollment trends have on the planning job market?
- Are there sufficient employment opportunities for graduating planning students?
- Do employers value planning degrees and/or planning degrees from accredited planning schools in their hiring?
- Is it important to get a Master's degree or will a Bachelor's degree be sufficient?
- What are the enrollment trends for non-accredited planning programs?
- How much are costs rising for a graduate degree in planning? Are entry-level salaries rising in tandem?
- How much do financial considerations (cost of degree, student debt, job prospects) influence enrollment decisions?

Questions to the Audience

- What is the job market like in your area? Are graduates and young planners actually finding planning jobs?
- For entry-level planners who area recently employed, what are their educational backgrounds (level and type of degree)?
- Beyond what you heard in today's presentations, what other causes might there be for the decline in enrollment and what are potential solutions?
- What do you think this all means (or could mean) for planning as a profession?
- What other questions do you have?