

## VAPDC STRATEGIC INITIATIVES – FY18-19

### ▽ **Stronger Relationships with Elected State Officials and Agencies**

#### **ACTIONS:**

- Hold meetings with Speaker of the House and the President of the Senate
- Continue to invite agency representatives to the Executive Director meetings
- Continue Best Practices publication—every two years
- Mark/Celebrate VAPDC's 50<sup>th</sup> Anniversary at the Winter Meeting
- Create meetings in the individual regions in the fall to start talking about issues
- Collect a written inventory of which PDCs connect with state legislators and how
- Determine which PDCs have a legislative program and their effectiveness
- Hold one-on-one meetings with agency representatives
- Continue federal event in conjunction with NADO meeting in Washington, DC
- Set up strategic interaction with: DHCD, VDOT, DCR, DEQ, VEDP, VDA, DSS, VEDM, VDACS, DRPT, VDEM, VHDA
- Ensure regular meetings of the PDC Executive Directors with diverse topics of interest and importance to PDCs

### ▽ **Increased Awareness and Marketing of VAPDC**

#### **ACTIONS:**

- Create new communications vehicle, considering timing, content, and audience
- Increase awareness/marketing efforts
- Define communications audiences
- Revitalize the VAPDC Communications Committee
- Create a communications/marketing plan and a staffing structure to carry out the plan

### ▽ **Board Recruitment, Development and Training**

#### **ACTIONS:**

- Create an organized approach to bringing volunteers on board
- Host an orientation to integrate them into the concept of PDCs
- Create a guide to serving as a board member
- Determine what the new executive director can do to interact with VAPDC board members

## **PROGRAM COMMITTEE**

### ▽ **Winter Conference/Breakfast/50<sup>th</sup> Anniversary**

- Continue relationship with VACo to host the Winter Meeting in Richmond
- Create an inventory of the types of programs/tasks that individual PDCs are responsible for
- Define the goals of the Winter Meeting/50<sup>th</sup> Anniversary
- Define the audience for the Winter Meeting/50<sup>th</sup> Anniversary

### ▽ **Summer Conference**

- Consider re-styling the VAPDC Summer Conference including topics, audience, potential partners, having tracks, timing, etc.

### ▽ **Awards**

- Evaluate the VAPDC Awards program, considering the number of awards given
- Including timing considerations as well as how often to present awards

## **COMMUNICATIONS COMMITTEE**

### ▽ **Communications/Marketing Plan**

- Define the audience
- Determine vehicles for communication
- Define the VAPDC brand
- Delivery tactics including events
- Determine how to fit in 50<sup>th</sup> anniversary/Winter Meeting
- Determine best delivery system for Best Practices book and timing of publication