

NBAP Strategic Plan



NBAP | AUNB

New Brunswick Association of Planners
Association des urbanistes du Nouveau-Brunswick

2023 - 2026

This Strategic Plan sets out the priorities and actions of the NBAP over the next three years. The Plan is reviewed and updated by the Executive Committee on an annual basis. Long-term actions (beyond three years) are identified for consideration in the annual update process.

About NBAP

The New Brunswick Association of Planners (NBAP) / l'Association des urbanistes du Nouveau-Brunswick (AUNB) is the provincial regulatory body for professional planners in New Brunswick.

NBAP is a member of the the Atlantic Planners Institute / Institut des Urbanistes de l'Atlantique (API). API is a professional association that supports professional planners in the four Provincial Associations in the Atlantic Provinces of Canada: NBAP, Licensed Professional Planners Association of Nova Scotia (LPPANS), Prince Edward Island Institute of Professional Planners (PEIIPP), and the Newfoundland & Labrador Association of Professional Planners (NLAPP).

Mission

To support and regulate professional planners in New Brunswick, serve and defend the public interest, promote and advocate on behalf of the planning profession, and inspire excellence by improving community wellbeing.

Values

01 Professional

Protecting the integrity of the planning profession and its obligation to serve the public interest

02 Accountable

Meeting our commitments with openness and transparency

03 Proactive

Looking forward and being agile and innovative in response to opportunities and challenges

04 Collaborative

Sharing our knowledge and working with others to achieve excellence

05 Equitable

Embodying diversity of all kinds within the profession and the communities we serve



Foundation



01 People and Leadership

NBAP will continue to strive to be a great place to volunteer so that we attract and retain high quality people. We will continue to support strong active participants. Good governance is critical to the success of any organization. The NBAP Executive Committee will strive to govern in a manner that reflects excellence.

02 Organizational Capacity and Financial Resources

We will continue to monitor, evaluate, and improve our operations, making the most of our resources, and acting efficiently and effectively across the organization. The NBAP Executive Committee will continue to oversee the responsible management and stewardship of the organization's finances.

03 Inter-organizational Relationships

NBAP will seek to be an active participant and leader in collaborative relationships that contribute to the advancement of the profession, significantly advancing our goals and maximizing our potential. We will collaborate with the Atlantic Planners Institute (API), the Canadian Institute of Planners (CIP) and other Provincial or Territorial Institutes or Associations (PTIAs) for solutions to provincial and national issues. We will seek to engage related stakeholder and inter-disciplinary organizations and the provincial government to address planning system challenges where our work can contribute.

04 Information Technology and Information Management

In conjunction with API, NBAP will seek to utilize information effectively for organizational and project management purposes and strive for efficient and effective processes using the most effective technology.

Legislation

- Registered Professional Planners Act, S.N.B. 2005, c. 34
- Community Planning Act, S.N.B. 2017, c. 19

A nighttime photograph of a city skyline, likely St. John's, Newfoundland. The image is semi-transparent, serving as a background for the text. A prominent feature is a tall, illuminated tower with a crown-like top, possibly the Signal Hill tower. Other buildings are lit up, and their lights reflect on a body of water in the foreground.

By-laws and Policies

- General By-law No. 1 (primary governance by-law)
- Financial Administration Policies

Committees

Overview

As the roles and responsibilities of NBAP widen, the Executive Committee must increasingly leverage additional volunteer resources across the membership. Sub-committees are integral to assisting the Executive Committee in fulfilling its mandate and achieving the actions in this Strategic Plan. Section 12 of NBAP's General By-law No. 1 empowers the Executive Committee to establish sub-committees. The following is a summary of the sub-committees established to date.



Continuous Professional Learning (CPL) Committee

The mandate of the Continuous Professional Learning (CPL) Committee is to support the Atlantic Planners Institute (API) CPL system by planning, organizing, and promoting various CPL activities for NBAP members.

Promotions and Advocacy Committee

The mandate of the Promotions and Advocacy is to support the NBAP by promoting and advocating for the NBAP, and by extension the planning profession to planners, prospective planners, government officials, and the general public.

Local Governance Reform Committee

The Local Governance Reform Committee is an ad hoc committee established to assist the NBAP and the Province of New Brunswick with the implementation of the Local Governance Reform action items outlined in the provincial White Paper, 'Working Together for Vibrant and Sustainable Communities.'

Committees

Investigation Committee

The Investigation Committee is an ad hoc committee to be established in accordance with Part III of the Registered Professional Planners Act. The mandate of the Committee is to investigate a written complaint against a member and provide a report and recommendation to the Executive Committee on the matter.

Discipline Committee

The Discipline Committee is an ad hoc committee to be established in accordance with Part III of the Registered Professional Planners Act. The mandate of the Committee is to consider and render decisions on disciplinary matters resulting from an investigation from a complaint against a member.



Priority #1

Member Support and Leadership

Goals:

1. Enhance member value and engagement
2. Strengthen planners' roles as leaders in our province, workplaces, and communities, and in the direction and governance of our profession at the regional and national levels
3. Build capacity to support and facilitate the professional wellbeing and growth of members
4. Provide opportunities for professional development, networking and relationship building
5. In enhancing member support and leadership, strive to implement and connect members to a variety of French and English resources and initiatives

	Action	Lead	Timeframe O = Ongoing LT = Long-term
1.1	Develop and implement a framework for all educational offerings, to ensure Diversity, Equity, and Inclusion (DEI) and that indigenous planning topics and lenses are incorporated	CPL Committee	O
1.2	Develop and implement an annual Work Plan of CPL events. Further to 1.1, the Work Plan will cater primarily to NBAP members, include a balance of on-line and in-person events, and encompass French-English and rural-urban offerings	CPL Committee	O
1.3	Through the annual Work Plan, implement an annual, two-day mini conference to provide an opportunity for in-person professional development, networking and relationship building	CPL Committee	O
1.4	Connect NBAP members with external CPL opportunities implemented by other Provincial and Territorial Institutes and Associations (PTIAs), related professions, governmental organizations, and community stakeholders and partners	CPL Committee	O
1.5	Explore opportunities to collaborate with related professions and PTIAs of CIP in implementing CPL events	CPL Committee	O
1.6	Direct NBAP members to leadership development opportunities and professional supports by connecting members to resources and programs such as the CIP Emerging Leaders Program (ELP)	CPL Committee	O
1.7	Encourage NBAP members to avail of other professional supports, resources, and educational opportunities by connecting members to resources and programs (e.g. communications, conflict resolution, mental health and wellbeing)	CPL Committee	O
1.8	Further to 1.2, 1.6, and 1.7, conduct an annual survey of the membership to determine overall interest in potential CPL offerings and areas of professional support	CPL Committee	O

Priority #2

Governance of Profession

Goals:

1. In conjunction with API, PSB and CIP, regulate professional planning in NB
2. Demonstrate organizational excellence
3. Enhance long-term operational resilience and financial sustainability
4. Administer legislation, by-laws, and policies

	Action	Lead	Timeframe O = Ongoing LT = Long-term
2.1	Keep by-laws and policies up-to-date to reflect current legislative and membership priorities	Executive Committee	O
2.2	Continue to support NBAP members and the Province of New Brunswick through the transition of the Local Governance Reform (LGR) initiative	LGR Committee	2023
2.3	Implement a fee-for-service framework for NBAP-led CPL events with protected access to event recordings	Executive Committee / CPL Committee	2023
2.4	Work with API to promote NBAP CPL events to the members of the four Provincial Associations (PAs)	CPL Committee	O
2.5	Establish a menu of volunteer opportunities for members to become involved with NBAP through various committees and initiatives	Promotions and Advocacy Committee	O
2.6	Continue to publish NBAP Position Statements (e.g. NBAP Statement on Equity)	Executive Committee	O
2.7	Ensure the NB Registry of Professional Planners is kept up-to-date	Executive Committee / API	O
2.8	Continue to explore opportunities to leverage volunteer resources across the membership and to avail of external funding and partnerships to reduce operational and special project costs	Executive Committee	O
2.9	Continue to review membership fees to ensure they are kept up-to-date and comparable with other Provincial and Territorial Institutes and Associations (PTIAs)	Executive Committee	O
2.10	Practice operational transparency by ensuring all Executive Committee and Annual General Meeting minutes and materials are translated and posted promptly on the NBAP website	Executive Committee	O

Priority #2

Governance of Profession

	Action	Lead	Timeframe O = Ongoing LT = Long-term
2.11	In conjunction with API, help facilitate the appointment of NBAP members on regional and national boards and committees (e.g. API Board, API CPL Committee, CIP Professional Standards Committee (SC), and the Professional Standards Board (PSB) and sub-committees (Accreditation Program Committee (APC) and Professional Education and Examination Committee (PEEC))	Executive Committee	O
2.12	Monitor the implementation of the new Fair Registration Practices in Regulated Professions Act (FRPRPA) and associated implications on the future governance of NBAP	Executive Committee	2023-2024
2.13	Conduct a Re-Organizational Study (ROS) detailing options for the restructuring of API	Executive Committee / Promotions and Advocacy Committee	2023
2.14	Further to 2.13, explore establishing an ad hoc Re-Organizational Study (ROS) sub-committee	Executive Committee	2023
2.15	Continue to make the Annual General Meeting (AGM) free and accessible to all, providing where possible an option for members to attend virtually	Executive Committee	O
2.16	Further to 2.15, issue an annual call for AGM sponsors to help offset simultaneous interpretation costs	Executive Committee	O
2.17	Continue to work with API and the Presidents of the four Provincial Associations (PAs) to modernize the 'Public Subscriber' membership class to increase uptake and revenue from membership dues	President / Executive Committee	2023
2.18	Continue to work with API and the Presidents of the four PAs in modernizing the Memorandum of Agreement (MOA) and preparing the NBAP for organizational resiliency for a future provincial audit under FRPRPA	President / Executive Committee	2023
2.19	Continue to work with API and the Presidents of the four PAs in reshaping API's role and image as a supporting secretariat, thereby making NBAP more front-facing in the regulation of professional planning in NB	President / Executive Committee	2023
2.20	Further to 2.18 and 2.19, develop a new standalone, bilingual website for the NBAP	API / Executive Committee	2023
2.21	Finalize NBAP's first Strategic Plan	Executive Committee	2023

Priority #3

Profile and Sustainability of Profession

Goals:

1. As the voice of professional planning in NB, promote, advocate, and educate on behalf of the profession
2. In raising the profile and sustainability of the profession, strive to balance initiatives in both francophone and anglophone cultures
3. Strengthen RPP as a trusted and respected professional designation
4. Build the next generation of planners in New Brunswick

	Action	Lead	Timeframe O = Ongoing LT = Long-term
3.1	Strengthen existing and foster new partnerships with planning schools, community stakeholders, governmental organizations, and related professions	Executive Committee / Promotions and Advocacy Committee	O
3.2	Increase general awareness, interest, and participation in planning with members of the public and decision-makers	Executive Committee / Promotions and Advocacy Committee	O
3.3	Advocate on behalf of NBAP's interests at CIP events, meetings, annual conference and on CIP Sub-Committees, PSB, PAF, SC, etc.	Executive Committee	O
3.4	Support the API and its Regional Conference Committee in preparing for and implementing the 2024 API Conference	Executive Committee / Promotions and Advocacy Committee	2023-2024
3.5	Through a funding partnership with the Department of Postsecondary Training, Education and Labour (PETL), Department of Environment and Local Government (DELG), municipalities, and Regional Service Commissions (RSCs), develop a Labour Market Study (LMS) and Employment Strategy (ES) to understand and address employment attraction and retention issues in New Brunswick	Promotions and Advocacy Committee	2023
3.6	Further to 3.5, implement the action items outlined in the Employment Strategy (ES)	Executive Committee / Promotions and Advocacy Committee	2023-O
3.7	Pending the recommendations of the ES, explore the development of a marketing campaign, which includes a review of potential funding opportunities, for the purpose of attracting new planners to NB (e.g. professional video and social media strategy)	Executive Committee / Promotions and Advocacy Committee	2025

Priority #3

☑ Profile and Sustainability of Profession

	Action	Lead	Timeframe O = Ongoing LT = Long-term
3.8	Continue to work with the Department of Education and Early Childhood Development (EECD) in availing of opportunities to educate students on community planning and professional planning career opportunities	Promotions and Advocacy Committee	O
3.9	Assist EECD in promoting the use of the 2022 Digital Innovation - Centres of Excellence, World Town Planning Day presentation recording in anglophone school district classrooms	Promotions and Advocacy Committee	2023-24
3.10	Further to 3.9, explore developing and implementing a new EECD World Town Planning Day presentation for both francophone and anglophone school districts	Promotions and Advocacy Committee	2025
3.11	Explore implementing a media series on planning in NB	Promotions and Advocacy Committee / CPL Committee	2023
3.12	In conjunction with other partners (e.g. DELG, RSCs, and municipalities), review funding opportunities and explore visiting select planning schools to attract new planners to NB	Promotions and Advocacy Committee	2023
3.13	Conduct a 'Virtual Road Show' to select planning schools across Canada, which may include networking opportunities and presentations to planning graduates	Promotions and Advocacy Committee	2024
3.14	Encourage mentorship and sponsorship to assist Candidate Members in their professional accreditation	Executive Committee / Promotions and Advocacy Committee	O
3.15	Further to 3.14, encourage individuals working in the planning field in NB to become Candidate Members under the Prior Learning Assessment and Recognition (PLAR) certification route (e.g. mentorship connections for small organizations that may not have in-house expertise)	Executive Committee / Promotions and Advocacy Committee	O
3.16	Continue to award the NBAP President's Bursary to a New Brunswick resident enrolled in a full-time accredited Canadian undergraduate or graduate planning program	Executive Committee	O
3.17	Further to 2.17, publicize and use the modernized 'Public Subscriber' membership class to increase public interest and involvement in the planning profession	Promotions and Advocacy Committee	2023-O
3.18	Develop a master email list to more broadly publicize NBAP-led CPL events (e.g. planning schools, related professions, 'Public Subscriber' members)	CPL Committee / Promotions and Advocacy Committee	2023
3.19	Continue to increase media exposure through such means as conducting interviews and publishing articles (e.g. World Town Planning Day)	President / Promotions and Advocacy Committee	O

Key Actions



2023

- 2.2 LGR transition
- 2.3 CPL fee framework
- 2.12 Monitor FRPRPA legislation
- 2.13/2.14 ROS and sub-committee
- 2.17 Modernize and publicize the 'Public Subscriber' membership
- 2.18/2.19 Modernize API MOA and reshape API
- 2.20 New NBAP website
- 2.21 Finalize NBAP's first Strategic Plan
- 3.4 API Conference 2024
- 3.5 LMS and ES
- 3.11 CBC planning series
- 3.12 In-person planning school visits
- 3.18 Develop master CPL email list

2024

- 2.12 Monitor FRPRPA legislation
- 3.4 API Conference 2024
- 3.6 Implement ES
- 3.13 'Virtual Road Show' of planning schools

2025

- 3.6 Implement ES
- 3.10 New WTPD on-line presentation (FR and EN)

2026

LGR - Local Governance Reform
 CPL - Continuous Professional Learning
 FRPRPA - Fair Registration Practices in Regulated Professions Act
 ROS - Re-Organizational Study
 MOA - Memorandum of Agreement
 LMS - Labour Market Study
 ES - Employment Strategy
 WTPD - World Town Planning Day