

ULI Louisiana Strategic Plan Framework

MISSION

ULI's mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI Louisiana brings together multi-disciplinary land use and policy practitioners to share innovative and realistic solutions for the long term success of the state of Louisiana.

POSITIONING STATEMENT

ULI Louisiana aims to be the state's preeminent organization focused on creating and sustaining communities through wise land use, development, and re-development decisions. We bring together a thriving and dedicated multi-disciplinary community of professionals that deliver market-based, innovative and implementable solutions to the Greater New Orleans area and throughout the state of Louisiana.

As integrators, we share real-world knowledge and best practices and offer a wide range of in-depth educational programming and resources for members and the broader Louisiana land use community.

GOAL AREAS

A.

Inform and Influence Land Use Practices

B.

Share Knowledge through High Quality Educational Programs

C.

Create Professional Development Opportunities

PRIORITY INITIATIVES

Identify major policy and practice themes

Coordinate programs around thematic framework

Develop WLI, Urban Plan, & Product Councils

OBJECTIVES

Conduct Technical Assistance Panels (TAPS)

Pursue Advisory Services Panels for larger projects.

The ULI Louisiana Housing Forum

What's Really Going On & Emerging Trends in Real Estate

Building & Site Tours

Breakfast Series

Launch WLI in April of 2017

Grow & Develop Young Leaders Group

Implement 2nd and 3rd installments of UrbanPlan in the spring & summer of 2017. Train further members.

Launch Workforce Product Council

PERFORMANCE MEASURES

Impact of Land Use on Decision Making

Programs and Initiatives Reflecting ULI's Signature Elements

Member Satisfaction

GOAL AREA A. INFORM AND INFLUENCE LAND USE PRACTICES

Goals

- Be a leader in market-based, implementable solutions to the land use, development, and redevelopment problems facing our area to positively benefit regional development- focusing on New Orleans, Baton Rouge, & Shreveport first.
- Serve as an inclusive forum for people from different disciplines and sectors to come together to discuss and collaborate on a wide range of land use and development issues

PRIORITY INITIATIVE A: Identify Major Policy and Practice Themes

A targeted, issue-based approach to policy development and outreach will allow ULI Louisiana to focus organizational and member energy on advancing the most critical land use, development, and redevelopment issues the region faces. Developing a thematic framework will allow for creative and focused thought leadership in these areas.

Key components of the effort include:

- Identify several major development and land use issues for targeted study and discussion annually
- Engage members and policy makers in identifying major issues
- Develop and widely communicate thought leadership and solutions around each issue

GOAL AREA B. SHARE KNOWLEDGE THROUGH HIGH QUALITY EDUCATIONAL PROGRAMS AND OTHER INITIATIVES

Goals

- Reinforce and continually improve ULI Louisiana's status as a "University without Walls" for land use and development professionals throughout in Louisiana
- Offer a range of activities and delivery methods to ensure a diverse set of offerings that will benefit all members
- Differentiate ULI Louisiana as an organization that offers high quality, substantive programs and initiatives

GOAL AREA C. CREATE PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Goals

- Provide members with valuable and engaging educational and networking opportunities that will benefit their careers through interaction with other members and participation in teaching and learning activities
- Provide targeted professional development opportunities to members at all points in their careers.