



ACSP

Connecting educators,
researchers and students

Ideas for Marketing Your Planning Program/Department from ACSP

On this page, you will find marketing ideas provided by a marketing consultant to ACSP that can be adapted for your program. We include marketing terms in quotations. On the second and third pages, ACSP marketing terms and ideas are provided that can be used in your marketing efforts.

“Personality” (*Characteristics of ACSP membership, which may also be appropriate for planning students and applicants.*)

- Passionately Driven
- Scholarly
- Youthful/Contemporary
- Altruistic
- Approachable

“Brand Value” (*What value ACSP brings to its members, which may also be appropriate for planning students and applicants.*)

“Functional” Value: Opportunities to Connect

Planning programs enjoy the benefits of a larger community in the form of ACSP where faculty and students alike have direct access to people in all areas of planning that are generous with their time, passionate about their area of study, and committed to helping planners at all levels succeed.

“Emotional” Value: Assurance

Planning faculty and students are part of a much larger community that will assist them in securing a rewarding and challenging future.

“Self” Value: Empowerment

Planning faculty and students develop the skills they need to positively impact their community.

“Positioning Statement” (*ACSP’s branding message.*)

ACSP is the planning organization that academics and students turn to for thought leadership in research and education.



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Existing ACSP Marketing Materials (Available Online)

ACSP archives a large amount of [marketing and recruiting materials on our website](#). Information includes details on specializations, information about the planning profession, career possibilities and paths, planning program information, education requirements, and more. To access this detailed information, visit <http://www.acsp.org/page/PubsArchivePubs>.

The information below includes excerpts from the *2014 Guide to Graduate and Undergraduate Education in Urban and Regional Planning*.

Planning is a systematic, creative way to influence the future of neighborhoods, cities, rural and metropolitan areas, even the country and the world. Urban and regional planners use their professional skills to serve communities facing social, economic, environmental, and cultural challenges by helping community residents to:

- develop ways to preserve and enhance their quality-of-life;
- find methods to protect the natural and built environment;
- identify policies to promote equity and equality;
- structure programs to improve services to disadvantaged communities; and
- determine methods to deal effectively with growth and development of all kinds.

Having a planning degree enables you to do many types of jobs and be involved in almost any kind of government or private activity that seeks to affect the future, or respond to community change. The majority of planners work in traditional planning areas such as community development, land use, transportation planning, environmental/natural resources planning, economic development, urban design, housing, historic preservation and community activism. However, individual planners may have a wide variety of responsibilities within these broadly defined specialties. Other planners work in less traditional areas, often with people from other disciplines in fields such as healthy communities, energy development or school planning. Some planners become generalists. They develop a level of expertise in several substantive areas. Others become specialists and define themselves as housing or transportation or environmental planners.

Most planners share a common set of skills and values even though they may specialize in one or two substantive areas. Using their “planning toolkit” they:

- involve all affected parties in important planning decisions;
- help communities develop their own vision of the future, preparing plans responsive to shared community objectives;
- analyze qualitative and quantitative information to suggest possible solutions to complex problems;
- evaluate the cost-effectiveness of proposed projects and plans; and
- present recommendations to public officials and citizen groups in a comprehensive and understandable way.



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Planners work in government, with non-profit agencies, and in private industry. Those in the public sector often work for city or county governments or regional planning agencies but there are also planning jobs at the State and Federal levels. International organizations such as the United Nations and the World Bank also employ planners. Planners with jobs in the private sector may work with utility companies, law firms, real estate developers, and planning consultants. Planners also work in the non-profit sector and with non-governmental agencies such as community development organizations or advocacy groups for elderly populations.

In their jobs, some planners have responsibility for specific geographic areas such as individual neighborhoods in a city or region; within those areas they may provide assistance on a variety of substantive issues from land use to transportation. Other planners have substantive responsibilities – such as housing or environmental planning – and provide assistance in their specific specialization to many communities within a city or region. Some planners work on projects that will be completed within a year or two while others focus their efforts on projects many years in the future.

While you may think of planning as an urban activity, it actually occurs in communities of all sizes. Many planners work in small cities, in rural areas, and for Indian Nations. Others work in suburban neighborhoods at the periphery of large regions while still others have jobs in the dense core of major metropolitan areas.