

2014 AGM Executive Report

The BC Chapter is in year two of its strategic plan. At the annual January work planning session, the Executive agreed to focus on two specific objectives:

- Delivering membership value through the E-Bulletin, In Person Events and Website resources
- Developing new members through outreach specifically building relationship networks and partnerships

Programming

The chapter delivered on these objectives in the following ways:

- **March 12, 2014 Event: Getting Past the Usual Suspects** Topic focused on increasing the amount and diversity of engagement. A partnership with SFU the event featured three guest speakers Tessica Truong, Engaged City Task Forces; Michael Alexander, SFU City Conversations and Claire Havens, SFU Centre for Dialogue. 40 people attended and it was audio recorded and linked to the powerpoint to create a video (using volunteer resources) that is posted on the IAP2 Canada and BC website as practitioner resources.
- **October 23, 2014 Event: Topic: Engaging Ideas Lets Talk about Public Engagement on Vancouver Island.** The purpose of the event was to deliver on the Chapter's strategic plan goal to provide programming in other areas of the province where the Chapter has members. The BC Chapter has been developing a Community of Practice model to attract practitioners to events to identify key issues of interest to them. 15 People attended. A description of the event and pictures were provided to IAP2 Canada for its fall newsletter.

The outcome of the event is a commitment by participants to build an engagement community on Vancouver Island with events to learn, grow and share at. Helping people understand what engaging or consulting the public really means was mentioned and how a focused group such as this could bring true awareness and understanding of the IAP2 spectrum and core values. As well people want to get together quarterly or so to share the good, bad and ugly from a practitioner standpoint, discuss case studies and techniques. Moving forward email communications will begin with this group, hoping people will share topic ideas, offer to host and we hope to grow this Vancouver Island engagement community. Looking at the partnership opportunities around events in particular with other local organizations such as PIBC and CPRS on the Island was also supported, as many of the attendees were members of one of these organizations.

- **AGM -** The Chapter recorded the 2013 AGM and linked the Powerpoint slides to create a presentation that was uploaded to the IAP2 BC & Canada website as a member resource in January 2014. The AGM is also a networking event that members appreciate. The AGM is attended by individuals interested in learning more about IAP2 BC. The chapter has attracted new members and directors from AGM events.

Member Services & Development

- **E- Bulletin** – emailed to members twice a year in the Spring and Fall. The E-Bulletin promotes training, events, profiles members, and shares practitioner resources.
- **Website** – Significant updates and improvements were completed in 2014 to this resource for members and non-members. The website promotes training and events, shares practitioner resources, links to IAP2 Canada.

- In 2014 IAP2 BC sponsored a University of Victoria student to attend the IAP2 National Conference in Winnipeg. This sponsorship is aligned with the chapter's goal is to build the capacity of P2 research and resources for in BC.

Training Activities

IAP2 BC promotes training offered by the Canadian Trainers Collective in exchange for a small donation that supports the delivery of Chapter programs and events for members. Other IAP2 training organizations have been invited to participate in this program but have declined. The Chapter promoted the following CTC programs:

- IAP2 Certificate Program in Effective Public Participation
When: March 10 to 14, 2014
- Emotion, Outrage and Public Participation (EOP2)
When: March 17 and 18, 2014
- The IAP2 Foundations Program
November 17-21, 2014

Challenges in 2014

- Community of Practice Events were planned based on information provided by members about what they wanted in terms of programs, timing, etc. The Chapter organized and promoted events through email and the website. For the event in Victoria and New Westminster there were no registrants and both events were cancelled.
- The lesson learned is that events are successful if organized and promoted by P2 practitioners around a specific topic or in a specific area or through partnership, with a Chapter director as champion and the Chapter providing financial resources for food and beverages.

Governance Activities

Over the past year the executive have negotiated with IAP2 Canada to ensure that a new Chapter Agreement protects the interests of the members and the Chapters financial resources. This process should be completed by year-end.

- In addition as the representative for Chapter relations with IAP2 Canada I have participated in monthly conference calls with other chapters to discuss issues and struggles related to governance, events and membership value.
- Provide updates to IAP2 Canada and the BC Chapter website and newsletters to keep members apprised of issues and events.

Membership

- We continue to attract new members but there is also attrition from members who drop off after a year or two for a variety of reasons. A recommendation has been made to IAP2 Canada to follow up with members that do not renew. The membership list database was a topic of discussion at the 2014 conference as some chapters suggested that it is difficult to navigate. IAP2 Canada indicated that they continue to work on improving functioning.
- In 2013 BC Chapter reported - 114 members In 2014 - 113 members

Financial Report: See attachment

Respectfully submitted,
Catherine Rockandel, President