

Vision Statement

In the next five years, our vision is for BC Chapter of IAP2 to be the leading organization in BC advocating for the practice of public participation. We aspire to engage practitioners throughout the Lower Mainland and regionally throughout British Columbia by offering higher-level training and discussions in partnership with other leading BC organizations and institutions. We also aspire to serve a new generation of P2 practitioners by creating opportunities for networking and learning that engage students.

Mission

The purpose of IAP2 BC is to:

1. Improve the quality and professionalism of people in the public participation field;
2. Promote and encourage the exchange of information about public participation;
3. Support training initiatives and host or co-host conferences, seminars, workshops and other sessions concerning the practice of public participation;
4. Publish newsletters, reports, monographs, and articles for journals concerning the practice of public participation; and
5. Encourage the growth and development of the public participation field.

Chapter Principles

The following principles are important parameters and guidelines for the BC Chapter.

Relevant

The Chapter and its programming/services are relevant at each end of the participation “spectrum.”

Meaningful & Consistent

The Chapter will deliver a meaningful and consistent experience for advanced professionals, new practitioners and students.

Accessible

Planning and delivery of programming and services will consider accessibility for all members/potential members regardless of geographic location, income status or other barriers (as they emerge).

Aligned

The Chapter will adhere to and follow IAP2 Canada and International’s principles.

Respectful

The Chapter is a volunteer organization and people’s valuable time will be respected.

Accountable & Transparent

The Chapter will be accountable and transparent to its members and IAP2 International as it conducts its business.

Target Audiences

Primary

BC-based practitioners: Members & Non-members

Secondary

Government organizations in BC (federal, provincial and local)

BC Businesses; BC Non Governmental Organizations; Potential Partner Organizations; Media

Strategic Goals & Objectives 2013-2016

The following seven strategic goals will move IAP2 BC towards achieving its vision. IAP2 BC has identified the following objectives with multi-year broad actions towards the strategic goals. Each year directors would develop a work plan that details the specific tasks to complete the objectives and actions.

Strategic Goal 1: GOVERNANCE

Continue to improve Chapter governance structures and operational capacity to support organizational growth, to manage emerging issues, to serve members and deliver desired services and activities.

Objectives & Actions

- Review the Chapter's Executive Team role descriptions
 - Action: The President will lead the process to develop comprehensive role descriptions similar to the training coordinator role description in consultation with board members
- Review nomination & election process in Operation Policies and Procedures.
 - Action: The President will lead the process to review the current two-year terms with election at AGM. Explore staggered elections with one and two year terms
- Develop and implement new policies and/or update existing policies
 - Action: The President will work with the Board to identify other policies that need updating or establishment similar to the development of the training policy
- Liaise with IAP2 Canada and other Chapters to ensure information sharing, etc
 - Action: The President as the Board designate will participate in quarterly conference calls and share minutes with board
- Develop new Chapter Charter agreement with IAP2 Canada
 - Action: The President as the Board designate will continue to discuss issues, represent BC interests in the development of a draft agreement to be reviewed by the BC board
- Support board members in their individual roles
 - Actions:
 - Establish relationships with potential partners and support partnership director to develop partnerships that serve and grow membership
 - Provide leadership on key issues of importance to chapter such as training development, strategic & work plan development, chapter communication, information systems and record keeping
- Represent the Chapter interests on National and International-organization topic related discussions

Strategic Goal 2: PROGRAMMING & NETWORKING

Develop, promote and deliver consistent and quality educational and networking programming to members and potential members.

Strategic Goal 3: PROGRAMMING & NETWORKING

Position the IAP2 BC Chapter as the leading local “expert organization” on public participation (consultation & engagement) among partner organizations, industry, government and the media

Objectives & Actions (For Strategic Goals 2 & 3)

- Offer social/educational events across the region
 - Actions:
 - Identify several communities outside of the Lower Mainland that would be interested in hosting an IAP2 BC social/educational event
 - Work with a chapter member in the community providing support and the necessary tools for the social/educational events
 - Promote the event through the quarterly news update, online (IAP2 BC website, Facebook) and email
- Host the annual IAP2 BC Spring Symposium
 - Actions:
 - Allow members and previous participants to identify the themes, topics, and presenters for the 2013 Spring Symposium
 - Enlist the help of members for the symposium planning, coordination, promotion, and implementation tasks
 - Provide symposium sponsorship opportunities and recognition
- Partner with outside agencies that are seeking to benefit from social/educational opportunities

Strategic Goal 4: PARTNERSHIP DEVELOPMENT

Collaborate: Establish partnerships using a balanced and strategic approach with a variety of affinity organizations to enhance educational and advocacy activities.

- a. Focus on a diverse mix of partnerships to ensure the organization has a balanced membership and is far reaching throughout the province.
- b. Increase the value to current and future members by aligning with partner organizations that are like-minded.

Objectives & Actions

- Develop standard materials to use to commence the dialogue.
 - Actions:
 - Develop a clear message as to why we are seeking partnerships and the opportunities of those to our organization and there’s.
- Create a list of organizations, events and activities that are of interest to partner with indicating: when the partnership is ideal to focus on (short or long term), is if contact has been made, contact names, details.
 - Actions:
 - Priorities partnerships in the short term (2013) are those that have already approached IAP2 BC to partner, which include: Canadian Public Relations Society (CPRS); Canadian Community for Dialogue and

- Deliberation (C2D2); Simon Fraser University Beedie School of Business; and the Government of BC. Other partners may include local and provincial government bodies, school boards, post-secondary institutes.
 - Priority events or activities in the short term (2013) may include: TED talks; CIP Vancouver conference; Association of Canadian Municipal Administrators – Victoria.
 - Outline how many partnerships should be pursued annually and update throughout process.
- Build Partnerships Committee capacity and role.
 - Action:
 - Meet in person or via phone bi-monthly and keep in regular email contact.
- Future Partnerships Coordinator
 - Actions:
 - Maintain a binder or email file of relevant information (contact lists, processes, emails, status of action items, etc.)

Strategic Goal 5: FINANCIAL ACCOUNTABILITY

Provide accessible chapter finances while streamlining existing accounting and record keeping systems.

Objectives & Actions

- Update BC Chapter bookkeeping systems and ensure consistency with IAP2 Canada reporting requirements.
 - *Actions*
 - Liaise with IAP2 Canada to confirm annual reporting requirements and accounting practices.
 - Research possible improved bookkeeping models.
 - Improve/steam-line existing BC Chapter bookkeeping systems, while coming into alignment with IAP2 Canada requirements.
 - Re-visit book keeping systems annually, with an eye to possible improvements.
- Explore a three to five year budgeting forecast process for the BC Chapter.
 - *Actions:*
 - Research possible models for budgeting.
 - Determine information required for creating a three to five year budgeting forecast.
- Ensure the BC Chapter has the required insurance policies in place.
 - *Actions:*
 - Liaise with IAP2 Canada to clarify insurance needs.
 - Obtain required information for insurance application (both commercial and directors liability insurance).
 - Acquire required insurance policies.
 - Review insurance needs on a biennial basis.

Strategic Goal 6: TRAINING

To develop and maintain mutually beneficial working relationships with IAP2 Certificate Trainers and other training organizations providing training of interest to members and non-members in British Columbia to position BC as a place where the practice of public participation is furthered via training.

Objectives and Actions

- To facilitate a mutually beneficial and positive working relationship between the BC Chapter and Trainers

Actions

- Act as the contact for trainers
 - Communicate with the trainers with clarity and consistency
 - Implement the IAP2 BC Training and Marketing Policy
 - Put signed written agreements in place between chapter and trainers
 - Act as the Chapter Liaison on the IAP2 Training Strategy Launch Team
 - Keep updated information about trainers and upcoming training in BC
 - Update the executive on discussions had with trainers
 - Distribute information between executive members and trainers
 - Provide a welcome to participants at training events on behalf of the chapter
 - Provide information about upcoming training
 - Collect donations from trainers and deliver them to the treasurer
- To provide training of interest to members and non-members in BC
- ##### *Actions*
- Seek out organizations that could offer relevant training and reach agreements with them
- To promote upcoming training
- ##### *Actions*
- Keep active on the various avenues for promotion: events, social media, emails, bulletins and website postings
 - Create and maintain a Facebook account for the BC Chapter
- To create and update a legacy for future training coordinators
- ##### *Actions*
- Maintain a binder with relevant information (synopsis of past conversations, emails, signed agreements, templates, etc.)

Strategic Goal 7: MEMBERSHIP SUPPORT & DEVELOPMENT

To increase the chapter membership and enhance the communications and engagement opportunities of our members

Objectives and Actions

- To increase chapter membership by 30% per year.

Actions

- Expand IAP2 awareness to unaffiliated organizations and increase our depth with affiliated organizations and companies
 - Increase use of student membership and options for attendance at IAP2 events
- To increase use and capacity of website with member contributions.

Actions

- Promote sharing of case studies and best practices on the chapter website and via social media.
 - Ensure links from website to other platforms.
- To produce Membership Bulletin quarterly.
Actions
 - Solicit contributions and content from membership
 - Refresh Bulletin with new logo and format.
 - Ensure training opportunities are given prominence
- To host North American/International IAP2 conference in the medium term (3-5yrs)
Actions
 - Create sub-committee to look at long-range implications and work load for hosting IAP2 North American conference.