

# IAP2 BC Yukon Chapter

## Strategic Plan

2021-2023

### WHAT is IAP2 CANADA

The International Association of Public Participation Canada is the leading expert organization on public participation, consultation and engagement,

### DEFINITION OF P2

Public participation is any process that involves the public in problem solving or decision-making and uses public input to make sustainable decisions.

### VISION

IAP2 members, and potential members, have access to; a connected community, capacity building and skill development opportunities in order to advance the practice of inclusive public engagement.

### MISSION

Build and sustain the P2 Community:

- To grow a diverse membership of P2 practitioners across BC and Yukon
- To support members from all backgrounds and at various stages of their careers, and to ensure members feel supported by one another.
- Partner with groups, organizations, educational institutions to raise awareness of IAP2 and build a more diverse membership.

Build and Grow Skills:

- To provide members with resources and opportunities to grow their practice.
- To provide members with opportunities to grow and share lessons learned and experiences of public participation.

Advance the Practice:

- Be a preferred resource for better public participation, through outreach and advocacy, to help communities understand the value of P2.
- Promote the use of frameworks and practice that fosters meaningful engagement and outcomes.
- Collaborate with the IAP2 Community (particularly the BC/Yukon Chapter members) for continuous improvement in P2 practices.

## STRATEGIC GOALS: 2021-2023

These goals are intended to move IAP2 BC and Yukon Chapter to achieve its vision. The Board will develop actions to achieve these goals each year and continue to review the Strategic Plan and these goals throughout the plan's tenure to determine further actions that will achieve the goals.

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### **BUILD and SUSTAIN the P2 COMMUNITY**

To increase and diversify chapter membership of P2 practitioners, while supporting members from all backgrounds and at various stages of their careers to feel welcomed, engaged and supported to learn from one another.

#### Actions

- Understand the diversity of experience, background and careers among our membership to provide relevant, value-added resources, connections and opportunities for the IAP2 BC and Yukon membership
- Host accessible networking opportunities for our membership.
- Increase use and capacity of the IAP2 BC and Yukon website and increase member contributions.
- Develop content for, produce and distribute a Membership Bulletin biannually
- Gather member feedback regularly on key themes and areas of interest.
- Outreach and engage to understand who our potential members are.
- Outreach to a diverse potential membership
- Outreach to a broad spectrum of partner organizations

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### **BUILD and GROW SKILLS**

To promote and deliver various P2 learning opportunities to members and potential members.

#### Actions

- Develop and promote branded BC and Yukon Chapter Events to foster a community of learning and practice.
- Promote available IAP2 training opportunities through various accredited practitioners.
- Organize events that provide opportunities for peer-to-peer sharing and learning.
- Organize, promote and/or create events in partnership with various organizations practicing P2 in their respective fields.



## **ADVANCE the PRACTICE**

To continue to grow and strengthen the position of the Chapter, representative of IAP2 Canada, with Chapter members as well as with partner organizations across all sectors. To broadly promote the value and practice of P2 to achieve more meaningful, sustainable decision-making.

### **Actions:**

- Develop and maintain relationships with IAP2 Certified Trainers and others that provide training of interest to members.
- Establish agreements with IAP2 Certified Trainers that detail responsibilities and opportunities for mutual support to deliver training to members and non-members.
- Promote training within and beyond membership and provide support for training per agreement with trainers via social media and other mechanisms.
- Demonstrate and promote the value of P2 in making meaningful, sustainable decisions.
- Establish new and build on existing relationships of the IAP2 BC and Yukon Board members to grow partnerships for the benefit of members.
- Seek a diverse mix of partnerships to ensure the organization has a balanced membership from throughout the province.
- Increase the value of membership for current and future members by aligning with partner organizations.
- Develop partnerships and support organizations that deliver initiatives to advance the practice of P2.



## **GOVERNANCE and ACCOUNTABILITY**

To improve Chapter governance structures and operational capacity to continue to support organizational growth in order to serve members and deliver member - centred services and activities.

### **Actions**

- Fulfil and evaluate Chapter actions from Implementation Strategy by 2023
- Transparency of board outcomes
- Strong financial management and alignment of resources to strategies and goals
- Strive for diversity in Board representation.
- Each Board member to use our experiences and skills to the benefit of the members, as well as champion and help grow existing relationships with partnering organizations.

## Chapter Principles

The following principles guide the BC Yukon Chapter board in our organizational decision-making and actions. They provide the approach from which we build and sustain the P2 community, build and grow P2 skills, and advance the P2 practice in collaboration with the BC and Yukon membership:

1. We are aligned: The Chapter adheres to and follows IAP2 Canada's principles.
2. We are accountable and transparent: The Chapter demonstrates accountability and transparency to its members and IAP2 Canada as it conducts Chapter business.
3. We are relevant: The Chapter and its programmes are relevant across the IAP2 spectrum.
4. We are always discovering what it means to be meaningful and consistent: The Chapter endeavours to understand what makes for a meaningful and consistent experience with our organization through connecting with a diversity of members and others interested in P2 - beyond the organization and practice's roots in whiteness and systemic privilege.
5. We are accessible: In planning and delivery of programming and services, the Chapter applies a diversity lens, and engages people with lived experience where needed, to ensure accessibility for all members and potential members, particularly those who experience systemic barriers.
6. We are respectful: As a volunteer organization, the Chapter values and respects people's time and contributions.