

BC Chapter IAP2 Strategic Plan 2009-2012



Background

The following framework and plan will guide the Chapter's executive and members over the coming three years. It will be reviewed, evaluated and revised on a regular basis.

Opportunities & Challenges

The following have been identified as either an opportunity or a challenge for the Chapter to pursue and leverage, or to mitigate and re-orient as a positive.

Opportunities

The Chapter has access to the following tools/supports:

- Technology (allows for greater connectivity, alternatives for program delivery)
- Administrative support
- Access to Chapter funds (\$10k +)

The Chapter is able to access the following resources:

- Learning from local expertise
- Access to a rich international network
- High potential for local partnerships

The Chapter is able to leverage and build from the following events/activities:

- Olympics (large highly-visible international event)
- Aboriginal policy environment
- BCAG report & follow-ups (2010)
- Training (desire for)
- IAP2 international viability (play a strong role in supporting/direction)

Challenges/Constraints

- IAP2 international viability (financial trouble – ability to support the Chapter)
- Economy (barriers to membership-related costs)
- Geography- dispersed membership/practitioners
- Volunteer base organization
- Competing organizations (for membership)
- Member expectations

Chapter Principles

The following principles have been identified as important parameters and guidelines for the BC Chapter. They have been referenced in the development of this plan.

Relevance

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.

Accessibility

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).

Alignment

The Chapter will adhere to and follow IAP2's 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 in the conduct of its business.

Target Audiences

IAP2 members and other Individuals, companies, public agencies, and other entities either residing, located, or working in BC who are involved in the field of public participation.

Purpose, Strategies & Goals***Plan Purpose***

To establish the IAP2 BC Chapter as the leading organization in BC for the practice of public participation (consultation & engagement) among target audiences within the next three years.

Strategies

- Formalize the Chapter's governance structure and processes to build organizational and people capacity to deliver desired services and activities.
- Develop, promote and deliver consistent and quality educational and networking programming to members and potential members.
- Position the IAP2 BC Chapter as the leading local "expert organization" on public participation (consultation & engagement) among partner organizations, industry, government and the media.

Goals

- Establish Chapter governance structure
- Serve the membership by providing educational and networking opportunities
- Grow the membership
- Establish the Chapter as an industry leader in BC
- Advocate for effective and high quality public participation in BC
- Establish partnerships with affinity organizations to enhance educational and advocacy activities (CPRS; C2D2; SFU; IAF. Host sessions at their events)

Action Plan**Goal 1: Chapter Governance, Structure, and Operation**BC Chapter AGM

- Hold an AGM in November of 2009 and in the fall of subsequent years

BC Chapter Executive Officers

- Develop a nomination and election process for the first BC Chapter Executive Officers and install them at the November 2009 AGM for two year terms
- Develop and manage a two-year election process for Executive Officers
- Develop duties, job descriptions for the Executive Officers

BC Chapter Charter, IAP2 Reporting, Chapter Representation to IAP2

- Adopt an IAP2 Chapter Charter
 - ♦ In alignment with IAP2 International
 - ♦ Confirm acceptance/understanding from the membership and executive
 - ♦ Submit to IAP2 International
 - ♦ Post on Chapter website
- Submit annual reports to IAP2 to fulfill chapter reporting responsibilities
 - ♦ Membership + financial focus
 - ♦ Develop an event/activity form to support the collection of information
 - ♦ Develop list of required information (costs, attendance, scope, etc.)
 - ♦ Provide the form to the event-lead for completion post event
 - ♦ Provide all report/event information on the Chapter website
 - ♦ Liaise with IAP2 International to ensure compliance
 - ♦ Identify and implement/integrate required changes
- Represent the Chapter interests in International-organization topic related discussions

BC Chapter Bylaws

- Adopt a set of chapter bylaws that set out how the chapter is to be governed, structured, and operated

Strategic Plan

- Review the strategic plan by the end of October of each year

Annual Operating Plan and Budget

- Adopt an annual operating plan and budget for the coming fiscal year by December 1 of each year

Annual Work Plan

- Establish an annual work plan by December 31 of each year for the coming fiscal year

Fiscal Year

- Set the chapter fiscal year as the calendar year

Chapter Accounting, Record Keeping & Information Systems

- Set up appropriate accounting, record keeping and information systems for the chapter

Goals 2 & 3: Serving and Recruiting MembersResults of the 2009 Member Survey

The 2009 member survey identified the following preferences related to educational activities:

Format & Frequency:

- Half or full-day sessions
- Electronic Newsletter/Bulletin
- Quarterly

Top three topics:

- Emerging trends
- Econsultation
- Evaluation

The survey identified the following preferences related to networking activities:

Format & Frequency:

- Casual networking
- Quarterly

Educational and Networking Events:

- Develop toolkits to support Event Leads (one each, specific to education and networking):
 - ♦ Planning steps and milestones (e.g. booking venue, speakers, sponsorship, promotion)
 - ♦ List of preferred venues/pricing
 - ♦ Event marketing templates
 - ♦ Typical facilities requirements (e.g. coffee, lunch)
 - ♦ Logistics requirements/steps (e.g. post on website, notifications, etc.)
 - ♦ Logistics timeline (e.g. preferred lead on promotion)
 - ♦ Planning resources (e.g. accessing funds, signing authorities, marketing support, pricing schedule, etc.)
 - ♦ Requirements (e.g. IAP2 member packages at event)
 - ♦ Reporting documentation
 - ♦ Other TBD
 - ♦ Post on the Chapter website
- Establish an annual event calendar
 - ♦ Consistent/expected delivery timeframe (e.g. fall event always in early October)
 - ♦ Post on the Chapter website
- Recruit Event Leads for each event
 - ♦ Via member outreach
- Develop an Event Sponsorship Manual
 - ♦ Give/get parameters
 - ♦ Opportunities
 - ♦ Form letters/content
 - ♦ Formal requirements
 - ♦ Other TBD

Newsletter/Bulletin Activities:

- Develop scope (static sections)
- Design masthead and design template
- Develop an annual storyboard
 - ♦ Align with educational/networking activities
 - ♦ Report on educational event/promote upcoming event
- Develop a distribution list
- Distribute electronically quarterly
- Post on the Chapter website
- Establish a “bulletin” format for ad hoc use to keep members apprised of new developments

Chapter Website:

- Develop a Chapter web page on the IAP2 website for review and approval by the Executive team
 - ♦ Welcome, overview of Chapter
 - ♦ Chapter Charter, other IAP2 documentation/reports
 - ♦ Education/Training/Networking promotion
 - ♦ Links to HQ, partners, resources, IAP2 affiliates/Chapters
 - ♦ Employment opportunities
 - ♦ Discussion forum (best option TBD)
 - ♦ Calendar of events (local and IAP2-based)
 - ♦ Chapter bulletins
 - ♦ Chapter resources (e.g. event planning manual)
 - ♦ Other TBD

On-line Chapter Presence, Promotion & Discussion Forum:

- Review all potential forum opportunities (within IAP2 website, Facebook, other)
- Determine most effective option
- Develop Chapter usage/engagement guidelines
- Promote to members/non-members
 - ♦ Develop promotion plan
- Align content/discussion with educational/social events (temporary)
 - ♦ Continue the conversation
 - ♦ Promote upcoming events

Membership Outreach Tools: E-program

- Establish a member database
- Establish a non-member database
- Develop E-program documentation
 - ♦ Policy
 - ♦ Use guidelines
 - ♦ Required disclaimer/removal option
- Execution aligned with educational/social/advocacy activities
 - ♦ E.g. notification of an event, significant posting on the website related to the above

IAP2 Training

- Develop a policy for providing, co-presenting, or hosting IAP2 training in BC
- Work with IAP2 to develop a policy of BC Chapter agreement to and involvement with any IAP2 training that takes place in BC

Goals 4 & 5: Organizational Leadership and Advocacy

- Have the BC Chapter play a stronger leadership and/or advocacy role within the industry.
- Develop an Advocacy Manual to guide Chapter involvement including:
 - ♦ A decision-making framework to guide engagement decision-making
 - ♦ Process for identifying an opportunity
 - Initial identification
 - Issue brief/position development
 - Executive team participation
 - ♦ Roles and Responsibilities
 - ♦ Media engagement policy

Goal 6: Partnership Development

- Develop a list of relevant BC-based associations and organizations
- Develop a Chapter guide for engagement
 - ♦ Other organization requirements (e.g. based in BC)
 - ♦ Opportunity framework (relationship or partnership)
 - ♦ Engagement Scope (e.g. give/get, cross web presence, program delivery etc.)
 - ♦ Chapter responsibilities
- Ensure compliance/alignment with IAP2 international
- Contact, facilitate and document relationships