

2011 Annual Report



International Association
for Public Participation
United States of America

Mission Statement

We are a nonprofit organization that supports the advancement of public participation in the United States. We provide our members with tools and information to conduct high quality public participation processes and provide government, industry, and nonprofit organizations with educational resources to increase the quality of their participation in such processes.

History of the IAP2 USA Affiliate

IAP2 USA is both a new and an old organization. The [International Association for Public Participation](#) originated over two decades ago in North America, comprised primarily of U.S. and Canadian members. The organization grew successfully to include members from many countries, developed concepts and tools for the practice of public participation, and created an internationally respected certificate training program in the field of public participation that is now offered in English, Spanish, and French.

The increasingly international focus of the organization slowed momentum and focus in countries such as the U.S. where IAP2 began. It also became difficult for an administration located in one country to support and serve members flung far around the globe. This led the 2009 IAP2 board to reform as a federation of national or multinational affiliates to better serve members and focus on issues particular to each country's laws, customs, and language.

The work of a U.S. transition committee in late 2010 resulted in formal approval as the IAP2 USA affiliate, and the inaugural [board of directors](#) was elected by U.S. members and began their terms of service in January 2011.

2011 IAP2 USA Board of Directors

- Theresa Gunn (Arizona), President and Federation representative
- Lewis Michaelson (California), Vice President
- Larry Schooler (Texas), Secretary
- Jeanna Hall (Oregon), Treasurer
- Tim Bonnemann (California), Chief Technology Officer
- Anne Carroll (Minnesota)
- Debra Duerr (Arizona)
- John Godec (Arizona)
- David Hovde (Wisconsin), Federation representative
- Joel Mills (Washington, DC)
- Leanne Nurse (Washington, DC)

2011 President's Message



2011 – A Year of Firsts!

This was an amazing inaugural year for IAP2 USA.

When 30 members agreed to serve as a “transition team” in September 2010 to explore the future of an IAP2 affiliate in the United States, we weren’t sure if there was enough enthusiasm and commitment here to support it, or whether anyone would renew their membership in this fledgling organization.

The facts of 2011 speak for themselves: People are joining IAP2 USA. Not only are a lot of our long-standing members renewing, but many others are joining – including 114 during our recent \$99 membership campaign, exceeding our goal. To support those newcomers, we’re planning a monthly new member webinar to better acquaint them with the organization and learn about their interests and priorities.

We also saw a record number of nominations from the United States for the 2011 IAP2 Core Value Awards, and send our sincere congratulations to the Penn State University and University of Washington team whose project won the prestigious new research award.

Near the end of the year we began planning to bring back a long-time favorite of our members – an annual North America IAP2 conference. We will be co-hosting with IAP2 Canada beginning with the first conference in fall 2012 in Halifax, Nova Scotia – and then it’s our turn to host in 2013. Stay tuned and look for lots of opportunities to be involved over the next two years.

This annual report includes many of our 2011 accomplishments, a chapter update, membership information, and a statement of our financial condition. This great progress in one year is thanks to the hard work of many members. I am humbled by the dedication of the transition team, 2011 board of directors, local chapter leaders, former board members, committee members, licensed IAP2 trainers, and many others who have been an integral part of this successful year. Thank you for your time, enthusiasm, and positive energy that got us successfully through 2011 and left us strongly positioned for 2012.

As a member organization you are all central to IAP2’s future. We have adopted an aggressive strategic plan for the next three years and very much look forward to your help with implementation. To participate in any way or get your questions answered, contact us at info@iap2usa.org, or reach me directly at 623-362-1597 or president@iap2usa.org.

Continue to participate!

Sincerely,
Theresa Gunn

2011 Accomplishments

Creating the Infrastructure

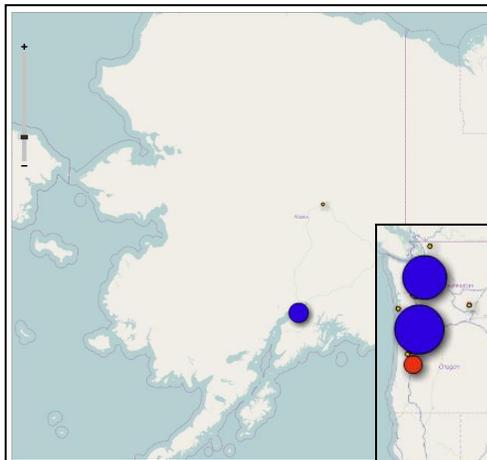
As our “launch” year, in 2011 IAP2 USA was busy becoming an organization. Our inaugural [board of directors](#) worked hard all year to set up the systems, committees, materials, and programs needed to be a strong, member-oriented organization.

To that end, 2011 required a lot of paperwork – from legally incorporating as a nonprofit to submitting our application for federal tax-exempt status. The most valuable part to members was work on our own bylaws to reflect IAP2 USA’s focus on members, access, and our obligations as a U.S. organization. The bylaws work was in two rounds. A task force of board and regular members wrote an initial set early in the year, and after working within them for a time the board identified sections that needed updating and recently adopted a new [version](#).

Early in 2011 the board of directors also determined that we needed to hire a management firm in order to serve the membership. Following a competitive process, the board engaged [SOS Association Management Solutions](#), which has served us well by supporting membership renewals and changes, the e-newsletter, website maintenance, board meetings, and chapters.

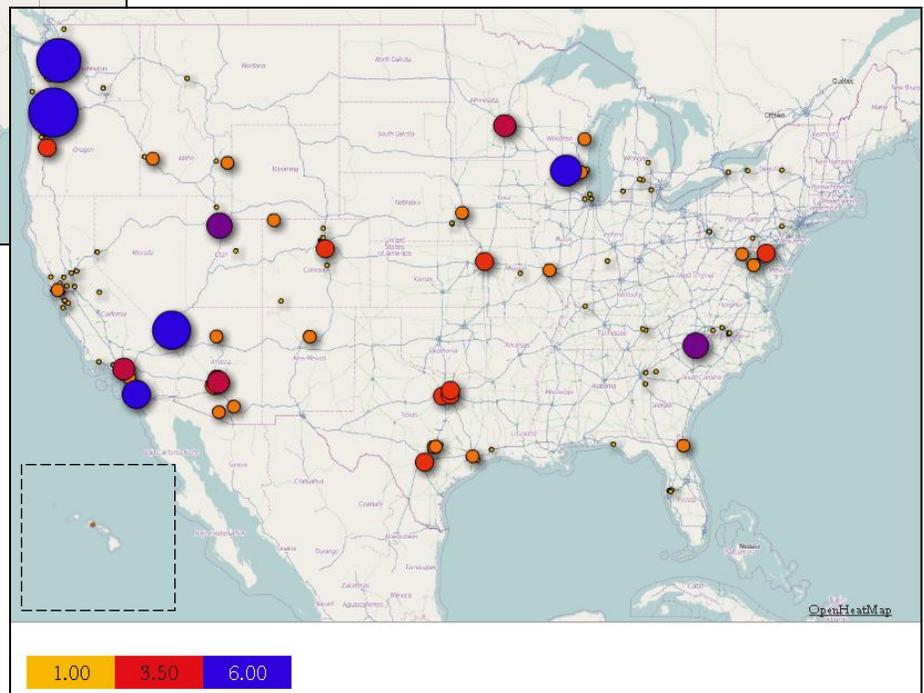
Membership

IAP2 USA began as an affiliate with 478 members transferred from the IAP2 Federation at the beginning of the year. We spent the bulk of 2011 introducing ourselves to the members, creating a database using new membership management software, and cleaning up years of outdated data.

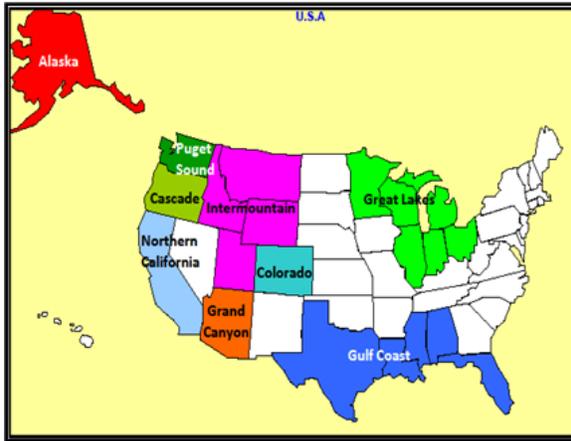


Following a mid-year dip in membership, in October we launched a “\$99 for 99 days” new member campaign. We saw upticks in November and December, and the campaign yielded 114 new members by early 2012. As shown on the

map of members, we hail from across the country. Though not all member profiles are complete, we show members from all sectors and fields including energy, transportation, water, education, healthcare, environment, utilities sustainability, and infrastructure.



Chapter Activities



Nine of the chapters that were formed as part of the original IAP2 remained active during 2011: Alaska, Cascade, Colorado, Grand Canyon, Great Lakes, Gulf Coast, Intermountain, Northern California, and Puget Sound as shown on the map. We expect to see new chapters forming (or re-forming) in 2012 and beyond.

During this first year as the USA affiliate, chapters worked with the board's Chapter Relations Committee to develop documents defining their relationship with the affiliate.

By the end of the year, the USA board approved chapter charters and policies for each group and completed the IRS paperwork required for chapters to have tax-exempt status via a group exemption. To find out more about chapters, each has a page on the [USA website](#) with a brief description and contact information.

Highlights of chapter events in 2011 are described below:

- [Cascade](#) organized a 1.5-day regional conference including Core Value Awards for best practices and a half-day workshop called "[Public Meetings SOS](#)"; they also organize bimonthly topic-specific events for chapter members and friends.
- [Intermountain](#) launched a brown bag presentation series, hosted several training opportunities, and offers regular networking opportunities.



Cascade Chapter's workshop "Public Meetings SOS" drew more than 80 attendees



Intermountain hosts regular gathering opportunities for members and friends



Great Lakes combined their Annual General Meeting with a reception for IAP2 USA board members

- [NorCal](#): Hosted a [workshop](#) on fixing broken government through the use of "serious" games for public involvement, and holds periodic social gatherings.
- [Great Lakes](#) hosted its Annual General Meeting and reception for chapter members and the IAP2 USA board in conjunction with the board's face-to-face meeting in November near Milwaukee.

Member Service and Engagement

Communications

Throughout 2011, IAP2 USA worked to create relevant communications and strong member outreach. Communication initiatives launched this year included a new [website](#) with resources and information available to the public, such as a listing of [IAP2 licensed trainers](#), [trainer offerings](#), and links to our [chapters](#).

The new website includes an enhanced [member directory](#) with simple and advanced search functions that allow members to quickly search by various fields including interest area or chapter affiliation. Members also have access to detailed profiles that include contact information. The “members only” section of the website provides members with a wide range of rich content, including [practice-based resources](#), and a [forum](#)/learning area to exchange tips, chapter happenings, and job opportunities.

Members and guests are also invited to contribute to our new [blog](#). Posts cover a variety of topics, from regular updates to deep practice articles such as the [uniqueness of the IAP2 spectrum](#) and thoughts on the [U.S. Open Government National Action Plan](#).

IAP2 USA also engages in several social media networks, and welcomes members and friends to join in on [Twitter](#), [Facebook](#), [LinkedIn](#), [Google+](#), [GovLoop](#), [Slideshare](#), and [SoundCloud](#).

In March 2011, we launched a monthly e-newsletter for members. This includes regular updates on the organization’s work and opportunities to get involved, chapter highlights, upcoming events, a regular column from the IAP2 USA president, board meeting notices, and so on. Members contribute helpful, informative, and often thought-provoking content such as an article on [Publicizing Public Participation](#), and a survey to discover if [Young People’s Voices Count in Government Policy Design](#).

Introduction to IAP2 USA Webinar

IAP2 USA hosted a webinar introducing current and prospective members to the new IAP2 USA in June. With 44 participants on the call, board president Theresa Gunn walked through an overview, committee updates, information on the member website (including an online “tour”). At the end of the call, participants discussed what membership benefits and services were most important, hopes for the organization, and how members can help each other.

Practitioner Calls

Late in 2011 IAP2 USA launched monthly [practitioner calls](#) for members that will eventually be part of our communities of practice. (Watch for more details in 2012.) These phone conferences provide an informal environment for practitioners to come together, ask questions, share experiences, and help each other with advice and ideas. There is no set agenda, allowing participants to pose questions, challenges, or conundrums and hear others’ ideas and perspectives. A blend of experienced and new practitioners will allow participants to address issues that get between you and getting your job done. Practitioner calls for members are on the first Monday of each month at 11 am Pacific Time. Call-in instructions are available on the IAP2 USA [website](#) under the “members only” tab.

Strategic Plan

Vice president Lewis Michaelson led our 2011 strategic planning effort. He worked with board members to prepare a 2011-2013 draft, and then gathered input through a [webinar](#) and online survey advertised on the website and the e-newsletter. This inclusive and participatory process resulted in a thoughtful [strategic plan](#) that includes sections on IAP2 USA’s background,

our organizational and human assets, a thoughtful discussion of the key elements of our mission and who we serve, our organizational structure and major committees, a robust discussion of our financial plan including varying sources of revenues, and major objectives for each of the three plan years.

As with any strategic plan – especially in a new organization such as ours – it will continue to evolve in order to best serve IAP2 USA’s members.

“An eloquent discussion of the broader context for participation in state-level decision-making... detailed description of rigorous methods, exceptional and influential, outstanding overall. The range of different research methods and how they complemented one another was very impressive.”

– IAP2 Core Values reviewers

2011 IAP2 Core Values Awards

Each year IAP2 seeks nominations for the [Core Values](#) Award to recognize excellence and innovation in public participation, and documents the effort in IAP2’s annual [State of the Practice Report](#).

In 2011, the newly created Research Award was given to the USA research team that studied Oregon’s [Citizens’ Initiative Reviews](#) for their report, [Evaluation Report to the Oregon State Legislature on the 2010 Oregon Citizens’ Initiative Review](#). Lead researcher John Gastil along with Katie Knobloch and Katherine Cramer Walsh formed this joint effort between Penn State

University and University of Washington (see picture, courtesy of [Healthy Democracy](#), which organized the Citizens’ Initiative Reviews).

We’d also like to recognize the 2011 U.S. runners up:

- Organization of the Year runner up: Heart and Soul Community Planning: Golden Vision 2030 Our Town, Our Future. Organizing group: City of Golden, Colorado.

“The IAP2 Award means a lot to us because it recognizes not just rigor in the research design and execution but also recognition of the principals that should guide evaluation research,” said John Gastil, lead researcher. “In studying the CIR, we tried to not just advance social scientific theory but also respect the needs of the participants, the concerns of the legislature, and the challenges the organizers faced in permitting an intensive evaluation.”

- From [Healthy Democracy](#)

- Project of the Year runner up: Partnership for Inclusive, Cost-Effective Public Participation; Organizing Group: Manchester Community College, Capitol Region Council of Governments, and the Federal Transit Administration’s Public Transportation Participation Pilot Program (Connecticut)



Research Award winners John Gastil, Katie Knobloch, and Katherine Cramer Walsh

IAP2 USA congratulates the Research Award winners along with the runners up, and all those who submitted nominations for the 2011 awards.

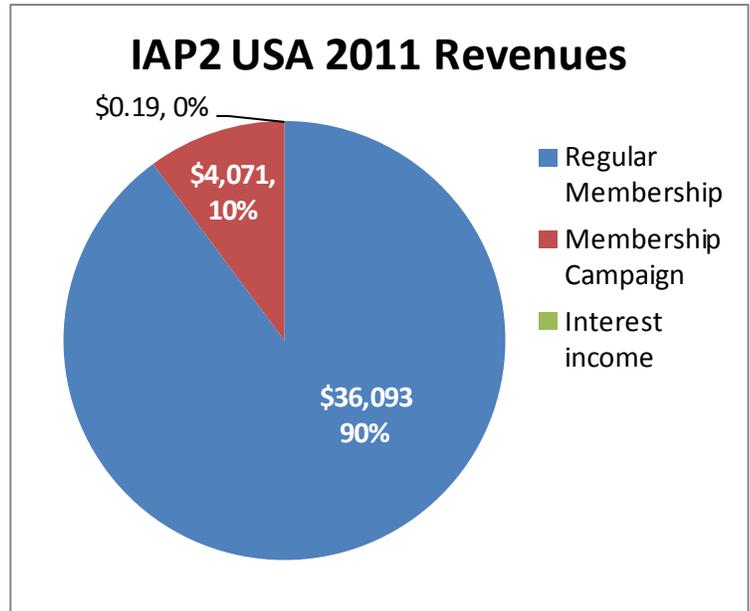
Future Core Values Awards will be judged and given by each IAP2 affiliate, with top finishers competing for the IAP2 Federation award. Look for more information about this later in 2012.

Finances

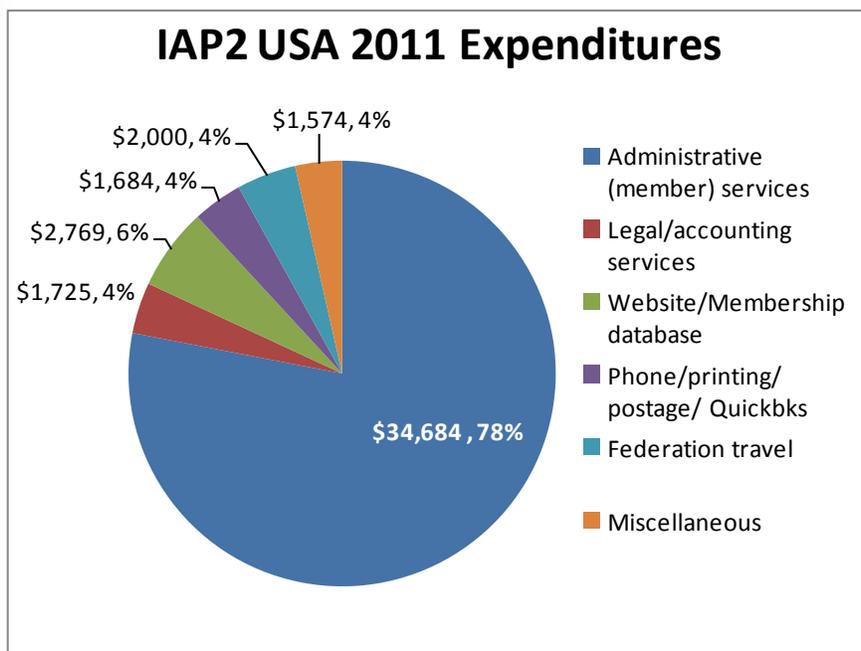
IAP2 USA began 2011 with a small reserve of \$32,000 as our share of the international budget when IAP2 converted from a single international organization to a federation of affiliates at the end of 2010.

The board designated its Executive Committee (president, vice president, secretary, and treasurer) to act as the Finance Committee, providing oversight for the treasurer and board including a set of procedures for all financial transactions.

The IAP2 USA board of directors adopted a modest budget of \$35,000 based primarily on projected membership revenues (our fiscal year is the calendar year). Later in the year the board revised the budget to about \$43,000, reflecting projected revenues from a membership campaign that enabled us to increase hours for contracted administrative support in service to our members.



- **Revenue:** IAP2 USA's total 2011 revenue was \$40,164, broken down as shown on the pie chart. While our \$99 membership campaign in late 2011 exceeded our goal, regular memberships fell 7.5% short of revenue projections.
- **Expense:** At the same time costs to serve members in this intensive first year were higher than expected, resulting in total expenditures in 2011 of \$44,436; see the pie chart for the breakdown of expenditures.
- **Net Gain/Loss:** The board decided to use reserves to cover the annual loss of \$4,271.59 as a one-time investment to build the a strong organizational foundation.



Below is a brief explanation of 2011 expenditures:

- **Administrative** services directly support members by managing the database and handling all new and changed memberships, helping existing and new chapters, supporting all member communications, and supporting the board.
- **Legal/accounting** services were used to incorporate as IAP2 USA and establish an accounting structure.

- **Website/membership database** includes fees for the new IAP2 USA website and domain name, Constant Contact for member communications, Go-to webinar for member webinars, and Wild Apricot membership management software.
- **Phone/printing/postage/Quickbooks** includes phone charges for chapter and board calls, minimal postage, and the fee for Quickbooks accounting software.
- **Federation travel** is the amount the board set aside to cover a reasonable portion of the travel costs incurred by our two representatives to the International Federation.
- **Miscellaneous** expenses include board expenses, dues and subscriptions, and insurance for officers and directors.

Balance Sheet as of 31 December 2011

Total assets	\$25,802.41
Total liabilities	\$ 148.15
Net assets	
Restricted	\$30,015.74
Unrestricted	(\$ 89.90)
Net loss	(\$ 4,271.58)
Total liabilities and net assets:	\$25,802.41

This 2011 report is submitted by treasurer Jeanna Hall and is an unaudited financial statement based on the books and records of IAP2 USA.

Become a Member!

Becoming an IAP2 USA member is an opportunity to connect with your colleagues and peers and be a part of the public participation conversation on a local, state, and national level. As a member, you also have access to information and resources from around the country and our peers in other affiliates around the world.

IAP2 USA is made up of a diverse and growing group of people who design, implement, use, and participate in public participation processes. Our members represent a broad spectrum of fields and specialties, and live and work around the world. When you get involved with IAP2 USA, you reap the rewards:

- Conferences and events
- Access to high quality and practical training programs including IAP2 courses: *Certificate in Public Participation* and *Emotion, Outrage, and Public Participation*
- Regional chapters that host local networking, workshops, and other events
- E-News, with regular updates including job postings, chapter news, and industry events
- Online publications and social media opportunities
- Website with numerous professional resources and our online directory
- Members-only section of the website featuring online publications, conference proceedings, and the Public Participation Toolbox
- Monthly practitioner teleconferences and webinars
- Online learning opportunities

To become a member, simply go to www.iap2usa.org and click “join” to step through the application.

Below are the membership types. All include our e-newsletter, blog, social media sites, listings in the member directory, access to events and training, and the annual North America conference.

- **Professional \$140:** People with P2 as part of their job and who are interested in receiving full membership benefits and services.
- **Organizational (cost depends on number of people):** This includes multiple people and a discounted rate per person.
- **Student \$40:** Students enrolled in a U.S. educational institution.
- **Friend \$45:** Member of the public, elected official, or interested party supporting the mission of the organization but not practicing in the field. Membership does not include voting rights. Access to monthly practitioner calls or webinars available for an additional fee.
- **Emeritus \$75:** Retiree who is no longer actively practicing (must have been a member for at least 5 years). Membership does not include voting rights. Access to monthly practitioner calls or webinars available for an additional fee.



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