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| **Quality Standards for Certification at the Master Public Participation Professional Level** |
| The following quality standards are used by IAP2 USA Assessors to evaluate applications submitted by candidates seeking certification at the MCP3 level. A paper application is all that is required using the application form that is available on the IAP2 USA website. Candidates must have previously attained a CP3 level of certification before being eligible to apply. The table provides the CP3 Quality Standards for comparison purposes. The actual wording from the MCP3 Application is also provided. |
| **Criteria** | **MCP3 Quality Standard** | **CP3 Quality Standard** | **Wording from the Application** |
| **MANDATORY CRITERIA** |
| **Application Part 2. Diversity of P2 Techniques (Criterion 3.1) Candidates are required to demonstrate experience with a minimum of 20 techniques on at least four levels of the IAP2 Spectrum.**  |
| Diversity of P2 Techniques (3.1) | Candidate provides evidence of having used at least 20 P2 techniques on 4 or more levels of the IAP2 Spectrum, including the 10 techniques described in the CP3 application. | Candidate provides evidence of having used at least 10 P2 techniques on at least 3 levels of the IAP2 Spectrum. | Part 2, Criterion 3.1. Certification at the MCP3 level requires a minimum of 20 techniques on at least four levels of the IAP2 Spectrum.  Ten of the 20 techniques were already documented as part of your application for the CP3.  |
| **Application Part 3. Candidates are required to demonstrate competency that meets the MCP3 Quality Standard for all of the following criteria.**  |
| Setting P2 Objectives (Criterion 1.2) | Candidate establishes and utilizes accepted and appropriate methods (such as SMART) to create objectives for involving the public throughout the decision-making process | Candidate establishes objectives for involving the public consistent with the selected level of the IAP2 Spectrum and the decision-making process. | Part 3 Mandatory Criteria. Setting P2 Objectives (Criterion 1.2). Share the objectives (such as SMART or another accepted method) for a P2 project that you worked on. Explain how the objectives supported the decision-making process.  |
| Conducting Stakeholder Analysis and Situation Assessment (1.3) | Candidate conducts an in-depth situation assessment incorporating the principles of DEI in P2 planning that is focused on historically underserved publics, barriers to participation, privilege, and power imbalances and the need for equity. | Candidate conducts an independent situation and stakeholder assessment process and prepares an approach that is responsive to the results of the assessment. Candidate has considered all stakeholders and legal requirements. | Part 3 Mandatory Criteria. Conducting Stakeholder Analysis and Situation Assessment (Criterion 1.3). Describe an in-depth stakeholder analysis and situation assessment in which you recognized the diversity of an affected community or population in P2 planning and focused on underserved publics, barriers to representation and participation, and the need for equity. How did you incorporate the principles of IAP2’s Core Values into your P2 planning? |
| Evaluating Effectiveness (1.6) | Candidate develops and implements evaluation tools or instruments required to evaluate the effectiveness of the P2 process and outcomes. | Candidate develops an evaluation approach to demonstrate the effectiveness of the P2 process and the outcomes of the process based on the P2 objectives. | Part 3 Mandatory Criteria. Evaluating Effectiveness (Criterion 1.6). Describe the tools you used or developed to evaluate the effectiveness of a P2 process and its outcomes, both during the process and at project completion. |
| Modifying P2 Events (1.7) | Candidate makes real-time modifications to the techniques used in an overall P2 process in response to challenges that arise while still accomplishing the P2 objectives | Candidate communicates that adjustments to a P2 plan are needed and offers potential solutions. | Part 3 Mandatory Criteria. Modifying P2 Events (Criterion 1.7).  Describe a time when a P2 event was not producing the desired outcome or result.  Explain what you did to adjust to that situation.  Did the adjustments result in the planned outcome?  How did the project sponsor respond to the changes?  What did you learn from that experience? |
| Using P2 Input (1.11) | Candidate works with the sponsor to determine how public input will be used in a meaningful way to support the decision-making process.  | Candidate analyzes and interprets public input, and reports the results. | Part 3 Mandatory Criteria. Using P2 Input (Criterion 1.11). Describe how you have worked with a project sponsor to make use of input in a decision-making process.  |
| Customizing P2 Techniques to Achieve P2 Techniques (3.2) | Candidate demonstrates flexibility and creativity in customizing P2 tools and techniques to better meet the needs of sponsor, stakeholders and/or P2 objectives. | Candidate chooses P2 techniques that will accomplish P2 objectives. | Part 3 Mandatory Criteria. Customizing P2 Techniques to Achieve P2 Objectives (Criterion 3.2) Describe a time when you customized P2 tools and techniques to better meet the needs of the sponsor or stakeholders or to better achieve P2 objectives. Describe the techniques and how they were customized, and explain why. |
| Modifying Techniques for Diverse Stakeholders (3.3) | Candidate chooses and modifies P2 tools and techniques that demonstrate sensitivity to the needs of multiple stakeholders groups and the principles of Diversity, Equity and Inclusion. | Candidate chooses P2 techniques that are appropriate for the needs of known stakeholders and situation | Part 3 Mandatory Criteria. Modifying Techniques for Diverse Stakeholders (Criterion 3.3). Describe a situation that required you to choose and modify P2 tools and techniques to meet the specific needs of diverse stakeholders. Which techniques were used, and why were those techniques chosen?  |
| Integrating Techniques and Technologies (3.4)  | Candidate integrates new and emerging techniques and digital technologies with frequently used P2 tools and techniques and explains why the chosen mix might be appropriate. | Candidate evaluation and makes recommendations about P2 techniques with which they are unfamiliar | Part 3 Mandatory Criteria. Integrating New Techniques and Technologies (Criterion 3.4). Describe a situation where you were challenged to integrate a new technique (or technology) with techniques with which you were more familiar. Explain why the integration and mix was appropriate.  |
| Adapting Communication for Diverse Audiences (4.5) | Candidate adapts communication approach (i.e. traditional, digital, etc.) and materials for diverse audiences, including understanding of and experience with plain language writing, cultural protocols, socio-economic indicators and community norms. | Candidate identifies the need for diverse communication materials for diverse audiences. | Part 3 Mandatory Criteria. Adapting Communication for Diverse Audiences (Criterion 4.5). Describe how you adapted a communication approach and products to meet the needs of diverse audiences. What adaptations did you make and why? |
| **Application Part 4. Contributions to the Profession. Candidates must describe a significant contribution that advanced or extended the practice. Examples include managing a complex P2 project, developing new P2 techniques, and developing new P2 practitioners.**  |
| Contribution to the Profession | Candidate describes a significant contribution that advanced or extended the practice. Examples include managing a complex P2 project, developing new P2 techniques, and developing new P2 practitioners. | NA | The scoring should consider time (duration) of both the contribution (i.e., how much time did the person spend doing it) and the persistence (lasting-ness) of the contribution (i.e., was the contribution fleeting or used over a period of years). Examples:• A single newsletter article or conference session has a one-time impact and requires relatively little time to prepare. This wouldn't meet the "significance" test. However, a pattern of this type of contribution over a period of years would be significant.• Creation or delivery of a training course that is offered repeatedly over several years; creating a method that is adopted by many practitioners, especially in a variety of contexts/geographies; and conducting and documenting research that is widely used or cited by academics or practitioners would meet the "significance" test. These all have long-lasting impacts and require a substantial investment of time. |
| **OPTIONAL CRITERIA** |
| **Application Part 5. Optional Criteria. Candidates are only required to demonstrate competency for one of the following criteria. They are instructed to (1) attach documentation of a professional designation from a relevant association, OR (2) provide a written narrative of 500 words or less to demonstrate comparable competence relative to the selected criteria.**  |
| Project management skills  | Candidate undertakes all aspects of project management including a comprehensive and achievable schedule, a P2 budget (including resources, expenses and fees), the project team (compose and manage) , and logistical requirements with a high level of detail. Contingency planning must be evident.  | NA | Demonstrate that you directed all aspects of project management for a P2 project (e.g., scope, schedule, budget, team and logistical requirements). Contingency planning must be evident. |
| Facilitation skills | Candidate demonstrates competency in facilitating groups of all sizes, of various frequency and chooses appropriate techniques to meet the objectives and constraints of the situation. Graphic facilitation is an acceptable option. Candidates are encouraged to submit a ten minute video of themselves facilitating a public event.  | NA | Demonstrate competency in facilitating groups of all sizes, including both groups that meet one-time and groups that meet over multiple sessions, and choosing appropriate techniques to meet the objectives and constraints of the situation. |
| Conflict Management skills | Candidate proactively identifies the potential for conflict, emotion and outrage in a challenging situation and successfully manages it in the moment. | NA | Demonstrate that you have proactively identified the potential for conflict, emotion, and outrage in a challenging situation ***and*** demonstrate situational awareness in which you successfully responded to conflict as it occurred. |
| Visual/Graphic Communication skills | Candidate undertakes all aspects of visual or graphic communications, including identification of the need for and development of project specific visual or graphic communications. Graphic recording is an acceptable option. | NA | Demonstrate that you have directed all aspects of a visual/graphic P2 communication campaign or program. Provide three project-specific samples of visual or graphic communications. What were the P2 objectives behind these samples, and how did they meet the P2 objectives?  |
| Technical Communication skills | Candidate translates technical communication for diverse audiences to convey complex information correctly and understandably.  | NA | Provide three project-specific samples of technical communication for the lay public, for which you were the sole or lead author, in which you convey complex information correctly and understandably. What was the reason for developing these products, and how did they meet project needs? |
| Research skills | Candidate conducts P2 related research using established research methodologies.  | NA | Provide an example of P2 research that you have conducted using established research methodologies. Examples of research could include a study published in a peer-reviewed journal, a thesis or dissertation accepted in completion of academic requirements for an advanced degree, an IAP2 White Paper, or a Core Values Award for a research project. |
| Engagement of Underserved Populations skills | Candidate engages underrepresented communities, incorporating respectful and effective relationship-building. Design and implement effective engagement processes that recognize unique culture, history, interests and rights. | NA | Demonstrate that you have planned and implementedengagement with underserved populations. Show how your process incorporated effective relationship-building; was culturally safe and appropriate; and recognized the peoples’ and communities’ unique history, interests, and rights. |