

2020 Annual Report

April 30, 2021



**PURSING THE GREATER GOOD:
GOOD DECISIONS MADE TOGETHER**



ABOUT IAP2 USA



MISSION

IAP2 USA leads, advances, and advocates for best practices in public participation.

VISION

We envision a country where public participation is deeply embedded and widely applied, and where equitable, efficient, and informed decision-making processes improve the quality of our democracy

IAP2 CORE VALUES

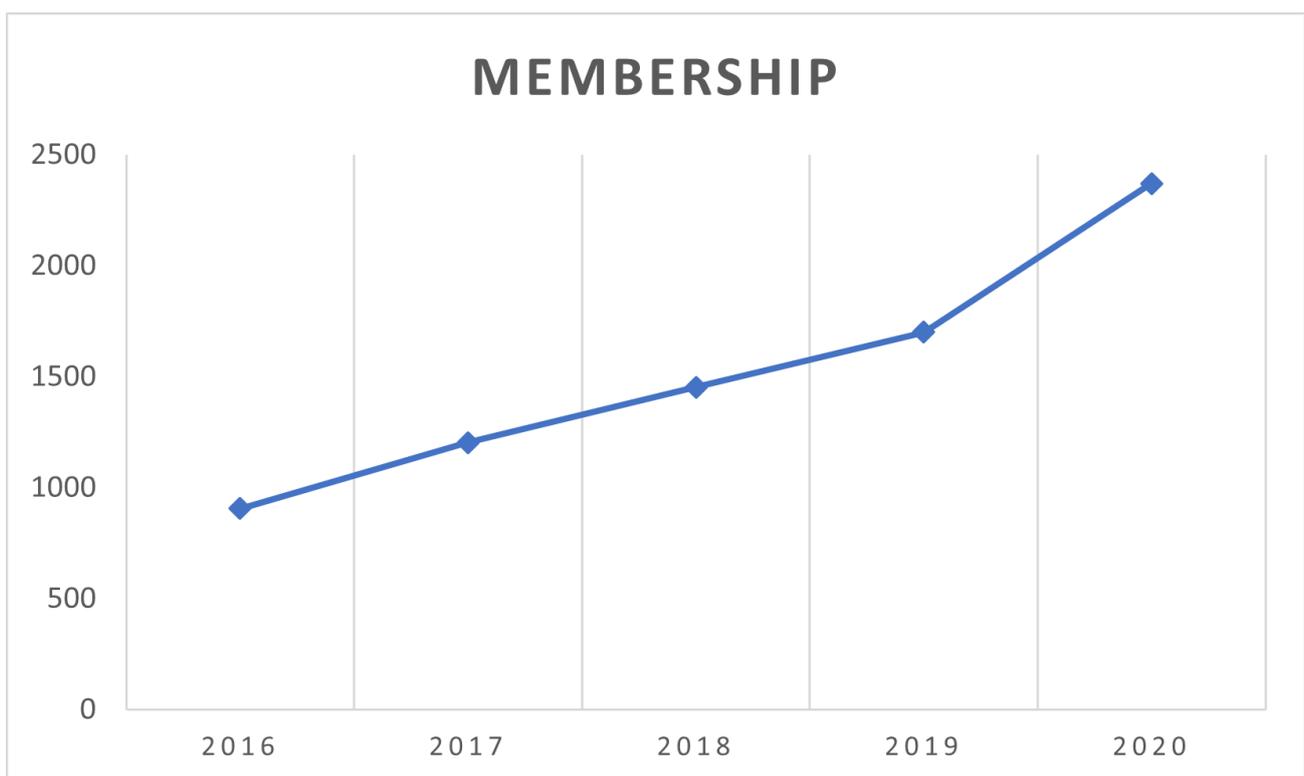
Developed for the Practice of Public Participation for use in developing and implementing public participation processes to help inform better decisions that reflect the interests and concerns of potentially affected people and entities.

IAP2 USA MEMBERSHIP

The region experienced a consistent increase in membership types across the spectrum for 2020. 1,465 new members have joined in the past four years.

39%
INCREASE
IN 2020

IAP2 USA Five-Year Membership Growth



PRESIDENT'S MESSAGE



What does it mean to be ARDENT? For an individual, it means passionate and enthusiastic which are two of my favorite words. But to be ARDENT as an organization means that you are Agile, Resilient, Diverse, Engaging, Nimble and Transformational (ARDENT). I think as an organization we wanted to embody all of these qualifiers or at least we were hopeful...and then came COVID19. Unfortunately, it took a major event like this to make us rethink and refashion the type of organization we thought we were.

We had to take on a whole new approach for how the organization was operating while continuing to meet the needs of our members. It forced us, in a way, to change course and head in a different direction because the current model was no longer as relevant or as responsive to the current needs let alone potential future needs.

Now we are focusing on becoming a more A.R.D.E.N.T. organization. But it is you, our members, who are helping us make this crucial transition. You demand and deserve an organization that is more responsive in order to provide for sustainable growth and significant progress.

We are looking forward to continuing to build our IAP2USA community, and to serving our members better. And maybe a more ARDENT organization can be reflective of more ardent members. We know there has never been such a time as this to BE and SHOW our passion and enthusiasm for the people and communities we serve. This is our time, and this is YOUR time. So go get 'em, and keep making a difference every day. Continue your great work and stay ardent!

Thank you for your membership and your service to our communities.

In your service,
Gwen Howard IAP2 USA President



**BY THE
NUMBERS
2020**

**IAP2 USA Summary of
Financial Position for
December 31, 2020**

ASSETS

\$202,318

LIABILITIES

\$17,305

NET ASSETS

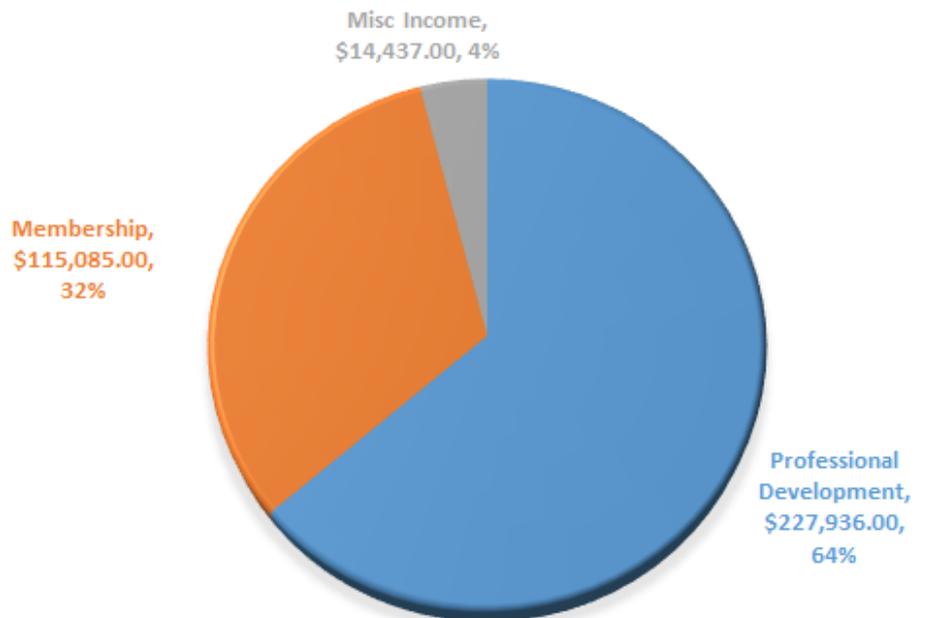
\$185,013



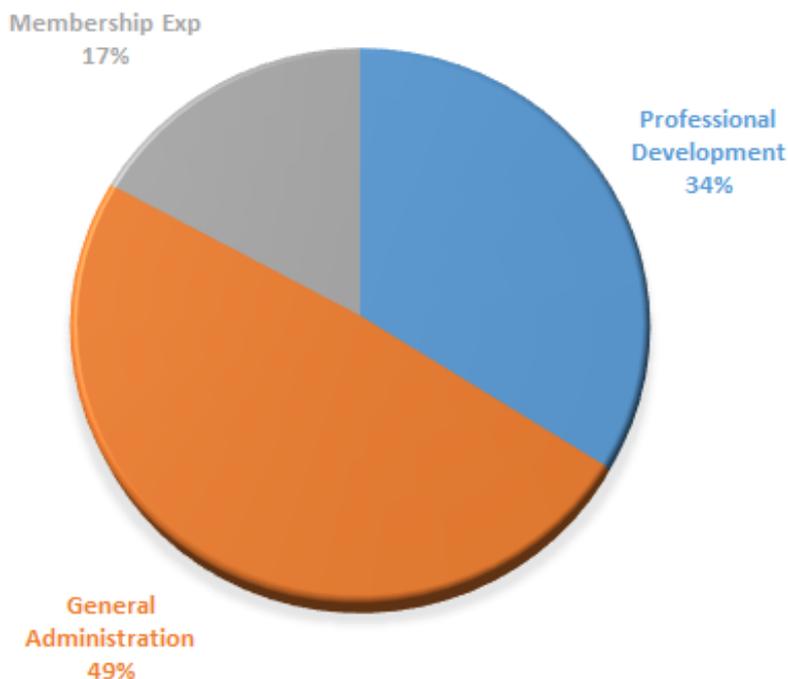
FINANCIAL INFORMATION DECEMBER 31, 2020



TOTAL INCOME \$357,109



TOTAL EXPENSES \$312,855



2020 IAP2 USA CHALLENGES AND ACCOMPLISHMENTS



This year has been unlike any other. It has been a year of worry, loss, growth, struggle, innovation, and resilience. It challenged and changed us. So how do we weigh what we achieved this year? Without question many negative events will always be associated with 2020, but our achievements provided inspiration to help us overcome those obstacles. We sustained organizational stability through the pandemic due to our member and leadership resourcefulness. Our members learned how to deliver community engagement and public participation using virtual tools and creative outreach.



2020 CHALLENGES AND ACCOMPLISHMENTS

1. We built new infrastructure, redesigned, and launched virtual training while continuing to identify and present member- driven professional development. With the help of our dedicated trainers, we moved all our in-person offerings to a virtual format.
2. We developed and offered a number of webinars on coping with the effects of the pandemic on operations including how to deliver public participation during a pandemic. With member input we created a Covid 19 resource page on the IAP2 USA website to offer support and industry resources to help guide our members through the reality of a virtual world.
3. Committed to equity and delivering on diversity, the organization focused on creating a culture that embodies diversity, equity, and inclusion in who we are and who we serve. The process began with Board of directors training, a robust and active DEI committee and 14 courses and webinars on diversity.
4. Support to chapters was revitalized with a focus on growth and engagement. A total of 13 chapters and emerging chapters are now part of IAP2 USA.
5. Member engagement thrived with continued membership growth of 1,465 new members. We stayed connected with the membership through social media, emails, our monthly e-newsletter, and reengaged strategic partnerships with other organizations.



TRAINING AND PROFESSIONAL DEVELOPMENT



More than 3,500 P2 practitioners were enriched by attending IAP2 USA events and trainings this year.

The 2020 North American Conference hosted by IAP2 Canada went virtual in 2020 due to the Covid 19 pandemic and exceeded expectations for engagement and participation.

IAP2 USA's training selections also went virtual this year. More than 90 opportunities to connect via an online platform were offered to the IAP2 community.



Additionally, the IAP2 flagship Foundations Courses also moved online thanks to our dedicated group of trainers. This accommodated the inability to provide in person events

With IAP2's increased focus on Diversity, Equity, and Inclusion training, a total of 14 DEI trainings engaged nearly 350 public participation professionals including the IAP2 USA Board of Directors.

TRAINING AND PROFESSIONAL DEVELOPMENT



Core Values and Greater Good Awards recognized outstanding work by our P2 Community. The programs received recognition with IAP2 USA Awards celebrated in a special online Awards Gala. U.S. Core Value Awards winner City of Flagstaff, AZ and Southside Community Association took home the International honors as well.

2020 Symposium in Sacramento, California was our final in person event of the year.

Webinars and tasters continued to provide online training. The popularity of adaptive technology along with much needed member support and networking supplemented regularly scheduled programming.

Chapter events brought training and networking closer to home

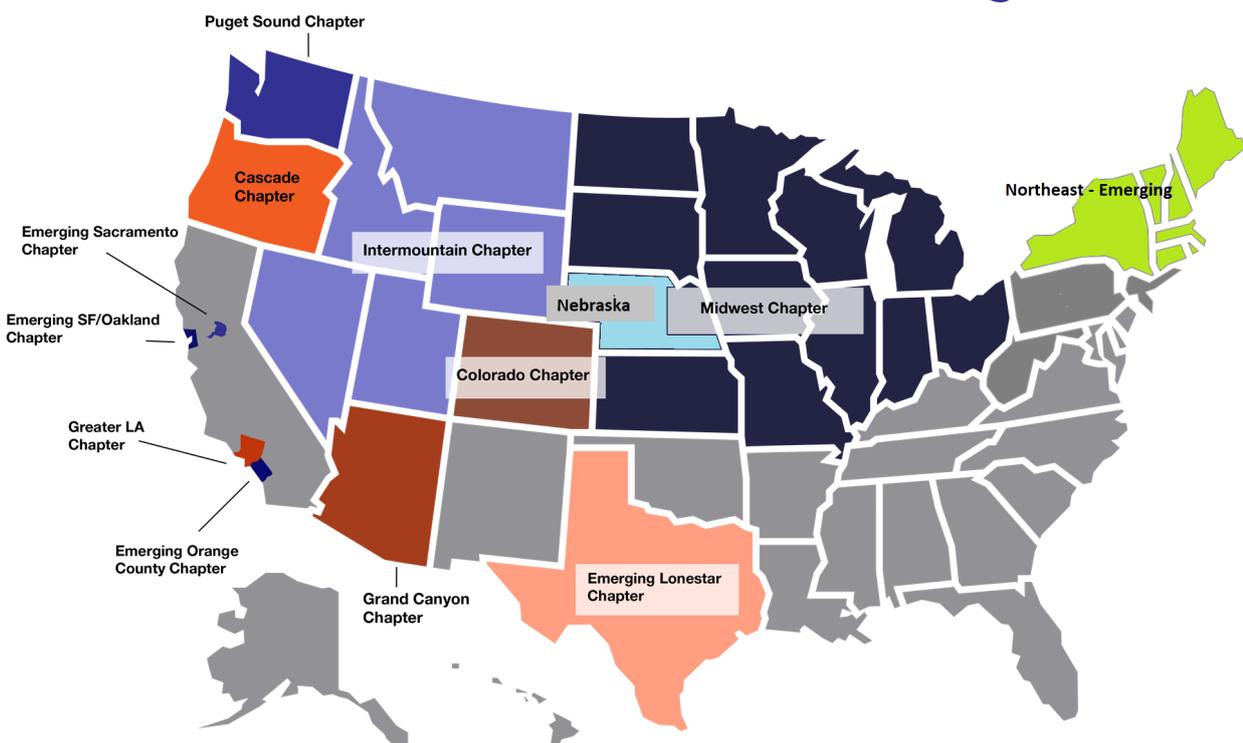


IAP2 USA CHAPTERS



Chapters are an integral part of IAP2 USA Membership and provide a regional opportunity for P2 practitioners to expand the reach of IAP2 core values and offer training and networking connections throughout their communities.

- Cascade
- Colorado
- Grand Canyon
- Greater LA
- Intermountain
- Lonestar
- Midwest
- Nebraska
- Northeast
- Orange County
- SF-Oakland
- Sacramento
- Puget Sound



THANK YOU VOLUNTEERS

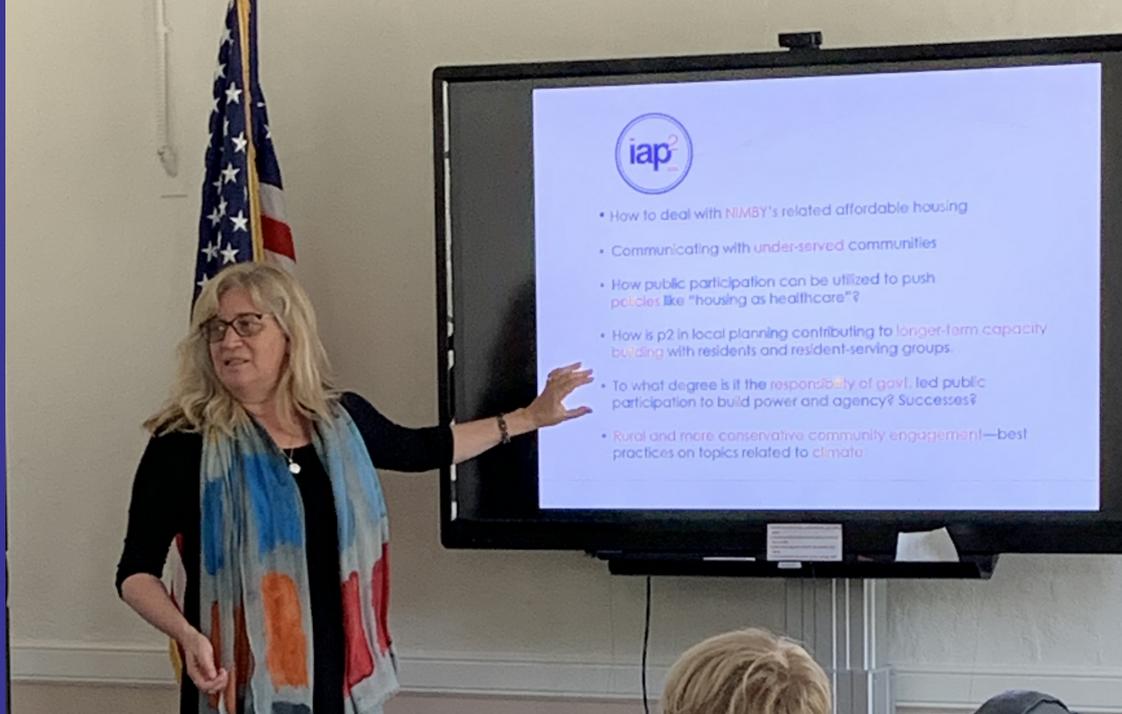
- **The Ambassadors Program seized an opportunity to regroup and focus on delivering in 2021 until we are back meeting in person:** Cathy Smith, Francesca Patricolo, Wendy Lowe, John Godec, Steve Wolf, Ashley Tinius, Wendy Nowak, Stacey Adams, Doug Sarno, Natalia Hentschel, Cassandra Hemphill, Reilly Thimons, Lisa Carlson, Emily Michaelson, Jay Vincent, Frankie Burton, Dannelle Crowe, Steven Buckley
- **Certification Task Force moved assessment centers online and set the schedule for 2021.** Chair: Wendy Lowe, Brenda Pichette, Cassie Hemphill, Debra Duerr, Ken Smith, Tina Geiselbrecht
- **Chapter Liaisons were busier than ever expanding their reach and depth welcoming new chapters and supporting members during the crisis:** Ashley Tjaden, Pete Lengo, Sarah Huntley, Brian Holtzclaw, Anne Thompson, Jennifer Trotter, Matthew Holman, Marc Lame, Beau Hunter, Wendy Lowe, David Jones, Dr. Larry Schooler, Myles Alexander, Dan Pfeiffer, Andy Wessel, Brad Johnson, Sabrina Colon, Traci Ethridge, Wendy Nowak, Robin Austin, Sarah Rubin, Deanna Desedas, Madeleine Chanbanchong, Beatriz Florez, Frankie Burton, Kate Barrett, Nicole Marron, Nate Lash, Alaa Abusalah, Christopher Hopkins
- **Communications Committee brought creativity and fun to the organization by designing new IAP2 USA logowear:** Chair: Stacey Adams, Traci Ethridge, Natalia Hentschel, Leah Jaramillo, Steven Wolf, Cathy Smith, Jay Vincent



THANK YOU VOLUNTEERS

- **Diversity Equity and Inclusion (DEI) Committee outlined goals for bringing inclusivity into the heart of the organization.** Chair: Heather Imboden, Jay Anderson, Sara Dechter, Sarah Meade, Michael Bailey. Gwen Howard, Draddock Stropes
- **Nominating Committee worked to outline a new process for leadership development:** Co-Chairs: Heather Imboden and Cathy Smith, Claudia Bilotto
- **North American Conference Steering Committee stepped up and moved the NAC online in a matter of a few short months. 2021 event:** Chair Robyn Austin, Natalie Graves, Leah Jaramillo, Francesca Jones, Dennis Sandstrom, Josh Stepherson, Jenny Thacker, Ginger Wireman
- **Revenue Development Committee selected resource targets to include a year-end scholarship fundraising drive:** Chair: John Poynton, Cathy Smith, Kendall Martin, Michael B. Bailey, Steven Wolf
- **Training and Professional Development Committee pivoted all trainings to online.** Chair: Anne Carroll, Ryan Hanschen, Penny Mabie, Beatriz Florez, Heather Imboden
- **Board of Directors continued their move to strategic leadership as well as embracing a DEI culture throughout the organization.** President Gwen Howard, Vice President Heather Imboden, Treasurer Lisa Carlson, Secretary Michael Bailey, Immed. Past President Cathy Smith, Claudia Bilotto, Deanna Desedas, Traci Ethridge, Tina Geiselbrecht, Natalia Hentschel, Kendall Martin, John Poynton, Jay Vincent





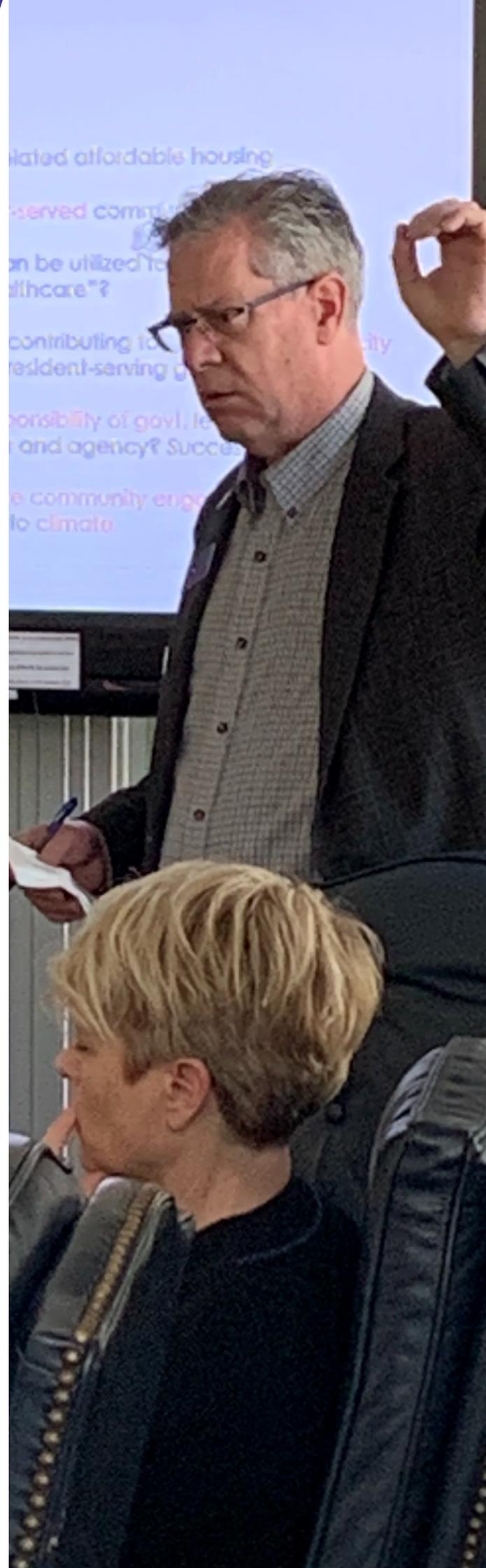
Get Involved

- **Communications microvolunteering** opportunities allow for individual participation on a flexible schedule
- **Ambassadors** promote IAP2 USA and support strategic partnerships.
- **Mentorship Program** develops relationships among members to enhance their professional growth
- **Chapter Liaisons** enhance and support the relationship between the Region and chapters.
- **Diversity Equity and Inclusion (DEI) Committee** builds IAP2's organizational capacity to ensure that IAP2 is truly an inclusive organization and is safe, welcoming and supportive to a diverse population.
- **Nominating Committee** helps develop of the slate of candidates for board election and future leadership.
- **North American Conference Steering Committee** assists with production and onsite activities of the conference.



GET INVOLVED

- **Revenue Development Committee** addresses new avenues of revenue generation and fund raising.
- **Training and Professional Development Committee** helps to identify training and other professional development opportunities to meet the needs of members and others in the field.
- **Certification Task Force** assists with the development and management of the Certification program.
- **Board of Directors** members play a working role in governance and strategy of the organization, and assist in implementing initiatives and programs to support IAP2 USA's Strategic plan.



2020 BOARD OF DIRECTORS

President Gwen Howard

Vice President Heather Imboden

Treasurer Lisa Carlson

Secretary Michael Bailey

Immediate Past President Cathy Smith

Claudia Bilotto

Deanna Desedas

Traci Ethridge

Tina Geiselbrecht

Natalia Hentschel

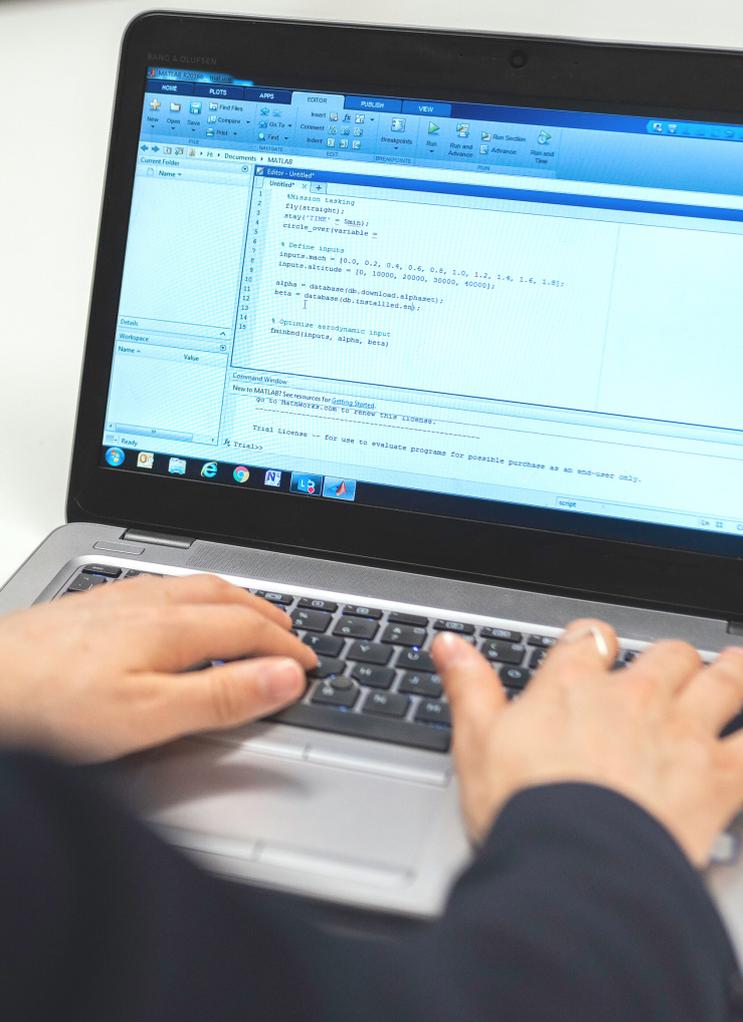
John Poynton

Kendall Martin

Jay Vincent



2020 MEMBER SUPPORT



Member and Community Support

IAP2 USA Contract Staff = 1.4
Full Time Equivalent (FTE)

A total of five independent contractors make up the professional support for IAP2 USA. The combined hours for the five are equal to approximately one and a half full time staff person (FTE).

•Gail Madziar, Executive
Manager

•Erin Zimmermann, Strategic
Development Manager

•Dina AlengiStorz, Finance
Administrator

•Angela Madziar, Membership
and Communications
Specialist

•Amelia Shaw, ASC, Webinars

CONNECT



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Thornton, CO 80602

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pursuing the
greater good:



good decisions
made together