



International Association of Public Participation **USA**



Strategic Plan

2018 - 2020

P2 = Public Participation

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

-International Association for Public Participation

Introduction

At the end of August 2017, a review of the IAP2 Board of Directors' Spring 2017 Face -To -Face planning meeting and the results of the May 2017 Membership Survey were used as the basis for the strategic plan update. These recommendations were presented to the full IAP2 USA board of directors at their Face-to-Face meeting held in conjunction with the IAP2 North America Conference, Denver, September 5, 2017.

Key recommendations included strengthening chapter development and sustainability, encouragement for committees to provide measurable elements to goals, addressing programming support at the chapter level, and improving the position of the organization as a credible industry advocate for P2.

Updates on the progress of strategies and goals are provided to IAP2 USA members by way of the IAP2 USA annual report. Committees will update their action plans accordingly, and the board reaffirmed its commitment to schedule and conduct routine reviews and updates of these mid-term strategies in support of the long-term goals.

IAP2 USA Background & Structure

IAP2 USA is a nonprofit membership organization established in 2010 as an Affiliate of IAP2, which was founded in 1990 in North America. A key differentiator between IAP2 USA and similar organizations is the decision-oriented, objective-driven, and values-based approach. While many organizations focus on a particular technique, IAP2 has always emphasized the importance of program design and goals identification for developing effective and meaningful public participation processes.

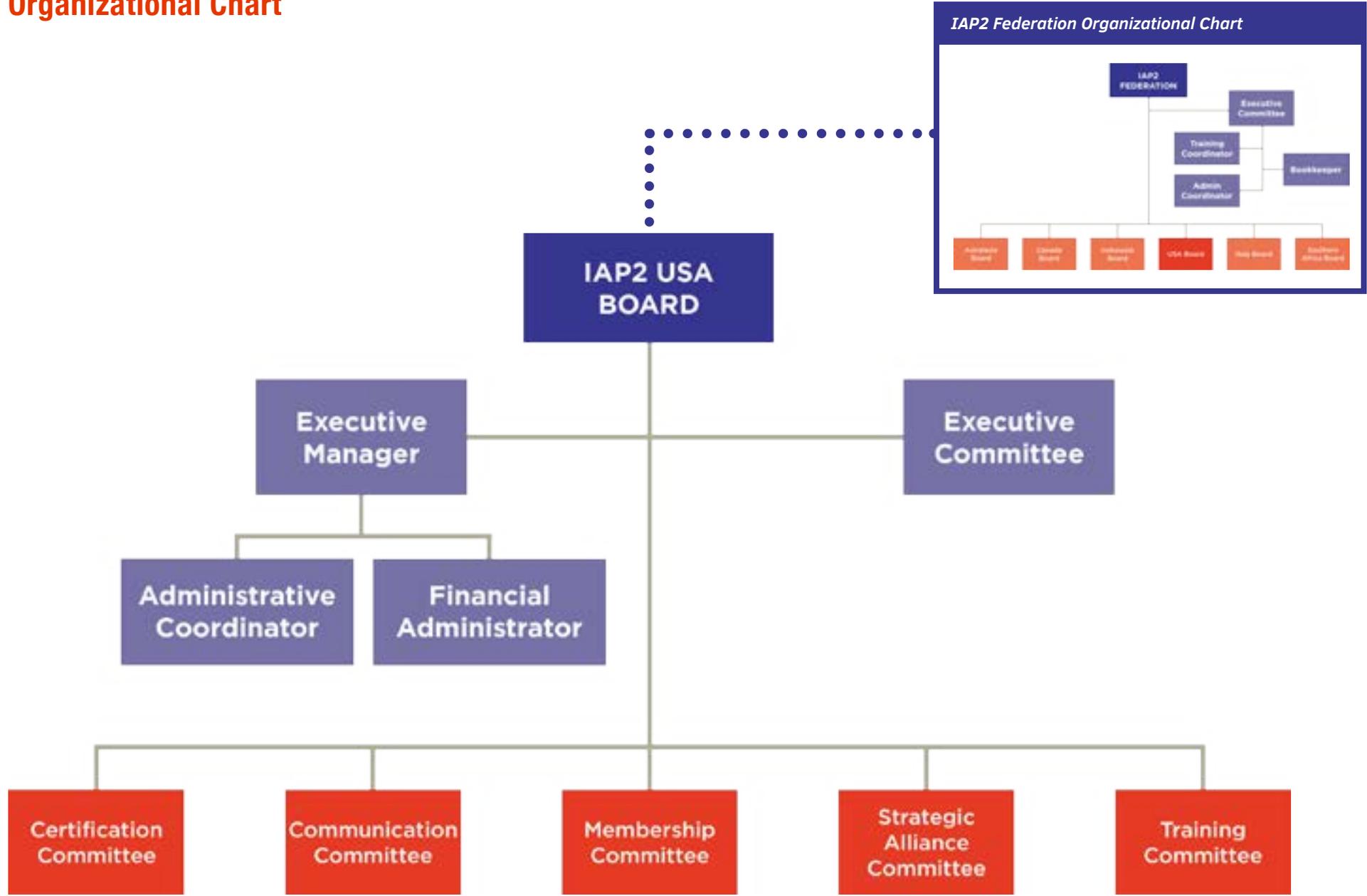


IAP2 2017 North American Conference attendees learn from Alan Beattie how DRUMBEAT mixes music, psychology, and neurobiology to help people connect with others.



The 2017 Core Values Awards winners.

Organizational Chart



The 2018-2020 Strategic Plan was developed and approved by the 2017 IAP2 USA Board of Directors



Leah Jaramillo, President



Lisa Carlson, Vice President



John Poynton, Treasurer
Federation Representative



Myles Alexander, Secretary



Kyle Bozentko



Katherine "Kit" Cole



Alex Cousins



Deanna Desedas



Tina Geiselbrecht



Ryan Henderson



Wendy Green Lowe



Catherine "Cathy" Smith



Jennifer Trotter



Jason "Jay Vincent,
Federation Representative



Steven Wolf

Vision, Mission, and Stakeholders

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.

MISSION

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

STAKEHOLDERS

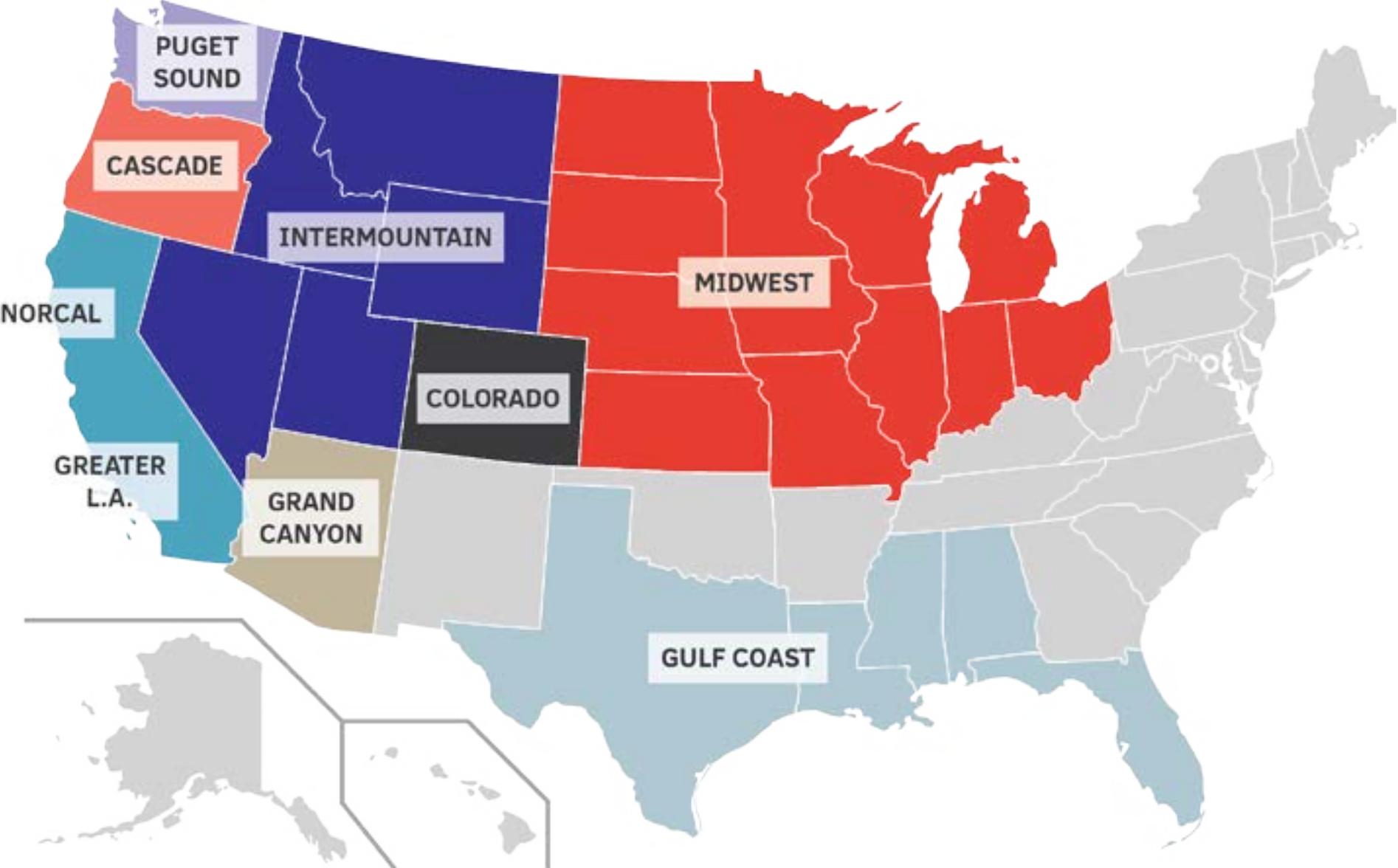
Our key stakeholders include the following.

- Members and chapters
- Public participation practitioners
- Elected officials, government agencies, nonprofits, and others who convene public participation processes
- Participants in public participation processes



IAP2 USA has 1,101 members in 40 states who are pursuing the greater good as of 2017.

IAP2 USA Chapters



Goals & Strategies

Below are IAP2 USA's long-term goals. The strategies under each goal are commitments to major (1-3 year) activities that reflect our mission, serve our stakeholders, and support our future.

GOAL 1: IAP2 USA IS THE PROFESSIONAL ASSOCIATION OF CHOICE FOR GOOD PUBLIC PARTICIPATION

This goal is central to IAP2 USA as a professional association, clarifying our commitment as a nonprofit to meet the full range of public participation needs.



STRATEGIES

- 1.1. Recruit members across the spectrum of diversity
- 1.2. Identify and meet member needs
- 1.3. Make membership compelling
- 1.4. Provide quality professional development and networking
 - 1.4.1. Provide professional development relevant to all career stages
 - 1.4.2. Provide diverse content
 - 1.4.3. Ensure availability and accessibility
 - 1.4.4. Leverage partnerships to extend reach of training opportunities
 - 1.4.5. Evaluate and modify to meet member needs
- 1.5. Members are actively engaged in IAP2 USA initiatives (see Goal 2)
- 1.6. Actively Retain Members

IAP2 practitioners learn and practice new P2 skills at the 2016 IAP2 Skills Symposium in San Diego, California.

Goals & Strategies

GOAL 2: MEMBERS AND CHAPTERS ARE ACTIVELY ENGAGED IN IAP2 USA INITIATIVES

As a legally constituted nonprofit member association, this goal reflects our commitment to rich and comprehensive member engagement – in leadership development of both current and emerging practitioners, in our governance, and especially in how we support innovative and relevant communications with and among our members to support their needs and drive the organization’s work. (Goal 2 directly supports Goal 1.).



IAP2 Cascade Chapter hosting a networking and social event at a local brew pub in Portland, Oregon.

STRATEGIES

- 2.1. Identify and meet member needs
 - 2.1.1. Regularly query members about interests and priorities
 - 2.1.2. Deliver a comprehensive set of programs and services
- 2.3. Connect people in the field with each other
 - 2.3.1. Bring together P2 practitioners across disciplines, demographics, geography, etc.
- 2.4. Enhance local and regional infrastructure service delivery
- 2.5. Communicate relevant information to members
- 2.6. Ensure high-performing board and committees
 - 2.6.1. Establish, promote, and support leadership opportunities
 - 2.6.2. Develop and implement a comprehensive volunteer management program
 - 2.6.3. Communicate relevant information to members
 - 2.6.4. Routinely evaluate outcomes and adjust accordingly
- 2.7. Develop Volunteer management and recognition programs
- 2.8. Support and encourage strong Chapters

Goals & Strategies

GOAL 3: IAP2 USA ADVANCES AND ADVOCATES FOR QUALITY PUBLIC PARTICIPATION

This goal is fundamentally about excellence – setting standards and being recognized as that standard-bearer, advocating for quality public participation, partnering with like-minded organizations to extend our impact, and honoring excellence in our field.

The photos below are from two recipients of 2017 IAP2 Core Values Awards given in recognition of their demonstration of IAP2's Core Values and for raising the bar in the field of P2.



IAP2 2017 Organization of the Year
“POETS” - Public Outreach & Engagement Team Strategy
San Francisco Municipal Transportation Agency

STRATEGIES

- 3.1. Advocate for P2 and why IAP2's Mission is so important
 - 3.1.1. Enhance the credibility of IAP2 USA
 - 3.1.2. Maintain & Implement marketing and outreach strategies
- 3.2. Make the case for meaningful and effective P2
- 3.3. Establish and maintain standards for public participation
- 3.4. Recognize excellence in people and practice
- 3.5. Leverage partner relationships
 - 3.5.1. Partner with complementary organizations
- 3.6. Advance the State of Practice
 - 3.6.1. Distribute research findings
 - 3.6.2. Share and promote practitioner best practices
 - 3.6.3. Support and promote P2 and research



IAP2 2017 Project of the Year
From Skepticism to Engagement: One Community's Journey
Mental Health Center of Denver - The Dahlia Project

Goals & Strategies

GOAL 4: IAP2 USA CULTIVATES AND TRAINS FUTURE P2 LEADERS

This goal is about ensuring that up-and-coming leaders, decision-makers, participants and practitioners are aware of P2 and have access to opportunities to develop skills, learn best practices, advocate for and implement quality P2 in their respective roles.

STRATEGIES

- 4.1. Engage universities, colleges and other post-secondary institutions as partners
- 4.2. Provide workforce development (YMCA, 4-H, etc)
- 4.3. Provide skills development/apprenticeship opportunities
- 4.4. Build participant capacity

IAP2 USA hosts a membership program that pairs future P2 leaders with experienced practitioners.



Goals & Strategies

GOAL 5:

IAP2 USA IS FINANCIALLY AND OPERATIONALLY STRONG

Financial strength is central to IAP2 USA's ability to meet both our legal obligations and strategic commitments. As a nonprofit 501c6 membership organization, this goal commits to financial sustainability through a variety of activities, programs, services, products, and relationships that serve our stakeholders as their needs evolve over time.

STRATEGIES

- 5.1.** Implement varied revenue-generating activities
 - 5.1.1.** Recruit and retain members across the spectrum of diversity (see also Goal 1)
 - 5.1.1.1.** Review membership structure
 - 5.1.1.2.** Regularly identify priorities for growth and membership retention
 - 5.1.2.** Foster training opportunities
 - 5.1.3.** Demonstrate value of professional certification
 - 5.1.4.** Identify and pursue grant and sponsorship opportunities
 - 5.1.5.** Build and leverage partnerships for financial support and mutual benefit
- 5.2.** Maintain a responsive, balanced budget
 - 5.2.1.** Review and evaluate revenue (annually before budget discussion)
 - 5.2.1.1.** Plan expenditures to minimize financial risk while maximizing benefits
- 5.3.** Develop a funding strategy for viable growth
- 5.4.** Align operations with programs, membership needs, and growth

“The best part for me was hearing these two phrases – ‘I’ve finally found my people!’ and ‘How can I get involved?’

This is really what IAP2 is all about – working together to advance the practice, to network and lift each other up.”

-IAP2 USA President Leah Jaramillo on the 2017 IAP2 North American Conference