

IAP2USA 2018 - 2020 Strategic

P2 = Public Participation

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.

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International Association for Public Participation - US Affiliate (IAP2USA)

Description:

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.

Stakeholder(s):

International Association for 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.

2017 IAP2 USA Board of Directors :

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

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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

IAP2USA Stakeholders :

Our key stakeholders include the following.

IAP2USA Members

Public Participation Practitioners :

and others who convene public participation processes

Elected Officials

Government Agencies

Nonprofits

Participants in Public Participation Processes

IAP2USA Chapters

Cascade Chapter

Colorado Chapter

Grand Canyon Chapter

Greater L.A. Chapter

Gulf Coast Chapter

Intermountain Chapter

Norcal Chapter

Puget Sound Chapter

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.

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1. Professional Association

[MAKE] IAP2 USA 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.

1.1. Recruitment

Recruit members across the spectrum of diversity

1.2. Member Needs

Identify and meet member needs

1.3. Attraction

Make membership compelling

1.4. Development & Networking

Provide quality professional development and networking

1.4.1. Career Stages

Provide professional development relevant to all career stages

1.4.2. Content

Provide diverse content

1.4.3. Availability & Accessibility

Ensure availability and accessibility

1.4.4. Training Partnerships

Leverage partnerships to extend reach of training opportunities

1.4.5. Evaluation & Modification

Evaluate and modify to meet member needs

1.5. Engagement

Actively engage members in IAP2 USA initiatives

(see Goal 2)

1.6. Retention

Actively Retain Members

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2. Initiatives & Engagement

ACTIVELY ENGAGE MEMBERS AND CHAPTERS 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.).

2.1. Member Needs

Identify and meet member needs

2.1.1. Interests & Priorities

Regularly query members about interests and priorities

2.1.2. Programs & Services

Deliver a comprehensive set of programs and services

2.3. Connections

Connect people in the field with each other

2.3.1. Convenings

Bring together P2 practitioners across disciplines, demographics, geography, etc.

Stakeholder(s):

P2 Practitioners

2.4. Service Delivery

Enhance local and regional infrastructure service delivery

2.5. Communication

Communicate relevant information to members

2.6. Board & Committees

Ensure high-performing board and committees

2.6.1. Leadership Opportunities

Establish, promote, and support leadership opportunities

2.6.2. Volunteer Management

Develop and implement a comprehensive volunteer management program

2.6.3. Communication

Communicate relevant information to members

2.6.4. Outcomes & Adjustments

Routinely evaluate outcomes and adjust accordingly

2.7. Volunteer Programs

Develop Volunteer management and recognition programs

2.8. Chapters

Support and encourage strong Chapters

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3. Advocacy & Advancement

ADVANCE AND ADVOCATE 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.

3.1. Mission

Advocate for P2 and why IAP2's Mission is so important

3.1.1. Credibility

Enhance the credibility of IAP2 USA

3.1.2. Marketing & Outreach

Maintain & Implement marketing and outreach strategies

3.2. Business Case

Make the case for meaningful and effective P2

3.3. Standards

Establish and maintain standards for public participation

3.4. Recognition

Recognize excellence in people and practice

3.5. Relationships

Leverage partner relationships

3.5.1. Complementary Organizations

Partner with complementary organizations

3.6. State of Practice

Advance the State of Practice

3.6.1. Findings

Distribute research findings

3.6.2. Best Practices

Share and promote practitioner best practices

3.6.3. Research

Support and promote P2 and research

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4. Leaders

CULTIVATE AND TRAIN 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.

4.1. Partnerships

Engage universities, colleges and other post-secondary institutions as partners

Stakeholder(s):

Universities

Post-Secondary Institutions

Colleges

4.2. Workforce Development

Provide workforce development

Stakeholder(s):

YMCA

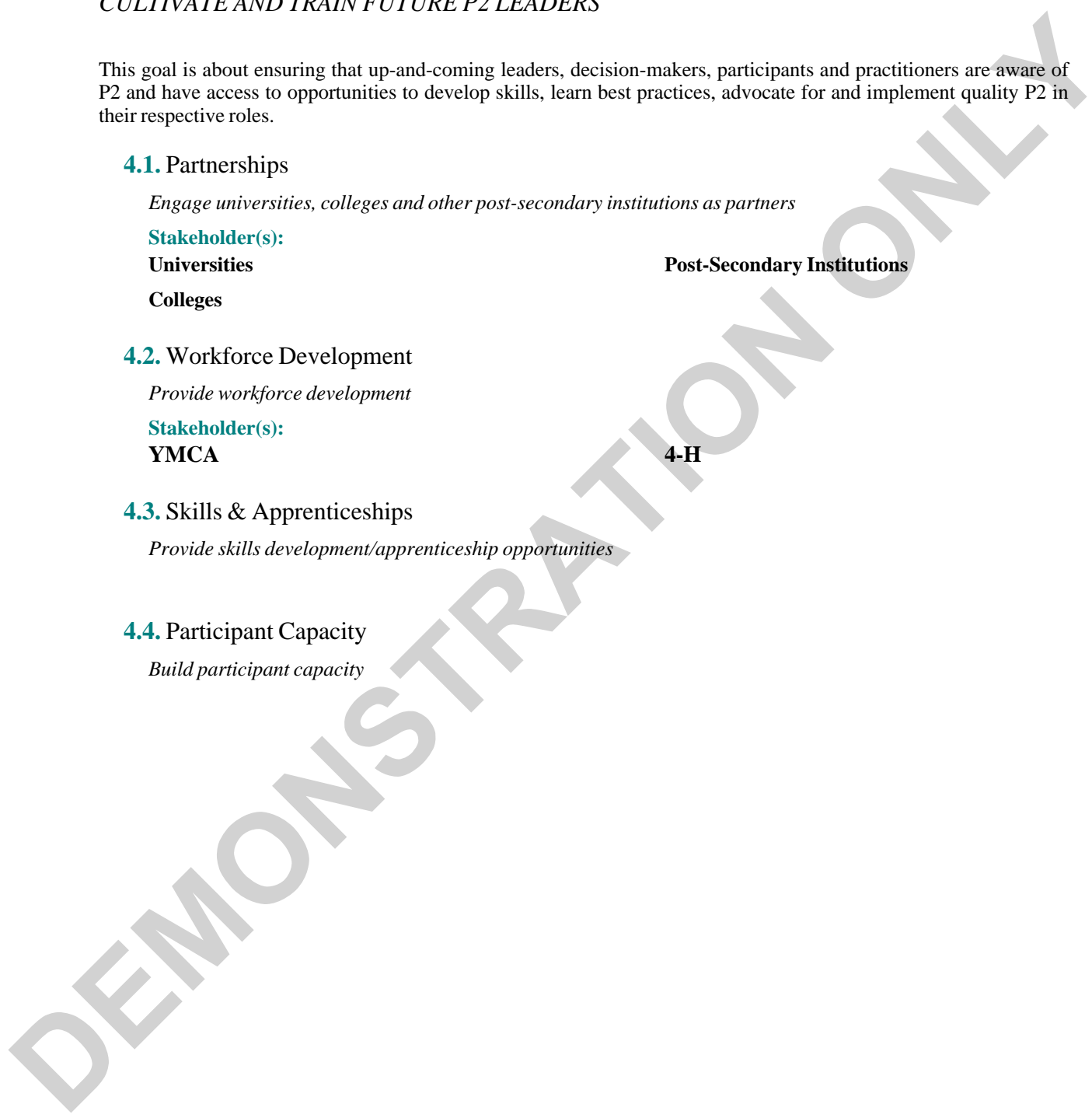
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4.3. Skills & Apprenticeships

Provide skills development/apprenticeship opportunities

4.4. Participant Capacity

Build participant capacity



5. Operations & Financing

[BUILD] FINANCIAL AND OPERATIONAL STRENGTH

5.1. Revenue

Implement varied revenue-generating activities

5.1.1. Recruitment & Retention

Recruit and retain members across the spectrum of diversity

(see also Goal 1)

5.1.1.1. Membership Structure

Review membership structure

5.1.1.2. Priorities

Regularly identify priorities for growth and membership retention

5.1.2. Training

Foster training opportunities

5.1.3. Certification

Demonstrate value of professional certification

5.1.4. Grants & Sponsorships

Identify and pursue grant and sponsorship opportunities

5.1.5. Partnerships

Build and leverage partnerships for financial support and mutual benefit

5.2. Budget

Maintain a responsive, balanced budget

5.2.1. Review & Evaluation

Review and evaluate revenue (annually before budget discussion)

5.2.1.1. Expenditures

Plan expenditures to minimize financial risk while maximizing benefits

5.3. Growth

Develop a funding strategy for viable growth

5.4. Strategic Alignment

Align operations with programs, membership needs, and growth

Administrative Information

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