



JUNE 2022-MAY 2023

**ANNUAL
REPORT**

Contents

PRESIDENT'S MESSAGE	3
Vision	4
Strategy 1: Enhance the IAP2 Prairies chapter by embracing diversity, equity and inclusion	5
Strategy 2: continue to connect practitioners through the chapter chats	5
Strategy 3: Continue to promote the Prairies Chapter and share out P2 related information, training and events	6
Strategy 4: Ensure financial sustainability of the Prairies Chapter	6
Strategy 5: Continue to offer professional development opportunities to members	7
Strategy 6: Maintain a positive working relationship with IAP2 Canada	7
Strategy 7: Continue to raise awareness of the practice to encourage new engagement practitioners to join the profession	8
MEMBERSHIP AND OUTREACH	9
GOVERNANCE	10

PRESIDENT'S MESSAGE

It has been an honour to serve as your Prairies Chapter President for the 2022-2023 term.

This year marks the end of my second 2-year term with the Board of Directors. I have had the opportunity to watch the Chapter grow, adapt, and flourish over my two terms.

In 2022, we continued to assess how to best meet the needs of our members. As a Board, we used the 2022-2023 term to continue to reflect on what worked well during the pandemic, what our members found challenging, and explore the next steps for our Chapter.

Building on the 2022-2023 Strategic Plan and what we heard from members over the last year, the Board of Directors identified actions to focus on for the 2022-2023 term that we felt would complement IAP2 Canada's goals and initiatives.

Through engagement with our members, we heard that the Chapter Chats were continuing to be an effective way to connect with other practitioners and should be continued. We worked to tailor our topics to meet the diverse interests of our members while embracing diversity, equity, and inclusion principles. We also heard that there was continued value in the groups.io, which allowed members to start discussions and post questions to reach out to other members.

This year we moved forward with an outreach marketing strategy to identify key and diverse target audiences that would benefit from conducting public participation and engagement activities within our region; outline an approach for creating awareness and interest in the value of good P2 and our Chapter; and help us grow our Chapter and encourage P2 best practice across the Prairies region. I'm excited for this work to continue.

I want to send a heartfelt thank you to the 2022-2023 Board of Directors. Your dedication to the Chapter and our members is evident and appreciated. I have learned so much from you and am grateful for your help in making this year a success.

I wish the Prairies Chapter all the continued success in the future.

Lindsay Thompson, President, IAP2 Prairies Chapter

VISION

Every citizen is engaged in decisions that affect them.

There are three values that the Prairies Chapter plays a key role in delivering:

1. **CONNECT:** A need to **connect** with each other as practitioners to ensure a strong public participation community.
2. **PROFESSIONAL DEVELOPMENT:** A need to hone and **develop skills** through all stages of their careers.
3. **INFLUENCE:** A need for greater respect and understanding of the value of public engagement and skilled practitioners amongst **decision makers, colleagues, and partners.**

During the 2021 Annual General Meeting, the Prairies Chapter Board engaged with members and non-members about the impacts of COVID-19 and what they saw as value from the Prairies Chapter. This input identified key priorities that were included in an updated Strategic Plan for the Chapter. Key strategies identified include:

- Enhance the IAP2 Prairies Chapter by embracing diversity, equity, and inclusion principles.
- Continue to connect practitioners through the Chapter Chats.
- Continue to promote the Prairies Chapter and share out P2 related information, training, and events.
- Ensure financial sustainability of the Prairies Chapter.
- Continue to offer professional development opportunities to members.
- Maintain a positive working relationship with IAP2 Canada.

The sub-sections below summarize details about the progress related to each strategy and its associated initiatives over the last 12 months. Symbols are used to indicate the status of each initiative where:

€ = To be completed

→ = In progress

✓ = Completed

A copy of the full Strategic Plan is attached.

STRATEGY 1: ENHANCE THE IAP2 PRAIRIES CHAPTER BY EMBRACING DIVERSITY, EQUITY, AND INCLUSION

The IAP2 Prairies Chapter connected with the IAP2 Young Practitioners Network (YPN) Committee to better understand how they are structured, what they are doing, and discuss future collaboration opportunities. In May 2022, the YPN presented an overview of their committee to the IAP2 Prairies Chapter Board members. Future opportunities will focus on inviting the YPN to present at a future Prairies Chapter Chat that focuses on young and new engagement practitioner experiences.

Initiatives

- Complement existing National youth strategy
- Continue to connect with the IAP2 Canada Youth Committee to understand committee structure.
- Invite youth to participate in the IAP2 Prairie Chapter
- € Provide opportunities for engagement practice

STRATEGY 2: CONTINUE TO CONNECT PRACTITIONERS THROUGH THE CHAPTER CHATS

The Prairies Chapter Chat is a place to connect, recharge, become inspired, build your skill set, share your experiences, and learn from other local practitioners with the shared goal of advancing the practice for all. Chapter Chats are held every second month.

The Prairies Chapter hosted a total of three Chapter Chats. Details include:

- July 2022 – From Transactional to Relational Engagement – led by Tannis Topolniski.
- November 2022 – Leading in Chaos and Disruption in the Public Arena – led by Stephanie Roy McCallum
- May 2023 - Crafting an engagement strategy to disrupt and dismantle racism in the health system with Colleen Schneider, Provincial Lead for Public and Patient Engagement, Shared Health Manitoba

Initiatives

- Identify future speakers and members to participate
- Identify and maintain specific topics of interest
- Continue to use Group IO to connect practitioners and friends to share information and tools

STRATEGY 3: CONTINUE TO PROMOTE THE PRAIRIES CHAPTER AND SHARE OUT P2 RELATED INFORMATION, TRAINING AND EVENTS

Communication efforts were focused on sharing Prairies Chapter information and event notifications using our main communications channels: our chapter webpage, e-mail blasts, LinkedIn, and Twitter, while also aiming to find a balance between the frequency of communications shared by the Chapter in a way that complements the frequency of communications shared by IAP2 Canada. We rely on LinkedIn for promoting the Chapter and upcoming Prairies events, in addition to sharing IAP2 national announcements and training opportunities. One of the areas of focus for communications is continued promotion of the Prairies Chapter Chat series.

Initiatives

- Regularly update and send out information on the Prairies Chapter social media i.e., LinkedIn, Twitter, and website.
- € Review the National communication strategy and check for compliance

It was a great year for the Prairies Chapter. There is growing momentum around P2 in our respective organizations and the broader community. We are seeing greater interest in the IAP2 Prairies Chapter and increased attendance at Chapter events.

STRATEGY 4: ENSURE FINANCIAL SUSTAINABILITY OF THE PRAIRIES CHAPTER

We began the year with a balance of \$9,169.92 and received the annual \$2,500 IAP2 Canada grant, bringing our operating budget for 2022-2023 to \$11,669.92.

Expenditures for the Chapter from June 2022-May 2023 totaled 908.90* and were related to fees for Zoom (\$212.00) and fees to a professional trainer who presented at a Chapter Chat.

2022 Opening Balance:	\$ 9,169.92
2022 IAP2 Canada Grant:	\$ 2,500.00
2022-23 Expenditures:	\$ (908.90)*
June 2022 - May 2023 Closing Balance:	\$ 10,761.02*

**these values are currently unverified as an update from IAP2 national was unavailable at the time of reporting.*

Initiatives

- € Develop a long-term financial plan
- € Consider goals and evaluate budget

STRATEGY 5: CONTINUE TO OFFER PROFESSIONAL DEVELOPMENT OPPORTUNITIES TO MEMBERS

This year we continued our Chapter Chat series as a way of providing professional development opportunities to members throughout the year. As an example, one of our early Chapter Chats featured a demonstration of *Mural* and *Poll Everywhere*, which provided an opportunity for members to try out these valuable online collaboration tools.

Training opportunities and other professional development events offered by IAP2 Canada were promoted through the Prairies Chapter communication channels. IAP2 Fundamentals and Designing Public Participation and Engagement with the new curriculum was offered in-person in April/May 2023 in Regina, SK.

The Prairies Chapter also uses our social media channels to share relevant tips and resources from P2 experts with our members.

Initiatives

- € Link to National professional development opportunities and training and identify key actions
- Identify training opportunities and provide Prairies Chapter discounts.
- Keep an ear to the ground on what Prairie members want for training and report to National

STRATEGY 6: MAINTAIN A POSITIVE WORKING RELATIONSHIP WITH IAP2 CANADA

The Prairies Chapter continues to foster a strong relationship with National (IAP2 Canada) through open and honest dialogue and regular attendance at the Chapter Liaison meetings.

Relationship building at this level has allowed the Prairies Chapter to contribute to IAP2 Canada, remain engaged and informed about National activities, discuss, and promote Chapter activities, and seek support as needed.

Some examples of Prairie Chapter updates to IAP2 Canada include Chapter Chats, membership, governance, elections, and

Initiatives

- Continue to participate in the IAP2 Liaison meetings.
- Align training opportunities with IAP2 Canada.
- Review cost for training.
- Identify opportunities for listing events and training.

strategic planning. Regular participation and engagement with IAP2 Canada have also allowed the Prairies Chapter to remain informed on IAP2 Canada's activities and enabled the Chapter to align our goals and strategic plan accordingly.

Relationship building between National, and the Prairies Chapter has been mutually beneficial, allowing us to work collaboratively on achieving the IAP2 Canada vision that Canadians are meaningfully engaged in decisions that affect them by way of purposeful public participation.

By working together, we ensure that we have up-to-date information and opportunities to provide input on various topics at the national level (YPN, IAP2 Youth Membership Pilot, IAP2 Canada Strategic Plan, social media policy, IAP2 Canada Grants, and the IAP2 Training Transition), and that IAP2 Canada can provide input and support to the Prairies Chapter as required.

National has been open and receptive to work with the Chapter on our ideas and address any concerns raised. An example of this was the Prairie Chapter's suggestion that the IAP2 Canada develop additional orientation materials for new members. IAP2 Canada responded to this request by providing a comprehensive orientation document.

STRATEGY 7: CONTINUE TO RAISE AWARENESS OF THE PRACTICE TO ENCOURAGE NEW ENGAGEMENT PRACTITIONERS TO JOIN THE PROFESSION

The Prairies Chapter recognizes the opportunity to connect with post-secondary institutions to raise awareness of the practice to encourage new engagement practitioners to join the profession

Initiatives

- € Connect with post-secondary institutions, including the University of Saskatchewan re: Anthropology master's program (MV)

MEMBERSHIP AND OUTREACH

The Prairies Chapter LinkedIn has 400 followers.

The following are membership trends for the Prairies Chapter over the course of the year and compared to previous years. The data is supplied to us monthly by IAP2 Canada

	Feb 2022	April 2023
Prairies Chapter	128	115
Alberta	n/a	7
Saskatchewan	74	56
Manitoba	49	48
NW Ontario	5	4

GOVERNANCE

The International Association for Public Participation (IAP2) is a federation made up of national IAP2 organizations, including IAP2 Canada. The IAP2 Prairies Chapter is a chapter of IAP2 Canada that is made up of members from Saskatchewan, Manitoba, and Northwest Ontario. The Prairies Chapter operates under a formal Chapter Agreement with IAP2 Canada and is bound by the by-laws of IAP2 Canada. Prairies Chapter Board Members also operate within the IAP2 Board Member Code of Conduct, Privacy and Conflict of Interest Policies.

The Prairies Chapter is currently governed by elected directors. The Board includes an executive that is made up of the President, Vice-president, Treasurer, and Secretary. The Board of Directors continued in its direction to move away from the previously employed committee structure (with the exception of the Communications Committee and Governance Committee) where each Director was assigned to a specific committee, as it focused on implementing key strategies and initiatives in the updated Strategic Plan. Leads and co-leads were identified for each initiative.

IAP2 PRAIRIES CHAPTER – 2023 ELECTIONS

Self-nomination was opened to any interested party during the month of June 2023. There were five interested applicants who submitted their application to join the IAP2 Prairies' Board for the 2023-25 term. All five applicants were acclaimed, and no election was required.

We would like to congratulate and welcome our new board members who will be serving a 2-year term beginning in July 2023:

- Lindsay Mierau (Manitoba)
- Alexis Doyle (Saskatchewan)

Our returning board members, completing their second year of a 2-year term are:

- Morgan Vespa (Manitoba)
- Matt Long (Saskatchewan)
- Maggie Bratland (Manitoba)
- Samantha Mark (Saskatchewan)
- Daniel Waycik (Manitoba)
- Erin McKay (Manitoba)
- Colleen McMahon (Saskatchewan)
- Shawn Silzer (Saskatchewan)

Thank you to Christine Markel (Saskatchewan), Lindsay Thompson (Manitoba), and Crista Gladstone (Manitoba) for their contributions to the Prairies Chapter Board.

IAP2 PRAIRIES CHAPTER STRATEGIC PLAN

2022-23

VISION

Every citizen is engaged in decisions that affect them.

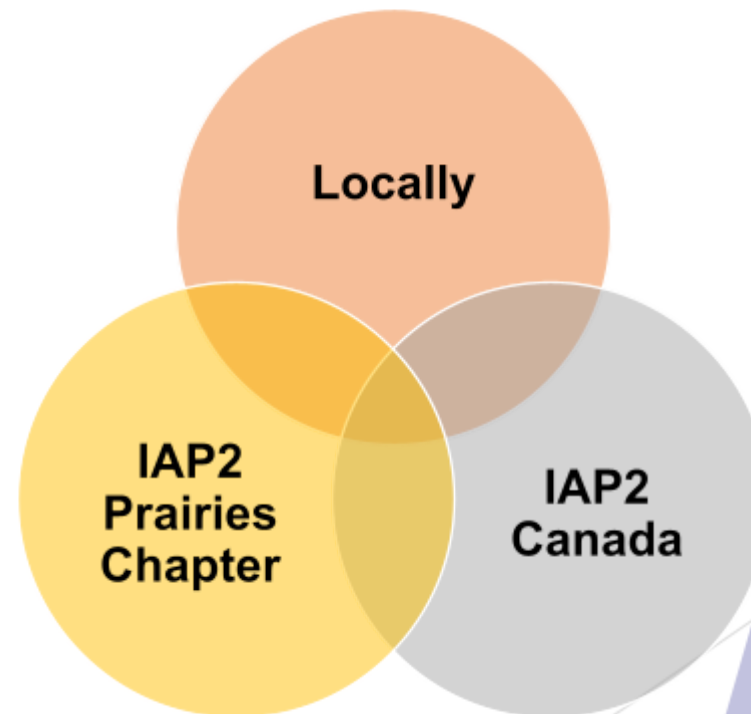
VALUES

CONNECT: A need to **connect** with each other as practitioners to ensure a strong public participation community

PROFESSIONAL DEVELOPMENT: A need to hone and **develop skills** through all stages of their careers

INFLUENCE: A need for greater respect and understanding of the value of public engagement and skilled practitioners amongst **decision makers, colleagues, and partners**

HOW WE DELIVER VALUE



2022 PRIORITIES – ACTION PLAN

Strategy	Initiatives	Timeframe	Lead(s)	Measurements (Examples)
Enhance the IAP2 Prairies Chapter by embracing diversity, equity, and inclusion principles.	<ul style="list-style-type: none"> ● Complement existing National youth strategy. 	Short-Term (1-2 months)		<ul style="list-style-type: none"> ● Number of youth engaged. ● Strategy in place.
	<ul style="list-style-type: none"> ● Continue to connect with the IAP2 Canada Youth Committee to understand committee structure. 	Short-Term		<ul style="list-style-type: none"> ● Annual check in with the youth committee.
	<ul style="list-style-type: none"> ● Invite youth to participate in the IAP2 Prairies Chapter. 	Short-Term Ongoing	All BoD	<ul style="list-style-type: none"> ● Number of youth engaged. ● Consider having youth specific

Strategy	Initiatives	Timeframe	Lead(s)	Measurements (Examples)
	<ul style="list-style-type: none"> ● Provide opportunities for engagement practice 		Daniel	<p>positions on the board</p> <ul style="list-style-type: none"> ● Set up a volunteer facilitation/ design program and match them with groups
Continue to connect practitioners through the Chapter Chats.	<ul style="list-style-type: none"> ● Identify future speakers and members to participate. 	Short-Term Ongoing	All BoD	<ul style="list-style-type: none"> ● Number of members and non-members engaged. ● Invite Valoree to present in a chapter chat – news from National, or a portion of the discussion

Strategy	Initiatives	Timeframe	Lead(s)	Measurements (Examples)
	<ul style="list-style-type: none"> Identify and maintain specific topics of interest. 	Short-Term Ongoing	All BoD	<ul style="list-style-type: none"> Number of topics identified.
	<ul style="list-style-type: none"> Continue to use Group IO to connect practitioners and friends to share information and tools 	Short-Term Ongoing	Morgan	<ul style="list-style-type: none"> Hub/virtual chat network created. Number of interactions/users.
Continue to promote the Prairies Chapter and share out P2 related information,	<ul style="list-style-type: none"> Regularly update and send out information on the Prairies Chapter social media i.e., 	Ongoing		<ul style="list-style-type: none"> Number of followers. Number of like and shares.

Strategy	Initiatives	Timeframe	Lead(s)	Measurements (Examples)
training, and events.	LinkedIn, Twitter, and website.			
	<ul style="list-style-type: none"> ● Review the National communication strategy and check for compliance 			<ul style="list-style-type: none"> ● Prepare activities for National report
Ensure financial sustainability of the Prairies Chapter.	<ul style="list-style-type: none"> ● Develop a long-term financial plan. 	Short-Mid Term (1-5 months)	Shawn Maggie	<ul style="list-style-type: none"> ● Financial plan developed and implemented.
	<ul style="list-style-type: none"> ● Consider goals and evaluate budget 			<ul style="list-style-type: none"> ● Created an annual plan

Strategy	Initiatives	Timeframe	Lead(s)	Measurements (Examples)
Continue to offer professional development opportunities to members.	<ul style="list-style-type: none"> ● Link to National professional development opportunities and training and identify key actions 	Mid-Long Term (3-6+ months)	TBD	<ul style="list-style-type: none"> ● Training Strategy developed and implemented.
	<ul style="list-style-type: none"> ● Identify training opportunities and provide Prairies Chapter discounts. 	Ongoing	TBD	<ul style="list-style-type: none"> ● Number of discounted training opportunities. ● Number of participants.
	<ul style="list-style-type: none"> ● Keep an ear to the ground on what Prairie members want 			<ul style="list-style-type: none"> ● Consider doing another survey – need to consider timing and think about objectives

Strategy	Initiatives	Timeframe	Lead(s)	Measurements (Examples)
	for training and report to National			and decisions we want to make <ul style="list-style-type: none"> Consider more polls in LinkedIn and chapter chats
Maintain a positive working relationship with IAP2 Canada.	<ul style="list-style-type: none"> Continue to participate in the IAP2 Liaison meetings. 	Ongoing		<ul style="list-style-type: none"> Attendance at meetings. Communicating opportunities across Canada.
	<ul style="list-style-type: none"> Align training opportunities with IAP2 Canada. 	Mid-Long Term	Christine	<ul style="list-style-type: none"> Number of Prairies Chapter specific training.
	<ul style="list-style-type: none"> Review cost for training. 	Mid-Long Term	TBD	<ul style="list-style-type: none"> Training costs adjusted across Canada.

Strategy	Initiatives	Timeframe	Lead(s)	Measurements (Examples)
	<ul style="list-style-type: none"> Identify opportunities for listing events and training. 	Mid-Long Term	TBD	<ul style="list-style-type: none"> Information more easily accessible. Number of Prairies Chapter branded events/training.
Continue to raise awareness of the practice to encourage new engagement practitioners to join the profession	<ul style="list-style-type: none"> Connect with post-secondary institutions, including the University of Saskatchewan re: Anthropology master's program (MV) 			