



**Great Lakes Chapter**

# **2020 – 2021 Annual Report**

**October 19, 2021**

## Message from the Chapter President

The Great Lakes Chapter of IAP2 covers a large and diverse geographic area from Windsor to Kingston; Barrie to Fort Erie and includes the Highways 400, 401 and the Queen Elizabeth Way corridors. The Great Lakes Chapter of IAP2 is made up of people who are talented and passionate about engagement. It is a privilege to work with our team.

### Looking back on 2020-2021

In the continued COVID-19 global pandemic and societal inequities that surround us, our reflections this year builds on our evolving roles as practitioners in this space.

Our Executive Committee has demonstrated such strong resilience through this past year by engaging in difficult conversations, sharing pain-points but also small successes. We were deliberate and thoughtful in the type of discussions we wanted to share with our members and I'm appreciative and proud of their contributions.

This year we welcomed three new Executive Committee Members:

- Anila Sunnak, Public and Patient Engagement Program Manager for the Canadian Partnership Against Cancer
- Zahra Jaffer, Planner, Communications, and Engagement Specialist with Dillon Consulting
- Rouselle Gratela, Regional Community Engagement Advisory with the IESO

The addition of these three new Executives brought new perspectives, ideas, and support in moving the work of our Chapter forward. In the next year, we will work to continue to raise the bar with a focus on our members needs with hopes to identify virtual, hybrid, and in person opportunities to connect.

Thank you to those who joined continue to provide us with feedback on how we can better serve you. We will continue to listen to you and your priorities. Once again, I would like to thank the Executive Committee for efforts this past year.

### Looking ahead to 2020-2021 - Strategic Directions

Building on the core values of IAP2, the IAP2 Great Lakes aspires to advance the practice of public participation by promoting a culture of connection and sharing among P2 practitioners (members and non-members) in the Great Lakes Region.

#### The vision for our Chapter is to provide members in the Great Lakes Region with:

- Opportunities for professional development and networking.
- A culture of interaction, connection and sharing among P2 practitioners (members and non- members).
- Support to achieve best practice in P2 and to celebrate projects and people that embrace this commitment

#### To achieve this vision our Chapter will:

- Organize training and learning opportunities
- Host social events
- Communicate with members and non-members using multiple approaches including e- newsletters and web
- Recognize and celebrate people and projects



Katrina Kroeze  
IAP2 Great Lakes  
Chapter President  
2019-2020

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## The 2020-2021 Great Lakes Chapter Executive Team

- President: Katrina Kroeze
- Secretary: Jodi Ball
- Treasurer: Zahra Jaffer
- Communications Lead: Anila Sunnak, Dana Gardner
- Members at Large: Karla Krolli, Tracey Ehl, Rouselle Gratela

For the 2021-2022 Executive Committee, we welcome two new practitioners:

- Justin Jones, Community Engagement and Active Transportation Planner, WSP
- Stephanie Campeau, Director Stakeholder and Community Relations, Windsor-Detroit Bridge Authority

## Membership

This past year, we saw significant membership growth. With this growth, we remain committed to delivering on our vision set out earlier in the Report. In 2020-2021, our membership grew from 123 active members to 160 members.

With our large geographical representation, our members span from Barrie, Brampton, Burlington, Cambridge, Chatham, Guelph, Hamilton, Kingston, Kitchener, Markham, Mississauga, Newmarket, Oakville, Oshawa, Peterborough, St. Catharines, Thunder Bay, Toronto, Whitby, Waterloo, Windsor and Woodstock. Welcome, all.

## Strategic Direction

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## Strategic Planning

Since the Chapter was formed in 2012, the focus, as determined through member surveys, has been on networking and professional development activities. At the outset of the 2019-2020, the Executive Committee came together and identified the need to review in detail our membership, especially with our vast geography, that is why we kicked off the year with a Membership Gap Analysis which is further described below.



## 2020-2021 Successes

**Beyond Inclusion with Simon Fraser University’s Morris J. Wosk, Centre for Dialogue** – Our Great Lakes Chapter members were led through an interactive webinar on November 25, 2020 with Elodie Jacquet and Grace Lee to share learnings of their new guiding resource “Beyond Inclusion: Equity in Public Engagement, a Guide for Practitioners. COVID-19 laid bare clear societal inequities in Canada and Beyond. Inclusion is integral to ethical and effective public engagement to advance positive change. This webinar explored how we engage the missing voices at the table to address systemic barriers and inequities.

**Free Enhancing Your Virtual Facilitation Style Lunch & Learn** – On April 27, 2021, the Great Lakes Chapter hosted Rebecca Suthers on facilitation tips in a time of growing digital fatigue. Rebecca led our guests through 10 tips to invigorate our style and audience!

**First Great Lake Chapter Chats!** – In an effort to virtually connect with our members on a more informal and more frequent basis through the launch of Chapter Chats. During the first chats on June 22, 2021, we discussed *which participatory techniques are working for you and what’s not working for you during virtual meetings with a focus on connecting with meeting participants*. The success of this event made it evident that we are all in search of connection more frequently and these chats will continue in 2021-2022.

**Great Lakes Chapter Newsletters** – Two newsletters were sent out this year. The newsletters are a way to keep connected to our members and to invite them to events and activities. The newsletters are sent to our active membership as well as a list of “Great Lakes Chapter Friends”.

**IAP2 Great Lakes Chapter LinkedIn Group** – Our ever-growing LinkedIn group went from 76 to 92 members. The Great Lakes Chapter LinkedIn group is an opportunity for our chapter members to be more active online sharing best practices.

## Financial Position

Thank you to our treasurer, Jodi Ball, for keeping us financially on track! Please see the below Treasurer’s report.

IAP2 Canada - Great Lakes - Financial Information - August 31, 2020 to October 18, 2021			
Date	Description	Amount	Balance
Tuesday, September 1, 2020	Opening Balance		\$10,475.13
Tuesday, May 4, 2021	Chapter Funding	\$2,500.00	\$12,975.13
Thursday, May 13, 2021	Lunch and Learn - Sage Solutions	-\$500.00	\$12,475.13
			<b>\$12,475.13</b>

## Contact Us

For more information about the Great Lakes Chapter, please contact us at:

[greatlakeschapter@iap2canada.ca](mailto:greatlakeschapter@iap2canada.ca)

## Draft Annual Report prepared by:

Katrina Kroeze, Chapter President, 2019-Present

Final Annual Report adopted: October 19, 2021 at the Chapter’s Annual General Meeting.