



JUNE 2020-MAY 2021

**ANNUAL
REPORT**

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PRESIDENT'S MESSAGE

It has been an honour to serve as your President and on the Prairies Chapter Board over the years. 2020 was certainly a year to remember. Like other organizations and communities, the Prairies Chapter sought out alternative ways to engage together as a Board and with our members. This year taught us many important lessons and gave us the opportunity to truly reflect about what it means to engage and connect with each other as we navigate through a world-wide pandemic.

While at first there were some unknowns, we turned to best practice and what IAP2 is all about; we engaged with members and non-members during our 2019 AGM and asked how COVID-19 has impacted engagement and what the Prairies Chapter could do to provide value.

This engagement helped to inform an update to our Strategic Plan and set out key strategies and initiatives to focus on.

Through this engagement we developed the Prairies Chapter Chat – a virtual platform to bring together practitioners and those interested in engagement to network, share, and learn from each other. The Chapter Chats have been a great success and a large part of our focus this year.

Engagement is about creating equity, diversity, and inclusion. This was another key priority of the Chapter. We supported and re-affirmed the work happening at the national level and began to explore what we can do more as a Chapter. This led to inviting a youth representative to sit on our Board as a Deputy Board member and starting to build a relationship with the IAP2 Canada Young Professionals Network.

The work of the Prairies Chapter takes many helping hands and dedication. I am truly appreciative and want to extend a special thank you to my fellow board members.

The Prairies Chapter wouldn't be if it weren't for our members. I would also like to thank you for your on-going support, staying engaged, and keeping us accountable.

I am proud of the work the Prairies Chapter has done. I know the learnings from this pandemic will only strengthen public participation and engagement in communities and organizations across the world.

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

Samantha Mark, President, IAP2 Prairies Chapter

VISION

The Prairies Chapter's vision for 2020 was "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 2019 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 Prairie Chapter. This input identified key priorities that were included in an updated Strategic Plan for the year. 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. 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

As a result of our Strategic Plan update, the Board invited a youth member to participate on the Board as a Deputy Director. This non-voting role provided an opportunity to learn more about IAP2, the Prairies Chapter, and the ability to contribute in moving forward the strategic initiatives.

In March 2021, 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. Future opportunities involve having the YPN present an overview of their committee to the IAP2 Prairies Chapter Board members and then inviting the YPN to present at a future Prairies Chapter Chat that focuses on young and new engagement practitioner experiences.

Initiatives

- Create a youth strategy
- Connect with the IAP2 Canada Youth Committee to understand committee structure.
- Invite youth to participate in the IAP2 Prairie Chapter
- Create a diversity strategy

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.

Our first Chapter Chat was held on October 16, 2020 and it was a great success. We received some wonderful feedback on how best to structure future Chats.

Initiatives

- ✓ Identify future speakers and members to participate
- ✓ Identify specific topics of interest
- Create a place for practitioners and friends of to share information and tools

Since October, we hosted three other Chapter Chats bi-monthly around the following topics:

- December - BYOT: Bring Your Own Tool - Participants had the opportunity to share various tools they are using to ensure meaningful engagement during this pandemic;
- February - Tools for Online Engagement - Alexis Doyle and Kara Wolfe presented two online engagement tools, PollEV and Mural. Participants then used break out rooms to demo and use the tools.
- April – Youth Engagement – Nicole Matheis from the Communities Building Youth Futures Prince Albert, Sarah Schmid from the Government of Saskatchewan, and Larissa Shasko, PhD Student at the Johnson Shoyama Graduate School of Public Policy shared their experiences conducting youth engagement. Participants then broke into groups to ask any questions and discuss their own experiences.

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

In 2020, communication efforts were focused on frequency of communications and enhancing how we are using our main communications channels: our chapter webpage, e-mail blasts, and LinkedIn. Since 2018, we have grown our LinkedIn community from 50 followers to 295 followers! We enhanced our LinkedIn community by sharing relevant articles and P2 projects, featuring techniques, promoting the Chapter and upcoming Prairies and National events, in addition to sharing IAP2 announcements and training opportunities.

- Initiatives**
- ✓ Regularly update and send out information on the Prairie Chapter Social Media

One of the key focuses for the IAP2 Prairies Chapter for communications efforts in 2020 was promoting the Prairies Chapter Chat series.

2020 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. We are looking forward to building on our successes in 2021.

STRATEGY 4: ENSURE FINANCIAL SUSTAINABILITY OF THE PRAIRIES CHAPTER

The past year saw changes to overall funds to undertake events and activities for our membership across the three provinces. We began 2020 with a balance of \$8,677.20 and received the annual \$2,500 IAP2 Canada grant, bringing our operating budget for 2020 to \$13,177.20.

- Initiatives**
- Develop a long-term financial plan

Expenditures for the Chapter from June 2020-May 2021, totaled \$5,231.20 and were related to our 2020 AGM, hosting other member events, and some minor operational costs including a paid zoom account and some small appreciation gifts.

Expense Category	Total Cost
Virtual AGM	\$2,500.00
Coordination and Support or 2020 Skills Symposium	\$1,000.00
Events	\$1,459.20
Operations	\$ 272.00
Total	\$5,231.20

In addition to the \$2,500 grant from IAP2 Canada, \$1,010 in revenue was generated to offset the cost of a Regina event.

2020 Opening Balance:	\$ 8,677.08
2020 IAP2 Canada Grant:	\$ 2,500.00
2020 Expenditures:	\$ 5,231.20
2020 Revenue:	\$ 1,010.00
June 2020- May 2021 Closing Balance:	\$ 6,955.88

STRATEGY 5: CONTINUE TO OFFER PROFESSIONAL DEVELOPMENT OPPORTUNITIES TO MEMBERS

At the beginning of the year, the Prairies Chapter was working in collaboration with IAP2 Canada to promote and organize an additional event for the 2020 Skills Symposium that was to be hosted in Regina. Unfortunately, due to the COVID-19 pandemic, the Skills Symposium transitioned quickly to a virtual Skills Symposium. The Prairies Chapter was pleased the Symposium moved forward and continued to promote it.

Initiatives

- Develop a Training Strategy
- Identify training opportunities and provide Prairie Chapter discounts

The Chapter Chats were ignited and provided professional development opportunities to members throughout the year.

Training and events offered by IAP2 Canada were promoted through the Prairies Chapter communication channels.

STRATEGY 6: MAINTAIN A POSITIVE WORKING RELATIONSHIP WITH IAP2 CANADA

The IAP2 Prairies Chapter Liaison took the role in August 2020 and has regularly attended the IAP2 Canada Chapter Liaison meetings. Regular attendance at these meetings has proven to be an effective way to build our relationship and promote opportunities with IAP2 Canada and other Chapters. The IAP2 Prairies Chapter Liaison promoted chapter activities to IAP2 Canada and participating liaison representatives. Prairies Chapter updates included chapter chats, membership, governance, elections, and strategic planning, demonstrating that we are an active and effective chapter. The Prairies Chapter updates were often received with much interest by participating chapters and IAP2 Canada.

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

The IAP2 Canada Liaison meeting information was also shared with Prairies Chapter board members regularly. This enabled our board members to have up-to-date information and opportunities to provide input back to IAP2 Canada on various topics (Young Professionals Network, IAP2 Youth Membership Pilot, IAP2 Canada Strategic Plan, social media policy, IAP2 Canada Grants, and the IAP2 Training Transition). Regular participation and engagement with IAP2 Canada Chapters have allowed the Prairies Chapter to keep informed on IAP2 Canada's activities and enabled the Chapter to align our opportunities and strategy accordingly. An example of this is the April Chapter Chat that focused on Youth Engagement which aligned with IAP2 Canada's strategic focus on embracing equity, diversity, and inclusion principles across IAP2 Canada, particularly with the inclusion of youth and the roll-out of IAP2 Canada's Youth Membership pilot program.

MEMBERSHIP AND OUTREACH

The following are membership trends for the Prairies Chapter over the course of the year and compared to previous years. Membership data is supplied to us monthly by IAP2 Canada and has been assessed based on locality with the following “centers” identified: *Regina, Saskatoon, Winnipeg, North Western Ontario, Saskatchewan Other and Manitoba Other*. Membership trends were assessed at two scales: *Long term – January 2015 to May 2021* and *Annual – June 2020 to May 2021*.

Long term trends are based on membership data from select points from 2015 to 2020 based on available reports. Annual trends are based on monthly membership data from June 2020 to May 2021.

RESULTS:

Trends in each locality are discussed below as well as trends observed membership-wide.

Saskatchewan-North

- The membership in Saskatchewan-North, which includes communities such as Saskatoon, La Ronge, Prince Albert and Nipawin, grew from 4 members in 2015 to 17 members in May 2021.

Saskatchewan- South

- The membership in Saskatchewan-South, which includes communities such as Regina and Weyburn, grew from 11 members in 2015 to 20 in early 2020. An additional 32 members from Saskatchewan-South joined the Prairies Chapter between March and May 2020 bringing the total to 52 members. This spike is directly related to an increase in registrations for the 2020 Skills Symposium which was scheduled to take place in Regina in May 2020. Between June 2020 and May 2021, the number of members decreased to 38, with the sharpest decrease in membership occurring in between March and May 2021. This decrease could be attributed to a combination of uncertainty related to the COVID-19 pandemic and the end of the memberships obtained to take advantage of reduced training prices as part of the Skills Symposium.

Manitoba

- A total of 66 members were located in Manitoba in 2015. The number of memberships steadily decreased between 2015 and 2020 and became relatively stable at around 43 members from 2018 to May 2020. Between June 2020 and May 2021, the number of memberships gradually increased from 43 to 57 members. The reason for this increase has not been determined.

NW Ontario

- In 2015, NW Ontario had one member. This number increased to 3 in 2016 and 2017, decreased to 1 member in 2018 and then increased again to 3 in 2019 and 2020. In early 2021, this number rose to 7 members.

Chapter Wide

- Overall, the Prairies Chapter has grown from 82 members in 2015 to its largest membership on record, 119 members, in May 2021. Between June 2020 and May 2021, the membership increased by 9 individuals which was due, at least in part, to the addition of 11 new “Young Professionals” members in April of 2021.

In early 2019, the Board of Directors decided to shift the focus of the Prairies Chapter membership and outreach committee from increasing the membership to expanding the reach of the Chapter. Success in expanding reach can be measured by the following indicators:



91 newly joined members (since 2019)

88 non-member event attendees (since 2019)



25 mailing list sign-ups (since 2019)
192 current mailing list subscribers

295 LinkedIn followers



245 Twitter followers

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 North Western 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 10 elected directors. The Board includes an executive that is made up of the President, Vice-president, Treasurer and Secretary. The Chapter also had one deputy director who is a non-voting member. This year, the Board of Directors focused on implementing key strategies and initiatives in the updated Strategic Plan. Leads and co-leads were identified for each initiative.

IAP2 PRAIRIES CHAPTER – 2021 ELECTIONS

Self-nomination was opened to any interested party from May 4-21. There were five interested applicants who submitted their application to join the IAP2 Prairies' Board. 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 2021:

- Crista Gladstone (Winnipeg)
- Maggie Bratland (Winnipeg)
- Morgan Vespa (Winnipeg)
- Lindsay Thompson (Winnipeg)
- Matt Long (Kenora)

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

- Christine Markel (Regina)
- Colleen Opseth (Regina)
- Jennifer Lester (Saskatoon)
- Katie Suek (Saskatoon)
- Leanne Jarocki (Regina)
- Shawn Silzer (Regina)

A special thank you for the contributions to the Prairies Chapter Board and Deputy Board members who have completed their term:

- Sarah Collins (Regina)
- Samantha Mark (Saskatoon)
- Robin Vandell (Winnipeg)
- Ariane Delay (Winnipeg)

IAP2 PRAIRIES CHAPTER STRATEGIC PLAN

2021

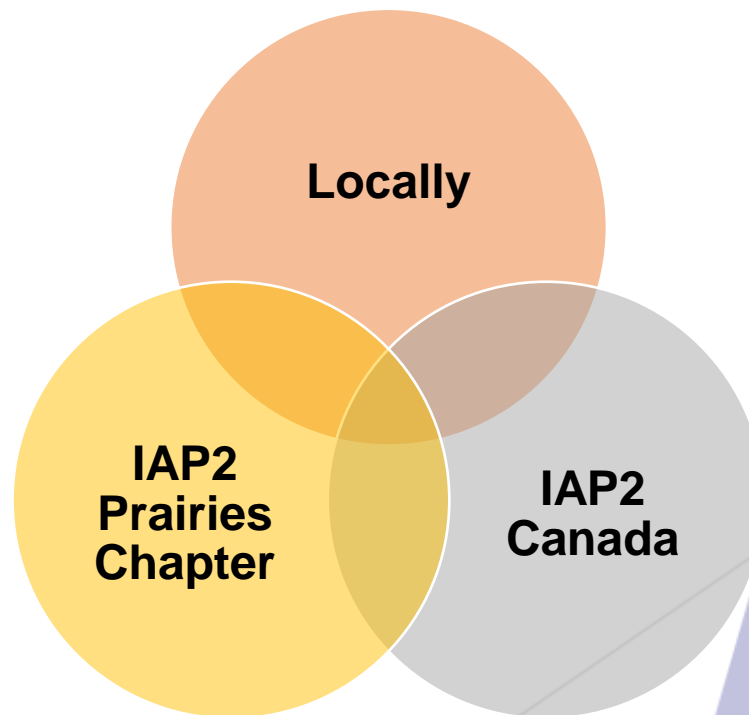
VISION

Every citizen is engaged in decisions that affect them.

VALUES

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**

HOW WE DELIVER VALUE



2021 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"> • Create a youth strategy. 	Short-Term (1-2 months)	Maggie	<ul style="list-style-type: none"> • Number of youth engaged. • Strategy in place.
	<ul style="list-style-type: none"> • Connect with the IAP2 Canada Youth Committee to understand committee structure. 	Short-Term	Christine	<ul style="list-style-type: none"> • Connection made with 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.
	<ul style="list-style-type: none"> • Create a diversity strategy. 	Short-Term	TBD	<ul style="list-style-type: none"> • Strategy adopted. • Diversity and awareness training completed by Board.

Continue to connect practitioners through the Chapter Chats.

<ul style="list-style-type: none"> • Identify future speakers and members to participate. 	<p>Short-Term Ongoing</p>	<p>All BoD Christine – April Maggie - June</p>	<ul style="list-style-type: none"> • Number of members and non-members engaged.
<ul style="list-style-type: none"> • Identify specific topics of interest. 	<p>Short-Term Ongoing</p>	<p>All BoD Christine – April Maggie – June</p>	<ul style="list-style-type: none"> • Number of topics identified.
<ul style="list-style-type: none"> • Create a place for practitioners and friends of to share information and tools. 	<p>Short-Term Ongoing</p>	<p>Katie</p>	<ul style="list-style-type: none"> • Hub/virtual chat network created. • Number of interactions/users.

<p>Continue to promote the Prairies Chapter and share out P2 related information, training and events.</p>	<ul style="list-style-type: none"> • Regularly update and send out information on the Prairies Chapter social media i.e. LinkedIn, Twitter and website. 	<p>Ongoing</p>	<p>Colleen Katie Jen Leanne Maggie</p>	<ul style="list-style-type: none"> • Number of followers. • Number of like and shares.
<p>Ensure financial sustainability of the Prairies Chapter.</p>	<ul style="list-style-type: none"> • Develop a long-term financial plan. 	<p>Short-Mid Term (1-5 months)</p>	<p>Shawn Sarah</p>	<ul style="list-style-type: none"> • Financial plan developed and implemented.

Continue to offer professional development opportunities to members.	<ul style="list-style-type: none"> • Develop a Training Strategy. 	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.
Maintain a positive working relationship with IAP2 Canada.	<ul style="list-style-type: none"> • Continue to participate in the IAP2 Liaison meetings. 	Ongoing	Christine Sam	<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	Sam TBD	<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.
<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.