

# Year In Review - 2014

## MEET THE 2014 IAP2 USA BOARD

**President** - Doug Zenn  
**President-Elect** - David Hovde  
**Treasurer** - Anne Carroll  
**Secretary** - Leah Jaramillo

Teresa Alvarado  
Tim Bonnemann  
Marijoan (MJ) Bull  
Katherine (Kit) Cole  
Matt Leighninger  
Wendy Lowe  
Francesca Patricolo  
Lance Robertson



## PRESIDENT'S MESSAGE

### **Foundational.**

That's how I would describe 2014. Your board and contributing members have continued to define and improve on the services that IAP2 USA provides. A number of big initiatives moved forward. Some are changing the organization as we speak; others might transform this organization as we know it.

You may have noticed the new website and increased communications. That's the result of board members and volunteers led by Lance Robertson and our communications committees. Our communications to you are now cleaner, clearer and more frequent. And we expect those improvements to continue with an active and growing number of contributors.

Our strategic partnership committee made inroads with city mayors, the American Planning Association, the National Coalition of Dialogue and Deliberation, the Transportation Research Board's and the White House's Open Government Initiatives. These relationships not only expand the exposure of IAP2, but they also bring to our organization broader perspectives and a better

## PRESIDENT'S MESSAGE CONTINUED

and a better understanding about the PI needs of agencies and other organization.

In 2014, we worked toward expanding training opportunities. The IAP2's long-standing Foundations Courses were overhauled and updated though a collaborative effort of trainers from around the globe. Moreover, our training and conference committees launched efforts that have resulted in the Skills symposium in Minneapolis in May and the North American Conference returning to the U.S. in Portland in September. If you're wondering how much interest these are attracting, here's a hint: the Portland conference received more than 80 session proposals.

The initiative that provides the most transformational promise is the organization's certification process.

I think this process will eventually stand alongside of the Spectrum and the core values in defining our organization. Imagine having an assessment to qualify the skills you bring to projects and positions. Led by IAP2 USA and Wendy Lowe, it's coming. Soon.

Of course I would like thank all of our 2014 board for all their hard work in moving the organization forward. But it's not just the board. Our committees are now filled, and sometimes led by, volunteers. This trend continues to expand our resources as an organization.

Lastly, some of our best moves in 2014 were filling staff positions.

We added Jennifer Nelson as our Training Administrator and Amelia Shaw now has more than a year under her belt guiding and assisting the board.

Amelia's similar role with IAP2 Canada has kept us linked closely with our Northern neighbors and expanded our collective resources. We're lucky to have an administrator so aligned with the heart of this organization

So we're off to 2015 in good hands and good shape as an organization. If you're not participating yet, now is the time!



*Doug Zenn, 2014 IAP2 President*

## Highlights of 2014



From students on campuses to concerned public school parents; from connected communities to the White House, 2014 was a very robust year for IAP2 USA. Members were involved both in the delivery of P2 projects and behind the scenes, developing and promoting a culture of participation in America. IAP2 USA achieved or made significant progress in the very ambitious action plan adopted for 2014. Here are some highlights:

- Membership Services
- Communications
- Core Values Awards
- Strategic Plan
- Strategic Alliance
- Open Government
- Training
- Certification
- North American Conference

## MEMBERSHIP SERVICES

### HIGHLIGHTS

Over half of members are “Satisfied” or “Very Satisfied” with IAP2 USA’s dues, value and services

Nearly three-quarters (71%) consider “offering professional development opportunities to practitioners” a high priority

More than half (54%) rate “hosting regional conferences and other events” as a high priority

Over 70% rate “developing a credentialing program” as a medium or high priority

More than 75% have attended at least one webinar



Dear IAP2 USA Member:

We would like to help you better understand how we can improve the value of being a member of IAP2 USA. Please take a few minutes to give us your feedback on IAP2 USA services, communication, program structure and more. Please complete your response by midnight, September 8, 2014.

[Click here to take the survey](#)

All for most of the survey you will have an opportunity to enter a drawing for a chance to win a \$1000 gift card. Winners will be selected and notified on September 15, 2014.

If you have any questions please email us at [membership@iap2usa.org](mailto:membership@iap2usa.org)

Thank you for taking the time to help IAP2 USA meet your membership needs.

With love and appreciation,  
IAP2 USA

With increased benefits and more opportunities to access necessary information for P2 practitioners, IAP2 USA improved the services offered to its members in 2014.

- o - The IAP2 USA website provides a wealth of information for P2 practitioners, including conference presentations, links to scholarly articles, a list of like-minded organizations and international examples of P2 in action.
- o - A comprehensive member survey was launched in late summer, gathering information from members as to the priorities for the organization. With a response rate of 20%, the results are being used to create the new [Strategic Plan](#).
- o - For the first time, IAP2 USA introduced an exciting opportunity for city, municipal and county governments to become part of IAP2 USA. The Local Government Pilot Project allows governments to sign up an unlimited number of employees for a flat rate, based on the size of their staff.
- o - A [Job board](#) was launched on the IAP2 USA website
- o - Membership in IAP2 USA was 451 (active and pending) as of December 31, 2014.

## COMMUNICATIONS

### Website

The [IAP2 USA website](#) was updated with an exciting new look and feel, incorporating videos and pictures, etc.

### Monthly Newsletter

[Monthly Newsletters](#) provided regular updates on the activities of the entire Affiliate and individual Chapters. The newsletter articles are now housed on the [IAP2 USA blog](#), allowing members and others to review them in the future.

### YouTube Channel

IAP2 USA created its own [YouTube Channel](#), offering:

- o Videos of the 2014 IAP2 USA Core Values Award winners,
- o “IAP2 Talks” from the 2013 North American Conference in Salt Lake City,
- o Comments from trainers and Board members on some of the benefits of being part of IAP2

### Email Blasts

E-mail blasts were issued, as needed, to promote webinars, surveys, elections, etc.

### Social Media Presence

Significantly increased presence on social media:

- o Twitter (@iap2usa) had over 1200 followers by the end of the year, with more than 200 of them joining in the last four months. There were an average of 200 profile visits per month from September through December. Usage by IAP2 USA spiked during September, in the preparation for the North American Conference – 667 tweets, twice the monthly average.
- o [The Facebook](#) page has over 200 “likes”

### Learning Webinars

In collaboration with IAP2 Canada -- IAP2 [Learning Webinars](#) enjoyed increasing attendance through 2014. 2014 Topics included:

- o Core Values Award winners in March and April (from 2013), and again in October (from the 2014 Conference)
- o Innovative Engagement
- o Re-thinking “Town Hall” meetings
- o Certification Task Force
- o Turning “failures” into successes
- o In late 2014, IAP2 Australasia joined the webinar “partnership” on a trial basis

## STRATEGIC PLAN

The [Strategic Plan](#) for the 2015-2017 period was developed during 2014, with the aid of the survey mentioned above. The Strategic Plan includes the following goals:

1. IAP2 USA is the association of choice for public participation practitioners
2. Members are actively engaged in IAP2USA initiatives.
3. IAP2 USA advances and advocates for the practice.
4. IAP2 USA is the leader in effective and innovative P2 practices.
5. IAP2 USA is financially strong.

IAP2 USA began work to acquire 501(c)3 status for a separate entity as a tax-exempt charitable organization. The Board is also exploring opportunities for a financial sponsor.

## STRATEGIC ALLIANCE

In 2014, a Strategic Alliance Committee was formed, consisting of former Board members Leanne Nurse and Larry Schooler, and current Board members Doug Zenn, Matt Leighninger, MJ Bull and Stephen Buckley.

Larry Schooler is leading an initiative to encourage US mayors to endorse the [IAP2 Core Values](#) and met with delegates at the National Conference of Mayors in Austin, TX.

The Committee is also investigating opportunities for alliances with National League of Cities, the American Planning Association (APA) and the International City Managers Association.

## OPEN GOVERNMENT

IAP2 USA has been providing input on the US Open Government National Action Plan, and by year's end, the White House had released the Public Participation Playbook, currently a living document in Open Beta stage.

## TRAINING

In 2014, IAP2 USA conceived, developed and implemented Hosted IAP2 Foundations Training, in response to feedback from our members.

- o [A training coordinator](#) was hired to oversee IAP2 USA Hosted Training programs. As well as a new source of professional development for members, Hosted Training is expected to be a new source of revenue for the organization.
- o The first hosted training session was held in San Jose, CA, in November and more training is planned for 2015. If you are interested in taking these hosted training sessions, please contact the Training Coordinator at [iap2trainingcoordinator@gmail.com](mailto:iap2trainingcoordinator@gmail.com).

## TRAINING CONTINUED

- o Skills Symposium -- requests from members for more opportunities for intermediate and advanced training opportunities, IAP2 USA began planning for a [Skills Symposium](#), to be held in May 2015 at the Humphrey School of Public Affairs in Minneapolis.

## CERTIFICATION

IAP2 USA took the lead, along with IAP2 Canada and IAP2 Southern Africa on the [Certification Task Force](#). The Task Force met twice a month through 2014. In June, IAP2 members were surveyed on what they believed the basic abilities of a P2 practitioner should be; over the summer, the [Core Competencies](#) were developed and unveiled in draft form at the 2014 IAP2 North American Conference in Winnipeg. More feedback was gathered at the Conference, and by year's end, the Core Competencies had been finalized. The Task Force is now into the next phase in its work: assessment.

## NORTH AMERICAN CONFERENCE

IAP2 USA took part in the **2014 North American Conference** in Winnipeg, Manitoba, Canada (it alternates with Canada as host Affiliate). Some 200 people – members and non-members – took part. IAP2 USA members who gave session presentations included **Joel Mills** on a half-century of “Designer Democracy”; **Patty Unfred** (Cascades), along with **Nole Walkingshaw** and **Marine Siohan**, on digital community engagement; and **John Poynton** (Colorado) along with **Laura McDonald**, on parental engagement in public education. IAP2 USA came away with lots of ideas and impetus for hosting the 2015 Conference, which will be held in Portland, OR, Sept 9 - 11.



Anne Carroll led one of the sessions at the opening plenary

## CORE VALUE AWARDS

The [IAP2 USA Core Values Awards](#) are presented each year to projects that best exemplify the Core Values of Public Participation. In 2014, awards were given for Project of the Year and Research Project of the Year, and the St Vrain Valley (Colorado) School District achieved a “double”, winning Research Project of the Year from both the USA Affiliate and the worldwide Federation.

### RESEARCH PROJECT OF THE YEAR - The St Vrain Valley (Colorado) School District for “Leadership St Vrain”

This is an ongoing process, in which parents in the school district based in Longmont, CO, are given the opportunity to have a greater say in the education system – “beyond bake sales and PTA meetings.”



**PROJECT OF THE YEAR - The National Institute for Civil Discourse** for the “Creating Community Solutions Alliance.” This initiative was spurred by President Obama’s call for a national dialogue on mental health, following the shootings at Sandy Hook Elementary School in Newtown, CT, in 2013. NICD developed a number of projects, including [“Text. Talk. Act.”](#) Which is aimed primarily at young people, to use their social media skills to discuss and raise awareness.

### PROJECT OF THE YEAR (Honorable mention) - Oregon Department of Transportation

for the “OTIA III State Bridge Delivery Program”. Under the Third Oregon Transportation Investment Act (OTIA III), the Department is required to consult with local citizens on highway improvements, and the bridge on Interstate 5 over the Willamette River connects two towns, environmentally-sensitive lands and has a local Indian tribe in the area, as well. ODoT succeeded in bringing together this diverse group of stakeholders and complete the project in a way that left all parties satisfied.

We are deeply grateful to the **Judging Panel**, which reviewed dozens of entries to select the Core Values Award winners: **Jim Creighton, Mike Huggins, Lewis Michaelson, Joel Mills** and **Marty Rozelle**.

## Chapter Highlights



### CHAPTERS

The Cascade Chapter

Colorado

Intermountain Chapter

Midwest

Northern California Chapter

Puget Sound

Grand Canyon

Gulf Coast

### CASCADE CHAPTER

[\(Oregon and Southwest Washington\)](#) hosted the annual Board face-to-face meeting in March in Portland, OR, and also held its own biennial “PI” conference in Bend, OR.

Certificate training, scholarships to University of Oregon and Portland State University students, and PI Networks seminar-type events were among the other highlights.

### COLORADO

[Colorado](#) continues to connect with its members via a monthly newsletter and to develop programming in more locations outside of Denver.

### MIDWEST

[The Midwest Chapter](#) (North Dakota, South Dakota, Nebraska, Kansas, Missouri, Iowa, Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin) is preparing to host the Skills Symposium in May 2015, and continues to look for ways of overcoming its own challenges of distance between members.



Cascades hosted an “SOS Workshop” in 2014

## NORTHERN CALIFORNIA CHAPTER

The [Northern California Chapter](#) saw a resurgence of membership and activity in 2014, including:

- o Launching its own website In January
- o Hosting more events – online and in-person – in 2014 than in the past six years combined, featuring local and international subject-matter experts.
- o Filled the position of Treasurer
- o Thanks to the feedback from people at six government organizations across the Bay Area, the Chapter was able to play a key role in shaping a new IAP2 USA membership plan specifically for government that’s currently being piloted and is expected to launch in early 2015.
- o Made significant progress with its new supporting partners program.

## PUGET SOUND

[Puget Sound \(Washington State\)](#) had a quiet year in 2014, and is working towards more member involvement in 2015, a special event at the Portland Conference and offering one or two scholarships for students to attend the Conference.

## OTHER CHAPTERS

Other chapters in IAP2 USA are [Grand Canyon \(Arizona\)](#), [Intermountain \(Idaho, Montana, Nevada, Utah, and Wyoming\)](#), and [Gulf Coast \(Texas, Louisiana, Mississippi, Alabama and Florida\)](#).

# Become a Member of IAP2 USA



Membership in IAP2 USA offers you the unique opportunity to network with national and international experts, to learn from the industry association dedicated to community engagement, and to be recognized as a specialist practitioner by government and industry.

## A CONNECTED COMMUNITY

- o Attend IAP2 USA events and professional development sessions in many different regions of the country at reduced member rates
- o Network with peers and industry experts
- o Connect with the international IAP2 community
- o Create and view online practitioner profiles
- o Join discussions through IAP2 USA’s social networks, webinars, and communities of practice

## INDUSTRY LEADERSHIP

- o Nominate for the respected IAP2 Core Value Awards
- o Apply for the call for papers for the acclaimed Chapter and North American IAP2 Conferences

## **LIFELONG LEARNING & CAREER ENHANCEMENT**

- o Build your resumé by successfully completing the internationally-recognized IAP2 Foundations course.
- o Extend your skills with new IAP2 courses written and road-tested to meet changing needs like Emotion, Outrage and Public Participation (EOP2)
- o IAP2 Certification is working towards being recognized as the gold standard for P2 practitioners.
- o Attend monthly professional development webinars put on by IAP2 Canada and IAP2 USA for free
- o Participate in the soon-to-be-launched IAP2 USA Mentorship Program in support of your career development and continued learning

## **NEWS AND SPECIAL INTERESTS**

- o Keep in touch through the IAP2 USA Blog and the monthly newsletter.
- o Access “Members Only” updates, publications, information and links online

## **MEMBERSHIP DETAILS**

To join simply go to: [www.iap2usa.org](http://www.iap2usa.org) > Membership > Become a Member.