# 2016 **Annual Report**

# Pursuing the greater good: Good decisions made together.

# international association for public participation

#### Meet the 2016 Board of Directors



President – Leah Jaramillo



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Jennifer Trotter



Jay Vincent

#### PRESIDENT'S MESSAGE

2016 was a year of great progress for all of us in IAP2. I am proud to share some of the highlights with you!

#### **Your Community**

Your membership in IAP2 has created a nation-wide community of P2 practitioners and managers across the USA. Now, there are members like you in nearly all 50 states and 200 cities in the USA. Because of you, IAP2 USA is well on its way to a creating a community 1,000 members strong. One of our most

important roles is to be your home for good ideas, inspiration, skill building, and networking.

#### **Programs and Services**

As our membership grows, our focus is on offering programs and services to support you. New this year, we initiated web-based training to make skill building even more convenient and a Certification Program to reinforce the professional practice of public participation. We encourage you to check out these offerings and continue to hone your craft. We also launched a national student scholarship, a tiered Government

Membership rate, and a government community of practice. More of these peer-based communities are being developed to link people in similar areas of P2. The second year of the Mentorship Program was a success and a new cohort for 2017 is underway.

#### **Popular Events**

The year began and ended with strong national events: the skills symposium in February and the conference in September. The 2016 Skills Symposium was held in San Diego, and attracted people near and far who had one goal in common: to continually improve their skills. The year ended with the sold out 2016 North American Conference in Montreal with more than 240 attendees. We are planning a great 2017 conference in Denver with

more capacity to welcome our growing numbers – so plan to join us September 6-8<sup>th</sup>.

#### Strategic Partnerships

We are building and strengthening alliances with similarly-minded organizations and developing ways to better reach P2 practitioners of all kinds. In 2016, we identified and prioritized a range of national, state and local partnerships, and added staff capacity to build and grow these partnerships in the new year.

#### A Strong Start for a New Year

These successes create a strong position to enter 2017, a year when the need for a strong community of

#### 2016 IAP2 President Leah

P2 couldn't be more relevant and needed. With this solid foundation and clear national need, we will welcome five new board members, launch a new communications campaign to increase brand recognition and value of our organization, and begin planning to update our strategic plan for 2018 – 2020.

Our objective is to strengthen P2 in every way: through recognition of IAP2 as a trusted and knowledgeable navigator of P2, through skill building of practitioners, and through building a national norm that values, trusts, and seeks out quality P2. While moving forward on these tracks, we'll continue to offer the great webinars, programs and local networking opportunities we know you rely on.

With so many great new opportunities, we invite you to get involved through volunteering at the chapter or national level. Now is a great time to be a member and a volunteer so that we capitalize on the opportunities that are in front of us to make a difference to how our country and its communities advance in the coming years.

#### STRATEGIC PLAN

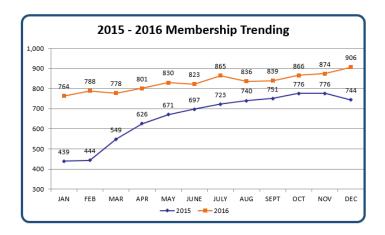
The IAP2 USA Board continues to work hard on delivering the 2015-2017 Strategic Plan.

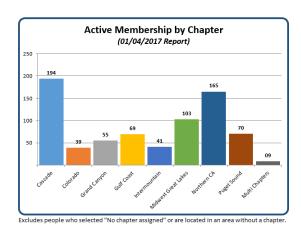
The Strategic Plan includes the following goals:

- 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

#### GOOD PEOPLE ...your community

We are thrilled to announce we are growing.





#### Membership Services

The *Membership Services Committee* continued to meet members' requests for increased access and more professional development opportunities by introducing the Government Online Community of Practice and Student Scholarship.

Government Membership Level – IAP2 USA introduced the government membership program in 2015 providing full member benefits to all employees within the government unit for one flat rate. By the end of 2016, 29 government entities representing 449 members had signed on to the new program, up from 10 entities representing 171 members at the end of 2015.

Also in 2016, IAP2 USA launched the **Government Online Community of Practice** to connect local government colleagues from across the country via quarterly webinars to share the wisdom "in the room." A big thanks to program hosts Sandra Seader and Ryan Henderson for their efforts in developing the program. For more information, please see our **Government Membership Page**.

Mentorship Program – IAP2 USA was pleased to continue the Mentorship Program in 2016. The Mentorship Program connects those new to the P2 profession (the mentees) with experienced P2 practitioners (the mentors), who provide a sounding board, advice and general wisdom on best practices and potential pitfalls. The form of the mentoring relationship is determined by the individual pairings, developing their own "Terms of Reference" and framework for the Mentorship Program.

This program not only provides additional learning and professional development opportunities for those new to the field, but also offers seasoned practitioners the opportunity to live part of the IAP2 Code of Ethics: SUPPORT OF THE PRACTICE. We will mentor new practitioners in the field and educate decision makers and the public about the value and use of public participation.

"I am exceedingly grateful for the opportunity to have been a mentee in the IAP2 USA Mentorship Pilot program. My mentor both immersed me in new relationships within IAP2 where I could ask and learn and she brought me along with her to get work done that is important to her, and became important to me. The experience shifted me from an observer to a participant in this community and I look forward to rooting and growing here. (Mentee) "Our profession is changing rapidly - with emerging communication technologies, challenging political contexts, and declining social capacity for addressing controversial issues in a civil manner. As a seasoned professional with over 25 years' experience, I greatly enjoyed getting to know my mentee and her perspectives on our profession as a relative newcomer in the field. I am certain I benefitted every bit as much from the Mentorship Program as she did! (Mentor)

Student Scholarships – We launched the inaugural National IAP2 USA Student Scholarship Award in November 2016! Thanks to everyone who donated (and purchased) items through the silent auctions in Portland and Montreal, we were able to begin the program with over \$2,000 in the bank. In November, we announced this great opportunity to over sixty campus programs across the country. These programs were selected for their focus on public participation, public policy, and government studies. One of the wonderful things about having this opportunity is not only do we get to support students in their goals, but we also learn

about new and emerging areas of P2. Hearing their insights, their stories, and their aspirations is truly inspiring.

Thank you to Francesca Patricolo and the members of the 2016 Scholarship Task Force, especially Jennifer Trotter and Mike Dahlstrom, without whom the IAP2 USA Student Scholarship Program would not exist.



Supporting students encourages student membership, relationships with universities, research in the field, and the ongoing vitality and sustainability of IAP2 USA. To make a donation, please visit the **Student Services page** on the website to donate an item to the 2017 Student Scholarship Fund, email <a href="mailto:info@iap2usa.org">info@iap2usa.org</a>. IAP2 USA, a 501(c)(6) membership organization, established a fiscal sponsorship relationship with the IAP2 Federation to provide a tax-deductible way for members to support the scholarship fund.

#### **Communications**

• 2016 was a *BIG* year for Communications. We made tremendous progress on IAP2 USA branding thanks to the communications committee, and we hope you're excited as we launch the new website,

blog and newsletter format in 2017.

- Monthly Newsletters provided regular updates on the activities of the Affiliate and individual chapters. From January to December 2016 our newsletter subscriber base grew by 13%, and overall open rates exceeded the industry average at 28%.
- Our <u>YouTube Channel</u> saw a 69% increase in watch time, and a 96% increase in video sharing! The most viewed video in 2016 was our March webinar <u>"Favorites from the 2015 Conference"</u> closely followed by our August webinar, <u>"Meet the Authors Public Participation for the 21st Century"</u>.
   Check out <u>our channel</u> today to catch up on the latest and greatest on a variety of topics from Diversity & Inclusion to Participatory Budgeting & P2 Toolkits!
- IAP2 USA released 36 E-mail Blasts announcing timely information related to upcoming events and programs. Announcements related to Professional Certification and the North American Conference generated the most interest with open rates topping 34%.
- 2016 saw a significantly increased presence on social media using these channels:
  - Twitter (@iap2usa) had over 1800 followers by the end of the year, an increase of 600 followers! There were an average of 193 profile visits per month. Our most popular content was related to the North American Conference and Monthly Learning Webinars.
  - Facebook (<u>www.facebook.com/iap2usa</u>) increased its audience by 20%, starting the year with 317 "likes" and ending with 417! The most popular posts were about the Skills Symposium and Webinars.
  - LinkedIn (<a href="https://www.linkedin.com/groups/3846743">https://www.linkedin.com/groups/3846743</a>) is a private group of just over 200 members, which was very quiet in 2016. As the many efforts described above come to fruition, we will explore ways to effectively use LinkedIn as a channel to share content with our fellow P2 professionals.
- <u>Learning Webinars</u> produced in collaboration with IAP2 Canada enjoyed increased attendance through 2016.

#### **2016 Topics**

- Organizations of the Year January
- Participatory Budgeting & the Balancing Act February
- Favorites from Portland "Innovative! Visual!
   Public Engagement! March
- Core Value Award Winners: Projects of the Year– April
- Tools & Traps of Online Engagement- May

- The Changing Face of Indigenous Engagement
   & "It's Geek to Me" June
- Research on Conflict Management & Evaluating
   P2 Processes August
- P2 & Decision Makers- October
- Canada/USA Projects of the Year November
- Organizations & Research Projects of the year December

We would sincerely like to thank all of our webinar presenters. Your generosity in sharing your expertise is gratefully appreciated. If you missed one of these exciting presentations you can still view them online in the **Webinar Archive**.

#### Strategic Alliances

A new Partnership program was developed in the summer of 2016. Starting with a list of priority organizations drawn from our membership database, criteria were established to asses and prioritize potential partnerships, steps were taken to formalize and track our intake and assessment process, additional staff resources were provided, and 2017 outreach goals were developed. Initial contacts made in 2016 include discussions with the Kettering Foundation, Participatory Budgeting, International City/County Management Association (ICMA), the California Consortium on Public Engagement, Urban Land Institute (ULI), Transportation Research Board, University of Dallas Executive Education Program, the Institute for Local Government, and the Udall Foundation.

#### **BUILDING GOOD SKILLS**

#### **Professional Certification**



2016 MCP3 Theresa Gunn

Please join us in congratulating Theresa Gunn who joins John Godec, Doug Sarno and Steven Wolf as our newest MCP3! Theresa completed the IAP2 Professional Certification program through the November 2016 assessment center where she was recognized for her mastery of P2 principles and practices.

Theresa has been integral to the evolution and growth of IAP2, wearing many hats since she first joined in 1994. Take a moment to read more about **Theresa's IAP2 journey**.

Now it is your turn to start thinking about becoming a certified P2 professional. Take a good look at the <u>Core Competencies</u>. These are based on what we heard from members on what makes a true professional – do these reflect your skills and abilities? Where are you on your professional journey? For more information on this exciting program, please visit the <u>Certification Webpage</u>.

#### **Training**

In 2016, the IAP2 USA Training Committee delivered on two principal action items: the delivery of the IAP2 USA Skills Symposium in San Diego and the exciting launch of the IAP2 USA Virtual University with the release of two custom online courses: Choosing the Right P2 Tools: Workshops, Surveys, Tours – OH My! & Deliberative Forums: A Deep Dive.



IAP2 USA continues to offer training coordination services to organizations wanting to schedule the IAP2 <u>Foundations in Public Participation</u> or <u>Emotions, Outrage and Public Participation</u> courses in-house. Discounts are available for multiple trainings. Learn more about <u>IAP2 USA Training Services</u>.

#### IAP2 Licensed Trainers registered with IAP2 USA



John Godec • Wendy Lowe • Mary Hamel • Penny Mabie
Stephani McCallum • Lewis Michaelson • Dr. Marty Rozelle • Doug Sarno

#### **Highlights from San Diego Skills Symposium**



The **2016 IAP2 USA Skills Symposium** proved to be another great success, and this grand gathering in San Diego, California was an event to be remembered.

Almost 120 P2 professionals came together at the beautiful Bahia Hotel to take part in a variety of training opportunities ranging from Facilitation and Appreciative Inquiry, to Tools and Design for Stakeholders. They shared stories, uncovered secrets to success, and began to forge ahead with plans inspired by past with their eyes set on the horizons.



#### CREATING A WORLD OF GOOD



# 2016 IAP2 NORTH AMERICAN CONFERENCE – Québec, Canada

2016 was a year to remember! More than 240 attendees came from around the globe to the IAP2 North American Conference and Core Values Awards Gala and they weren't disappointed.

If you couldn't make the trip, worry not! You can catch up on all of the sessions and find additional information on our keynote speakers by looking through the **2016**Conference Archive.

#### **Conference Highlights**

Who cares about Public Participation?

So... was that a rhetorical question?

Apparently, people involved with P2 didn't think so: turning out for a sold-out conference at the Sofitel in Montréal at the end of September. They came from across Canada and the US, and from Australia, France and Switzerland to discuss and come up with answers to that question and the sub-topics – Why should people care? How can we get more people to care? And what would happen if people stopped caring?



From the opening plenary, which featured a world café on the theme; through the sessions, which covered topics such as: engaging Indigenous communities, spicing up a P2 process with more exciting communications and putting P2 principles to work following the Lac Mégantic disaster; to the keynote speeches; the conference found answers to those questions and opened up new discussions.

Our speakers challenged the status quo and drove the hard conversations. Attendees took the opportunity to come together to see old friends, and make new ones all the while strengthening our foundations and hash out some of the very real challenges, and rewards, of working in the field of public participation.

#### Keynote Speakers



*JP Gladu* is President and CEO of the Canadian Council for Aboriginal Business. With two decades of experience in the resource sector and an Executive MBA from Queen's, Mr Gladu believes that the road to reconciliation of Indigenous and non-Indigenous Canadians runs through success in business.

Power Point - Presentation Video

**Dicki Chhoyang** was a member of the first Executive Cabinet of the Central Tibetan Administration to assume full political leadership following the Dalai Lama devolution of his political responsibility in 2011. The transition was a step towards the fulfillment of His vision for a democratically- elected Tibetan leadership. Ms Chhoyang will share the challenges – and successes – of establishing a leadership-in-exile of an occupied country.



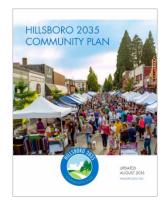
Power Point - Presentation Video

#### 2016 Core Values Awards



The IAP2 USA <u>Core Values Awards</u> are presented each year to projects that best exemplify the Core Values of Public Participation.

Each project awarded in the <u>2016 IAP2 USA Core Values Awards</u> in September, are prime examples of what P2 can do and, we hope, can inspire you to look not just for solutions to your own P2 challenges, but to strive for *award-winning* solutions in the process.



#### **ORGANIZATION OF THE YEAR - City of Hillsboro**

The city of Hillsboro is the 5<sup>th</sup> largest city in Oregon, tucked into the Willamette Valley just west of Portland. Nicknamed the "Silicon Forest", Hillsboro is home to the largest North American operations of Intel serving as one of the most robust high-technology industry clusters in the nation. From 2000 to 2015 they experienced a 36.4% growth in population. Their growing pains became apparent and there was a struggle to accommodate such a robust boom. Their primary question? *How do we effectively reach, engage and involve a rapidly growing and diversifying community in efforts to shape the future of our city?* Learn how they utilized P2 to overcome those challenges.



## GENERAL PROJECT OF THE YEAR & OVERALL PROJECT OF THE YEAR – Pinnacle Peak West Area Drainage Master Study

Flood Control District of Maricopa County – The Pinnacle Peak West watershed encompasses 95 square-miles; one-fifth of the area (including 7,500 structures) was mapped in the mid-1990s by the Federal Emergency Management Agency (FEMA) as being within the 100-year floodplain. Since the watershed was last studied in late 1980s, there has been a significant amount of new development which could potentially affect the flow of storm water and alter the location of the previously mapped floodplains.

The purpose of this study was to use the best available technical data and methodologies combined with local residents' reports of flooding to identify potential public safety and property flood hazards and risks. If the community agreed there is a significant flood risk, the study would continue to identify potential solutions. <u>Learn about</u> how they utilized P2 to re-open dialogue with a distrustful community and gain understanding of how development effects the residents of the 100-year floodplain.

### RESEARCH PROJECT OF THE YEAR – Clearing the Error: Public Deliberation about Diagnostic Error

Jefferson Center & the Maxwell School of Citizenship and Public affairs at Syracuse University - Diagnostic error is a common and often severe problem in most inpatient and outpatient settings, with errors occurring in approximately 10% of all diagnostic interactions. Most proposals to improve diagnostic quality focus on physicians and healthcare systems; few engage patients, their families, and their advocates to help prevent, identify, and report diagnostic error.



They consulted with the Society to Improve Diagnosis in Medicine (SIDM), a national diagnostic quality research and advocacy group, to determine how patient and healthcare consumer input could inform education and advocacy to reduce diagnostic error and shift the growing conversation on diagnostic error in ways that empower patients and their advocates. <u>Learn how</u> this project shows that stakeholder focused P2 has a tremendous capacity to contribute to health policy discussions in ways that are potentially more

insightful and substantive than professionals. *This project was also awarded* 2016 Research Project of the Year by IAP2 Federation.



#### CREATIVITY AND INNOVATION AWARD – Pre-Construction Community Outreach for the Van Ness Improvement Project

San Francisco Municipal Transportation Agency - San Francisco is home to more than 850,000 residents, swelling to over one million people daily. SFMTA does their best to accommodate these fluctuations in travel through the use of bus lines, trolley busses, light rail, and their historic street car and cable car systems that comprise the municipal railway.

SFMTA led a project team of nine public agencies to coordinate the design and gather the necessary approvals to begin construction of the complex and comprehensive interagency project. Through the use of P2 tools such as pre-construction surveys, advisory committees, interactive text message campaigns, project walking tours, and a "Meet the Expert" speaker series, SFMTA effectively reached out to stakeholders. <a href="Learn how">Learn how</a> SFMTA achieved an unprecedented 85-percent of feedback from property owners through creative outreach!

# RESPECT FOR DIVERSITY INCLUSION & CULTURE AWARD - Saint Paul Public Schools Facilities Master Planning Project

Saint Paul Public Schools (MN, USA) – Overcoming years of preconceived notions that lay people have no business in facilities planning projects, much less projects that have price tags ringing to the tune of \$484 million, Saint Paul Public Schools (SPPS) blew critics away. SPPS engaged stakeholders through



brainstorming workshops and charrettes with district staff, students, parents, and community members; presentations with parent advisory committees, meetings with key stakeholders, policy makers, and community partners, and much more.

The result? The Board of Education approved and adopted the prioritization criteria and the FMP guiding documents developed through the community engagement process. **Learn how** SPPS was able to reach over 1,000 stakeholders in an increasingly diverse and impoverished school district and have a positive impact to create waves of change for the greater good.

**THE JUDGING PANEL:** We are deeply grateful to the Judging Panel, which reviewed the entries to select the Core Values Award winners: **Cheryl Hilvert, Lewis Michaelson, Joel Mills, Dr. Marty Rozelle,** and **Doug Sarno**. Learn more about the **2016 Core Values Award Judges**.





The excitement is building for the seventh annual <u>IAP2 North American Conference</u>, the once-a-year-get-together for learning and sharing about P2 and seeing old friends and making new ones – all of whom understand and appreciate P2.

The <u>Schedule at a Glance</u> showcases the sessions, the presenters and the various activities that will be happening during and around the Conference. Mark your calendar for Thursday, June 30 as your last day to register for the 2017 North American Conference at the Early Bird Rate! Check the Schedule at a Glance to see what's in store for attendees and check with your colleagues to see who else might be coming. It's time to take action!

#### CHAPTER HIGHLIGHTS









COLORADO hosted the IAP2 Foundations in Public Participation course in Fort Collins and Denver in 2016, and is preparing to host the 2017 North American Conference! A small but vital chapter, Colorado continues to grow and looks forward to seeing the opportunities 2017 brings!





The GRAND CANYON Chapter (Arizona) doubled its membership in 2016, and is growing in enthusiasm and excitement and is seeking volunteers to help support the chapter in the following areas: the governing committee, a social committee, a team to organize meetings, and quarterly newsletter volunteers. Visit the chapter webpage to connect with a chapter leader!



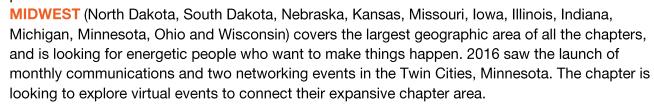
Greater Los Angeles (emerging) is well on its way to becoming a full-fledged chapter! With so much activity, the team was asked to put together a blog post outlining their Keys to Success. The bottom line? Killer Speakers and Topics including: LA Neighborhood Councils & P2, What happens when Cops and Communities Get Together - In a Good Way!, Civic Engagement in Manhattan Beach, Getting Permission from the Community to Run your Operations, and How the San Gabriel Basin Water Quality Authority engages the public. In October 2016, the chapter co-hosted the 27th Annual Envisioning California Conference: "Our Voices: Advancing Civic Engagement in California" with the Center for California Studies, Sacramento State. Watch for more to come from Greater LA in 2017!





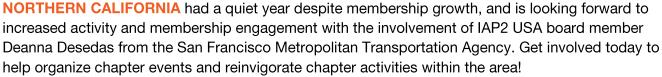
The INTERMOUNTAIN Chapter (Utah, Idaho, Wyoming, Montana and Nevada) hosted the Intermountain Chapter Conference "Engaging Everyone for Sustainable Decisions" in the Spring of 2016 in Salt Lake City, Utah to explore tools and techniques to approach hot button topics such as energy efficiency, sustainable development, and transportation alternatives. How fitting that this event was held on Earth Day! The chapter wrapped up the year by co-hosting the IAP2 Foundations in Public Participation program in December, also in Salt Lake City where they did something unique by hosting a Public Engagement Specialists Breakfast to provide a "meet and greet" opportunity for training attendees to get to know active chapter members – a great idea to welcome new practitioners!





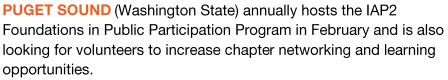








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Get involved with a chapter near you! Find out more!

#### **VOLUNTEERS**

The remarkable accomplishments of 2016 wouldn't have been possible without the dedication of volunteers. *THANK YOU!* 

IAP2 USA provides leadership opportunities at the national and chapter levels. Become an IAP2 leader today!

#### 2016 IAP2 USA COMMITTEES

#### **Certification Task Force**

Wendy Lowe, Chair Brenda Pichette (Canada) Cassie Hemphill Debra Duerr Hannah Litzenberger Ken Smith (Southern Africa) Tina Geiselbrecht

#### **Communications Committee**

Cathy Smith Chair Ken Anderson Robyn Austin Michelle Gutt Dale Fondness Ryan Henderson Lance Robertson Jay Vincent Traci Ethridge Kerri McDermid

#### **Core Values Awards**

MJ Bull, Chair Kyle Bozentko Marty Rozelle Kasey Biehler Ginger Wiseman

#### **Member Services**

Theresa Gunn, Chair Jennifer Trotter Francesca Patricolo John Poynton Sandi Seader Ryan Henderson

#### **Training Committee**

Anne Carroll, Chair Myles Alexander MJ Bull Lauren Cobb Kit Cole Andrea Gumm Matt Leighninger Penny Mabie Andrew Rockway



#### 2016 IAP2 USA CHAPTER VOLUNTEERS

## Passionate leaders. Recognized professionals. Lifelong learners.

Your local chapter provides local educational programs, leadership development, and mentoring/networking opportunities. Attend an upcoming event or reach out to your local chapter leadership to offer assistance. If you are interested in starting a chapter or serving on the chapter steering committee in your area, please contact info@iap2usa.org.



#### Cascade

Brandy Steffen, President Arwen Bird, Vice President Michael Dahlstrom, Treasurer Alex Cousins Susan Hanson, Program Chair Julie Rawls, Program Chair Heather Coston, Program Chair Sheri Wantland Doua Zenn Francesca Patricolo Jessica Pickul Stefanie Slyman Anne Pressentin Adrienne Dedona Jennifer Colbert Gary Marschke

#### Colorado

Barbara Lewis, President Fritz Clauson, Co-Vice President Katherine Woods, Treasurer Sandra Seader, Secretary

## Greater Los Angeles Area (Emerging)

Kit Cole, President Jennifer Trotter, President-Elect Lauren Cobb, Administrator Scott Woodhill, Secretary

#### **Grand Canyon**

Theresa Gunn, President Anne Thompson, Secretary Debra Duerr, Treasurer

#### Intermountain

Andrea Gumm, President Beau Hunter, Vice President Gemma Puddy, Secretary Wendy Green-Lowe, Treasurer Eileen Barron, Past-President Michelle Buecler, Idaho Representative Kyle Kubovchick, Nevada Representative (Resigned January 2016) Sydne Jacques, Utah Representative Cassie Hemphill, Montana Representative Tara Kuipers, Wyoming Representative

#### **Midwest**

David Hovde, President Anne Carroll, Secretary Sara Peterson, Treasurer

#### **Northern California**

Tim Bonnemann Ellen Griffin

#### **Puget Sound**

Penny Mabie, President Kristin Sandstrom, Vice President Hannah Litzenberger, Secretary Dennis Sandstrom, Treasurer Rachel Blomker

#### **Chapter Liaisons**

Sheri Wantland, Chair
Lance Robertson and Sheri
Wantland, Cascade
Barbara Lewis and Lisa Carlson,
Colorado
Anne Thompson, Grand Canyon
Eileen Barron and Andrea
Gumm, Intermountain
Anne Carroll, Midwest
Tim Bonnemann, Northern
California
Hannah Litzenberger and Penny
Mabie, Puget Sound

#### 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

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

#### Lifelong Learning and Career Enhancement

- Professional Certification is designed to be recognized as the gold standard for P2 practitioners and the worldwide assurance that a process follows P2 principles.
- Attend monthly professional development webinars put on by IAP2 Canada and IAP2 USA for free
- We are excited to support of your career development and continued learning through the Mentorship Program. Learn more about the program at the <u>Mentorship Webpage</u>, and think about applying in 2018!
- Build your resume by successfully completing the internationally-recognized IAP2 Foundations in Public Participation and Emotion, Outrage and Public Participation (EOP2) courses.

#### **Industry Leadership**

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

#### **News and Special Interests**

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

To learn more about how to join, visit <a href="www.iap2usa.org">www.iap2usa.org</a>

