

2015 - 2017

IAP2 Canada Strategic Plan at a Glance

IAP2 CANADA PROTECTS THE INTERESTS AND CREDIBILITY OF THE PRACTICE

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THE PRACTICE**

**IAP2 CANADA IS
A CONNECTOR
THAT BUILDS
PARTNERSHIPS
AND PROMOTES
COLLABORATION**

**IAP2 CANADA
IS A STRONG,
SUPPORTIVE, AND
SUSTAINABLE
ORGANIZATION**

**IAP2 CANADA IS
A SOURCE AND
DEVELOPER OF
KNOWLEDGE AND
RESOURCES**

We commit to:

Development and implementation of a program to certify P2 practitioners in Canada

Measures of success:

- Contribute to the completion of IAP2 USA/Federation's certificate program by February 2015 through active participation on the Certification Task Force
- Assemble a Canadian certification implementation team in January 2015 to determine how IAP2 Canada will certify practitioners by May 2015
- Run a pilot Canadian certification implementation process by October 2015
- Resources to support membership for certification June 2015

We commit to:

Implementation of a communications strategy to build and promote the credibility of the P2 practice

Measure of success:

- A strategy document

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We commit to:

Broadening the revenue base of IAP2 Canada, allowing the association to add programs and other related benefits to the membership

Measures of success:

- Identify revenue growth areas related to technology (e.g. email, website, outreach programs)
- Identify revenue growth areas related to membership in the Francophone community, derived from translation of the Foundations in P2 certificate training program
- Identify revenue growth areas related to providing the Foundations course in French.

We commit to:

Demonstrating IAP2 Canada's ability to be a facilitator and connector

Measure of success:

- Increase visibility of IAP2 Canada, and create opportunity for other connections to the association

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We commit to:

A sustainable organization

Measures of success:

- Review existing board policies annually and where gaps are identified, create new policies in a timely manner. At least quarterly, review a policy during board meeting and adjust as appropriate.
- Maintain positive relationship with Amelia Shaw Consulting for administrative support and increase ASC's authority in effective management of IAP2 Canada in a financially sustainable way

We commit to:

Supporting the sustainability of the IAP2 Federation

Measures of success:

- Provide an active leadership role in review and restructuring of the IAP2 Federation governance and funding model to create a more sustainable organization by June 2015
- Maintain an ongoing leadership role in the maintenance and continuous improvement of the IAP2 Federation as a sustainable organization

We commit to:

Building and maintaining effective Chapter and volunteer engagement

Measures of success:

- Work with chapters to develop and implement a financial model that meets the needs of both IAP2 Canada and regional chapters by Q1 2015
- Build an effective volunteer engagement program by Q1 2015 and implement across the organization by Q3 2015

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We commit to:

Leading a research program that shares evidence-based knowledge with members, and develops partnerships and cross-disciplinary networking opportunities focused on themes identified by IAP2 Canada members

Measures of success:

- Provide IAP2 Canada members access to P2 research
- Provide opportunities for IAP2 Canada members to connect with researchers and research organizations
- Transfer research findings and frameworks to practice

We commit to:

Developing a robust and clear marketing strategy for IAP2 Canada

Measure of success:

- Outline a clear Marketing Strategy and direction for IAP2 Canada. The Marketing Strategy serves as the umbrella for all external and internal communication practices including digital tools.