



**Great Lakes Chapter**

## **2019 - 2020 Annual Report**

**September 22, 2020**

## 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 2019-2020

This past year, more than ever, we find ourselves reflecting on our roles in as practitioners in P2. The tragic death of George Floyd in Minneapolis, protests around the world, have highlighted the need to look within, continue to learn, and stand as an ally with marginalized peoples where we work, live, and play. In addition, the global COVID-19 pandemic challenged every part of what we do and how we operate to foster meaningful engagement.

Our Executive Committee has demonstrated such strong resilience through these past six-plus months by engaging in difficult conversations, sharing pain-points but also small successes.

From an engagement perspective, this year we continued to raise the bar on the quality of public engagement including shifting to virtual. Networking with our colleagues to share experiences and best practices helps us to do that. Thank you to those who joined us through our networking events, read our newsletters, and shared with us your feedback on how we can better serve our membership.

We will continue to listen to you and your priorities of networking,

collaborating, information & knowledge sharing, and professional development as the key areas. In keeping with this stated desire, we held two very successful P2 Drinks events over the year in November 2019 and May 2020 (virtually). These networking events gave our members and friends a chance to meet fellow practitioners and to share their P2 practice stories. It was a pleasure to participate in both events and hear the great P2 work our members are doing in their communities.

I want to thank the Executive Committee for their continued dedication of the P2 practice and embracing the challenges that we encountered this 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



Katrina Kroeze  
IAP2 Great Lakes Chapter  
President 2019-2020

- Communicate with members and non-members using multiple approaches including e-newsletters and web
- Recognize and celebrate people and projects

As we move into the upcoming year, we aim to continue to achieve our vision and explore interests of our members. In this new reality, where the new normal becomes “new possibilities” we will continue to work to expand our membership and the geographic reach of our Chapter events, connecting virtually and when possible, in person.

The Chapter executive team is looking forward to our continued success over the next year.



Katrina Kroeze  
President, 2019 - Present  
Great Lakes Chapter  
IAP2 Canada

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## The 2019-2020 Great Lakes Chapter Executive Team

- President: Katrina Kroeze
- Vice-President: Joanne Cordell
- Secretary: Katrina Kroeze
- Treasurer: Jodi Ball
- Communications Lead: Dana Gardner
- Events Lead: Karla Krolli
- Training Lead: Tracey Ehl

This year, we welcome three new individuals to the 2020-2021 Great Lakes Chapter Executive Team

- Zahra Jaffer, Dillon Consulting
- Rouselle Gratela, Independent Electricity System Operator (IESO)
- Anila Sunnak, Canadian Partnership Against Cancer

The Great Lakes Executive Chapter, will welcome additional interested individuals to join as a volunteer throughout the year. The Executive Committee roles (i.e., president, vice president, secretary, treasurer, members-at-large) will be determined at the first meeting following the September 22, 2020 Annual General Meeting.

## 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 2019-2020, our membership grew from 98 active members to 158 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 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.

### Membership Gap Analysis

As chapter membership continues to grow, a great thing is happening. The Chapter is trying to diversify the ways we can reach members and offer new opportunities for networking and professional development.

With this in mind, this past year the Great Lakes Executive Committee looked to better understand our membership base, who you are, where you are located, and what your priorities are so that we can better serve them and their needs. To assist with this, the Executive engaged a student from Niagara College to carry out some research.

The outcomes of the membership gap analysis can be summarized as followed:

- Most members are located in Toronto (47%) and work in the public service sector (38%).
- Members are active on LinkedIn but many are not members of the Chapter group page (23% of members on the LinkedIn Page) therefore identifying an opportunity to better connect with one another using this interactive online platform.

Based on this initial information, secondary steps which include the implementation of the recommendations from the membership gap analysis including:

- Outreach to membership base with a survey identifying priorities
- Communication outreach to invite members to the LinkedIn Page
- Create a social media and communications calendar for regular communication

## 2019-2020 Successes

**P2 Drinks November 2019** – Similar to years past, the November P2 Drinks is the perfect networking opportunity that falls in-line with the IAP2 Foundations for Public Participation Training held in Toronto. About 25 people joined us for cocktails and munchies. While the theme for the event was consultation as it relates to all levels of government on both sides of the border, the discussion was varied and lively.

**P2 Virtual Drinks May 2020** – Our first even virtual P2 Drinks took place in May 2020 called ‘Navigating Engagement Through COVID-19’. We saw the largest geographical representation who joined and shared their learnings and experiences during these new dynamics. Participants spoke to some of the innovative tools being explored during this time, including a review of the what has worked and what hasn’t for others.

**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”.

**September 2020 Newsletter** – Thanked participants for attending the 2019 Annual General Meeting, provided an overview of upcoming training and events, including the November P2 Drinks, as well as introduced the Great Lakes Executive.

**March 2020 Newsletter** – Invited participation at the May P2 Drinks, reported Chapter membership results from the Membership Gap, and interesting links for IAP2 Canada.

**IAP2 Great Lakes Chapter LinkedIn Group** – We have 76 members on our LinkedIn group. The LinkedIn forum 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 such great work in 2019-2020. Please see the attached Treasurer’s report.

## 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-ongoing

Final Annual Report adopted: September 22, 2020 at the Chapter's Annual General Meeting.

*Attachment: Treasurer's Report*

## Financial Report (June 1, 2019 - August 30, 2020)

### IAP2 Canada – Great Lakes Chapter

Prepared by Jodi Ball, Treasurer

IAP2 Canada - Great Lakes - Financial Information - June 1 <sup>st</sup> 2019 to August 31 <sup>st</sup> 2020			
Date	Description	Amount	Balance
Friday, May 31, 2019	Opening Balance		\$9,727.85
Saturday, July 4, 2020	AGM - Flowers	-\$62.96	\$9,664.89
July 4 2020	Great Lakes Chapter event	-\$161.39	\$9,503.50
Wednesday, August 12, 2020	AGM - food	-\$203.10	\$9,300.40
Sunday, February 2, 2020	Membership Gap Analysis	-\$1,000.00	\$8,300.40
Saturday, February 29, 2020	Chapter Funding	\$2,500.00	\$10,800.40
Friday, April 17, 2020	Fall P2 Drinks, Exec Strategic Planning	-\$325.27	\$10,475.13
			<b>\$10,475.13</b>