

IAP2 Great Lakes Chapter Strategic Directions 2024: Back to our roots, nurturing growth (draft)



Vision

Empowering people to engage and create inclusive and vibrant communities.

Goals (2024)

- Welcome and connect practitioners
- Embrace inclusivity in everything
- Expand engagement knowledge and practice
- Demonstrate value of local chapter, differentiate from other levels of the organization
- Grow membership engagement and numbers

Actions (2024)

Proposed this year:

- Continue chapter chats, and explore additional professional development activities.
- Survey members to determine interests (including in leading / supporting activities) and incorporate results into in-year planning.
- Develop and implement a spending plan (we currently have \$16,000) to support goals and demonstrate value.
- Develop and implement a communications strategy (best channels, how often, what are we sending and how is it different from IAP2 Canada).
- Update organizational framework pieces (by-laws, roles and responsibilities).
- Evaluate progress and adjust.