

IAP2 Wild Rose Communications Policy

Background

IAP2 Wild Rose Chapter, in Alberta, is a non-profit organization that seeks to promote and improve the practice of public participation (P2) in relation to individuals, governments, institutions, and other entities that affect the public interest in nations throughout the world. IAP2 carries out its mission by organizing and conducting activities to:

- Serve the professional development needs of members through events, publications, networking and communication technology;
- Advocate for effective public participation practices throughout the world;
- Promote a results-oriented research agenda and use research to support educational and advocacy goals;
- Provide technical assistance to improve public participation.

IAP2 Wild Rose members are part of a network of P2 practitioners throughout Alberta, across Canada and throughout the world. Ideas and methods are shared through local programs and events, the newsletter, a local bi-annual conference, and a members-only site.

Purpose

The Communications Policy (the “Policy”) outlines practices to which IAP2 Wild Rose Chapter shall adhere with respect to Communication activities.

IAP2 Wild Rose Communications pertains to providing information about IAP2 Wild Rose Chapter and its events and activities in various forms within Alberta, nationally and globally.

The primary forms of communications include the e-newsletter and posting on the IAP2 Wild Rose Chapter website. IAP2 Board members may also be in contact with the media as necessary.

Authority

This document is approved by the IAP2 Wild Rose Chapter Board of Directors. The IAP2 Wild Rose Chapter Board of Directors, committee members and any other party who provides services to the IAP2 Wild Rose Chapter shall adhere to this Policy.

Website

- Maintenance of the IAP2 Wild Rose Chapter website is the responsibility of the IAP2 Wild Rose Chapter Communications Director (“Communications Director”) and/or the Communications Committee, as appointed by the IAP2 Wild Rose Chapter Board of Directors.

September 16, 2013

- The primary IAP2 Wild Rose Chapter website is www.iap2wildrosechapter.org.
- Appropriate content for the IAP2 Wild Rose Chapter website, from outside sources, are posted by forwarding information to the Communications Director, in accordance with the 'Posting from Outside Sources' section below. These items include, but are not limited to:
 - Training pertinent to Public Participation
 - Job Postings
 - Other events and information
 - Materials from Professional Development sessions
 - Research findings
- The default format for web posts is PDF. Some exceptions for other formats will be made as necessary.
- The Members Area is designated for IAP2 Wild Rose Chapter members. There is a separate login for this area. Items in the Members Area, include the following:
 - Board Minutes
 - Chapter By-Laws
 - Board of Directors Job Descriptions
- The Board Area of the website is for the IAP2 Wild Rose Chapter Board of Directors. All Board Members will access through Member Login.

Posting on Website from Outside Sources

From time to time, other organizations may request to post information on the Wild Rose website. These postings may include but are not limited to:

- IAP2 Certificate training
- Other P2 related training or events
- Job opportunities

Any organization may request to post appropriate information, regardless of the organization's affiliation with IAP2. Requests should be submitted to the Communications Director and will be considered on a case by case basis. All posted material must be of relevance to Wild Rose Membership and in general, meet the following criteria:

- Training or event is in Western Canada, thereby allowing Wild Rose members to attend.
- Training or event is relevant to the P2 field and/or would provide a good learning or professional development opportunity for members.
- Job opportunities in Alberta, BC or Saskatchewan and is related to P2.

September 16, 2013

- Website postings will be removed as soon as possible following the training or event.

E-Newsletters

An e-newsletter will be sent by the IAP2 Communications Director on a monthly basis, following the board meeting. Content may include:

- Upcoming events, conferences and the AGM
- Volunteer opportunities
- Case Studies and resources
- Articles related best practices, Wild Rose members or other information or news that would be of interest to members
- Message from the President

Training and events being offered by outside organizations may be included in the regular e-newsletter at the discretion of the Communications Director.

E-Notifications

E-Notifications will be sent out as needed to promote events or training.

Presentations

Presenters engaged in IAP2 events are to provide the Communications Director with all relevant materials (slides, handouts, etc.) for timely posting on the website.

Media

The Communications Director or another designated Board Member may contact the media in special cases, with prior approval of the Board. In urgent cases, media inquiries are to be directed to the Chapter President/Vice President.

Key messages must be discussed and approved by the Chapter President ahead of the interview.