



The Institute of Public Administration of Canada Edmonton Regional Group Business Plan

2008-11

The Institute of Public Administration of Canada (IPAC), founded in 1947, is a dynamic association of public servants, academics, and others interested in public administration.

Anchored by its regional groups, IPAC is a membership-based organization that creates knowledge networks and leads public administration research in Canada. Since the early 1990s, IPAC has been a major player in exporting successful Canadian public sector expertise around the world.

The Edmonton Regional Group of IPAC is committed to IPAC's mission of dedication to excellence in the public service and pursues this mission through its programming, awards, and communication products. The pursuit of this mission is advanced by supporting the goals, strategies and performance measures adopted in this three-year business plan.

Through the regional group's review of its opportunities and challenges, the following strategic priorities have been identified as integral to enhancing our role in public administration excellence.

Goal One: The Institute of Public Administration of Canada, through the work of the Edmonton Regional Group, is viewed as a leader in the field of public administration

Strategies

- 1.1 Develop a communications and marketing plan to tell prospective members who we are, what our strengths are, and what we offer.
- 1.2 Pursue new and support existing sponsorships and partnerships from other organizations to increase awareness of IPAC.
- 1.3 Re-design and develop an enhanced website and online registration system, including an internal web presence for Executive members, to promote IPAC.

- 1.4 Undertake and enhance communications products, including newsletters, brochures, and other products.
- 1.5 Review the visual identity of the Edmonton Regional Group of IPAC to better brand the group and its products.

Performance Measure 1: Percentage of knowledge and skill development participants who indicate they are either satisfied or very satisfied with online registration system. Target – 90% satisfaction.

Other measures under development include satisfaction with communication products, as well as the number of new sponsorships in which the Edmonton Regional Group of IPAC engages.

Goal Two: Edmonton Regional Group IPAC members have access to opportunities for knowledge and skill development

Strategies

- 2.1 Deliver a quality annual program that offers relevant, timely, and engaging speakers and topics.
- 2.2 Partner with other organizations and sectors in offering knowledge and skill development opportunities.
- 2.3 Target knowledge and skill development opportunities to different sectors as a means for engaging public servants from the federal, provincial and municipal sectors, as well as those from the academic community, students, and new public servants.
- 2.4 Implement an annual needs assessment survey to assist in determining the areas in which IPAC members are interested in developing knowledge and skills.
- 2.5 Formalize the program evaluation process to demonstrate member feedback and interest.
- 2.6 Recognize speakers and program contributors by developing a formal speaker engagement process and enhanced volunteer appreciation lunch.

Performance Measure 2a: Percentage of knowledge and skill development participants who indicate they are either satisfied or very satisfied. Target – 90% satisfaction.

Performance Measure 2b: Number of attendees from across sectors, including new public servants, increases each year. Target – average attendance is 50 persons with representation from at least two sectors.

Goal Three: Outstanding regional public servants are celebrated

Strategies

- 3.1 Explore new awards and recognition initiatives, including an award to recognize new public servants.
- 3.2 Present the Lieutenant Governor's Award to a high caliber candidate exemplifying IPAC's mission of dedication to excellence in the public service.
- 3.3 Facilitate the Edmonton Regional Group's nomination for the Pierre de Celles Award for Teaching.
- 3.4 Present awards of merit to recognize outstanding public servants.
- 3.5 Prepare regional group award submission.
- 3.6 Explore opportunities to partner with other organizations on the award presentations.

Performance Measure 3: Number of nominations received for each award. Target – xxxx

Goal Four: The Edmonton Regional Group of IPAC is viable, sustainable, and well-managed

Strategies

- 4.1 Ensure financial viability of the Edmonton Regional Group by offering high quality programming, recruiting and maintaining new memberships, and investigating increased member fee transfers from IPAC National.
- 4.2 Pursue an effective internal communications strategy considering knowledge management best practices to engage and inform executive members.
- 4.3 Engage IPAC members from across all sectors to ensure ongoing participation in IPAC, including all sectors, new public servants, and the academic community.

- 4.4 Undertake strategic planning at the Executive level to better clarify the regional group's role, ensure knowledge transfer, streamline Executive meetings, and decentralize operational decisions.
- 4.5 Develop a strategic plan for hosting the 2014 National IPAC Conference in Edmonton.

Performance Measure 4a: Number of members increases each year, with the current membership base being 540 persons. Target – 15% increase to existing base

Performance Measure 4b: Overall satisfaction of Edmonton Regional Group Executive members with their participation. Target – 85% satisfaction

Goal Five: The Edmonton Regional Group of IPAC reaches beyond its borders by fostering positive relationships with IPAC National and International

Strategies

- 5.1 Develop an international strategy that will see the Edmonton regional group promote international opportunities to its members, including new public servants.
- 5.2 Participate in National events, including meetings, new public servant forums, and the IPAC Endowment Fund.
- 5.3 Represent the Edmonton Regional Group of IPAC on the National Board.

Performance Measure 5: Participation of Edmonton Regional Group Executive members in National events, including board meetings. Target – 100% participation in National board meetings