



2019-2020 INTERNATIONAL COMMITTEE & COMMUNITY OF PRACTICE STRATEGIC PLAN

COMMITTEE/COP NAME: International Public Agency Committee

DATE: September 5, 2019

OVERVIEW *[Briefly describe your Committee/CoP to explain your group to others. Answers the question 'who are we?']*

The IPAC is the overarching Committee within IRWA focusing on the world of Public Agencies. IPAC exists to build connections between the Association and Public Agencies; provide advice and assistance to the Association on matters related to the management, operations, and policies of Public Agencies; and identify, explore, discuss, and disseminate information of importance to Public Agencies and those who work with them.

VISION STATEMENT *[Describe what your Committee/CoP wants to achieve. Answers the question 'what are we working toward?']*

A right-of-way community where there are seamless connections between IRWA and Public Agencies, with a network of linkages between the two, resulting in a sharing of information, and an enhancement of the overall right-of-way industry.

GOAL A *[Define the goal as an outcome-oriented statement. This may include attracting new members, developing a new product or service, etc.]* *Answers the question 'what will we accomplish?']*

Expand the presence of the of the IPAC in the broader Association.



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STRATEGY A *[Describe what actions will be taken to achieve the goal. Include the deadline by which the action will be complete and what support or resources are required. Answers the question 'what steps are we going to take to achieve our goal?']*

The Personnel Project – IPAC will reach out to Chapter Leadership within the Association to determine how many Chapters have Public Agency Committees locally. If a Chapter does not, IPAC will encourage the establishment of a PAC, and provide information regarding its benefits. Accomplishing this effort will require the Chapter Leadership Spreadsheet that Headquarters distributes. We would like to accomplish phase one of this effort (connecting with Chapters) by October 2019.

Goal A – Q1 Progress Update

IPAC has identified its current roster of Members and involved parties, and is in the process of assigning Regions and Chapters to the Members of the Committee who will then follow up with Chapter Leadership. We have also requested Chapter Leadership contact information from HQ.

GOAL B

Expand IRWA's presence in the Public Agency Community.



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STRATEGY B

The Public Agency Outreach Project – At the Local and Regional levels, IPAC will coordinate with Regional Representatives and Chapter PAC Chairs to engage with Public Agency Leaders in their local and/or regional communities. The avenues for engagement can vary... For example, a Chapter may be encouraged to have a “bring your Public Agency Colleague to lunch” Luncheon... if so, the PAC Chair would help organize the effort to see that Public Agency Colleagues are invited. If a seminar is occurring locally, the PAC Chair / IPAC Region Rep would work to encourage Public Agency attendance. The PAC Chair would also coordinate with the Education Chair and PDC Chair, and engage Public Agency Staff to determine what education and credentialing needs they may have. The overall concept would be to have a structured and customized approach for the PAC Chair to engage with Public Agency Staff to share the benefits and opportunities of IRWA. We hope that this will result in additional educational opportunities, increased membership, and a greater Association presence. We will likely need (or need to develop) database-type resources, such as number of Public Agencies in a given area; Agencies who have IRWA Members; Agencies who do not have IRWA Members; Agencies who are taking classes, but not enrolling Members; etc. Some of this information would likely be available from HQ; other of this information would likely need to be developed locally, regionally, etc. We would like to have held a kick-off session for this effort by January 2020.

Goal B – Q1 Progress Update

Goal B is a Successor Effort to Goal A. Goal A is in progress towards its scheduled completion of October 2019. As the Goal A Sub-Tasks of reaching out to Chapters are completed as Predecessors, Goal B will follow on immediately as discussions are developed between the Chapters and IPAC, regarding opportunities for outreach.



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GOAL C

Continue producing valuable educational content for the Association and Industry.

STRATEGY C

IPAC is very proud of its efforts in capturing a live-action video of a right-of-way seminar. This video is in its editing stages, and the Committee anticipates that it will provide an educational benefit to the Association and Industry. We intend to replicate this process with additional videos. Our strategy will be to identify valuable educational opportunities that can be captured on film, and produce a video that can be shared to reach a broader audience.

In our initial process, we personally acquired much of the equipment needed for this effort, but we may upgrade and/or enhance our equipment. We are also talking with video editing professionals who could provide a fee service to enhance the end deliverable. The ability to use a reasonable portion of our shared Industry Committee Budget would assist in developing a higher quality product.

We would like to produce an educational video by June 2020.



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Goal C – Q1 Progress Update

IPAC has identified a vendor who offers film editing for the existing film that the Committee has produced. The Committee is in the process of receiving an estimate of costs for the efforts to edit the current raw footage.

In addition to the editing of existing footage, the Committee is identifying other education opportunities that might be candidates for the creation of new content.