







Enhancing Civic Engagement: Canada25's 2005 Policy Project



November 2004

OVERVIEW OF DOCUMENT

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CANADA25 WILL CONTRIBUTE TO A STRONG AND PROSPEROUS CANADA

Vision

Our vision for Canada:

Active citizenship and bold, globally-oriented thinking make Canada a dynamic, inclusive and prosperous country that people from around the world are proud to call home.

Mission of Canada25

Canada25 is a non-profit, non-partisan organization that brings the voices and ideas of Canadians, aged 20-35, to the nation's public policy discourse and takes action on issues of local and national significance.

In doing so, *Canada25* will:







- ✳️ Develop and articulate policy proposals on issues of local and national significance to Canadians;
- ✳️ Implement a select number of local and national initiatives developed through Canada25's public policy deliberations;
- ✳️ Act as a resource for government, business and community leaders wishing to engage the perspectives and talents of young Canadians with a keen interest in public affairs;
- ✳️ Build an international network of people who share an interest in public affairs and civic engagement in Canada; and
- ✳️ Provide exciting opportunities for young Canadians to build policy analysis and civic leadership skills.

THE NATIONAL POLICY PROJECT

The National Policy Project is the most visible incarnation of Canada25's work. It entails a full year of research, consultation and writing on a single topic.

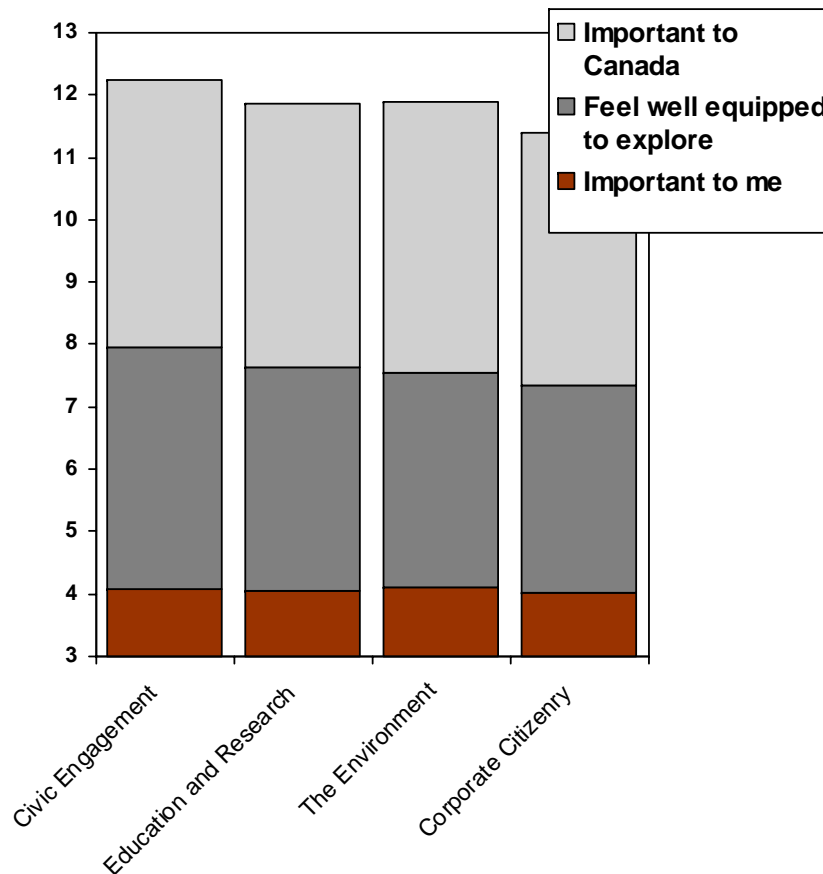
Our last report, *Canada and the World*, saw more than 400 people get involved directly through different stages of the project.

We selected our topic on the basis of six criteria:

-  It is important to our membership
-  It is important to Canada
-  Our membership are equipped to explore the topic
-  Canada25 can address the topic in a meaningful way
-  It is not politically biased, and can be addressed in a non-partisan way
-  Canada25 can make a difference in the debate surrounding this topic

CIVIC ENGAGEMENT WAS SELECTED FOR THREE MAJOR REASONS

1. HIGH MEMBER INTEREST



2. ORGANIZATIONAL EXPERTISE

- The Mandate of Canada25 is to engage young Canadians in examining and taking action on issues of national importance.
- Our last four policy projects have involved thousands of Canadians across the country in public policy discourse.

3. POLICY WIDOW OPEN

- Public concern about perceived declines in electoral participation and volunteerism.
- Provincial governments experimenting in electoral reform and mechanisms of civic engagement.
- Key component of new Prime Minister's stated priorities.

OUR PROJECT WILL USE A FIVE PHASE ENGAGEMENT PROCESS

Dec – May
Content Building

Develop a framework and build a suite of policy resources for members.

Key Activities: Policy Watch, Interactive Website, Membership Outreach

May - July
Roundtables

Policy discussion involving hundreds of young Canadians.

Key Activities: Roundtable Discussions in Major Centres, Online Discussion Across Canada, Interaction with Stakeholders and Experts.

Aug - Sept
National Forum
Preparation

Delegates interview experts, conduct research, refine ideas

Key Activities: Compilation of Roundtable Inputs, Research and Refinement of Ideas, Contact with Delegates, Logistical Preparation.

November
National Forum

Delegates come together to select their best ideas

Key Activities: Intensive weekend of policy discussion, involving locally-selected delegates from across Canada and internationally.

Dec – March
Post Forum






Publication of our fourth major policy document

Key Activities: Completion and Publication of our Fourth Major Policy Report, Work with Key Decision-Makers to Identify Opportunities for Follow-up, Execution of new Policy Initiatives.

HOW CAN I HELP?

The success of our national policy project hinges on the dynamic, interested people who get involved!

Canada25 members, and anyone who's interested, can get involved by:

-  Connecting with their local chapter to participate in planning and executing a regional event
-  Applying to be a delegate to the national forum
-  Submitting their thoughts online, through our virtual chapter
-  Participating in Policy Watch
-  Joining the Organizing Committee!

WHAT DOES THE ORGANIZING COMMITTEE DO?

Research and Writing

Work with the C25 policy team to frame the issue.
Co-ordinate and participate in writing intermediate and final outputs.

Chapter Liaison

Work with Chapters to ensure successful regional roundtables.
Assist in delegate selection.

Communications

Prepare communications plan, develop media partnerships, co-ordinate relations with stakeholders.

Sponsorship

Work with C25 staff to secure financial and in-kind sponsors to cover cost of forum.

Logistics

Co-ordinate logistical details of forum and arrange any external presentations.

We're looking for a total of 8 - 10 people from across Canada.

Previous participants agree that Canada25 is one of the most powerful experiences of their lives, both for the opportunity to work with interesting people and the chance to make a meaningful contribution to public policy.

WHY SHOULD I JOIN THE ORGANIZING COMMITTEE?

Shape a new organization as it builds its capacity

Interact with exceptional young Canadians from a number of backgrounds, living across the country and around the world

Contribute to the development of creative and innovative policy approaches to Canada's public policy challenges

Build relationships with other Canadian organizations and individuals interested in public policy in the public, private, and voluntary sectors

Develop skills in a whole range of areas, from communications, to team leadership, to fundraising, to policy development

Have fun!

QUESTIONS AND ANSWERS

- Q** How many organizers are needed? **A** Somewhere between 8 and 10 people.
- Q** How will the OC work together? **A** In previous years, the committee “met” from 1 to 3 hours per week, usually on the weekend, and worked independently at other times. An overall timeline was set and each person had a general area of responsibility, although everyone did contribute to all areas of the organization, particularly when weeks were more hectic for some members than others. Typically, committee members live in different cities, so conference calls and email were critical
- Q** What is the overall time commitment required? **A** Anywhere from 2-15 hours per week. Obviously, in the weeks leading up to the forum, the time commitment is heavier
- Q** What is the timeline? **A** Applications from those interested in being on the OC are due back to Sarah and Court by Friday, December 10, at 5:00 p.m. They will be reviewed by a team of last year’s organizers and delegates, and interviews will be conducted the week of December 13, and the final decisions will be made by mid- to late-December

QUESTIONS AND ANSWERS

Q What qualities are required to be a successful member of the OC?

A The ideal Organizing Committee member will combine a number of different strengths and experiences. Broadly speaking, organizers will understand and support the goals of *Canada25*, and will have demonstrated the ability to:

- Initiate and follow through on commitments
- Work well with others under sometimes stressful conditions
- Think strategically
- Respond to setbacks/challenges positively and creatively
- Manage multiple commitments, and work efficiently and effectively while doing so

Additionally, the following characteristics will be helpful to have on the team in some way

- Attention to detail
- Public speaking and facilitation
- Ability to lead and inspire others
- Past experience organizing conferences

Q If I am not chosen to be in the OC, can I still apply to be a delegate?

A Absolutely! The qualities of an OC member and a delegate can be very different. You are also encouraged to get involved in *Canada25* in other capacities if you are interested. We are still very much in our early days and are working hard to create as many volunteer opportunities as possible

Q How do I apply?

A Please fill out the OC application form and return it to Sarah and Court by Friday, December 10, at 5:00 p.m.* Also, do not hesitate to contact them with any questions at any time

* Please see next page for contact information

FOR MORE INFORMATION, PLEASE CONTACT:



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