

2017/18 BOARD OF DIRECTORS NOMINATION PACKAGE

On behalf of Will Tigley and Angela Anderson-Blunt, IABC/Calgary's 2017/18 president and past president respectively, it is my pleasure to invite chapter members to consider joining IABC/Calgary's board of directors, to represent the second largest IABC chapter worldwide!

You can nominate yourself or another member to help govern and direct our dynamic IABC chapter.

What's in it for you? Here are just a few of the benefits:

- ↳ Leadership experience with the opportunity to manage a team of volunteers and participate in key decision-making for your portfolio and the chapter.
- ↳ Organizational management experience, including strategic planning, budget-setting and reporting.
- ↳ Networking and best-practice sharing with fellow communicators at the local, regional and international levels.
- ↳ Pride in accomplishing great things for IABC/Calgary and the communications profession.

Board Roles & Responsibilities

The board comprises 17 volunteer directors in 14 portfolios.

Portfolio	Board Director(s)
President	Angela Anderson-Blunt <i>automatic succession from Vice-President</i>
Past President	Will Tigley <i>automatic succession from President</i>
Vice President	1 position <i>nomination process already complete</i>
Administration	1 position
Finance	1 position
Career Services	2 positions
Sponsorship	1 position
Member Communications	2 positions
Membership	1 position
Marketing	1 position
Volunteer Services	1 position
Student Development	1 position
Professional Development (events)	2 positions
Professional Standards	1 position
Total:	17

President (*Automatic succession from Vice-President*)

- Provides overall direction, vision, and motivation for the chapter and its board.
- Acts as spokesperson for the chapter.
- Responsible for all budgetary and negotiated contractual agreements on IABC/Calgary's behalf.
- Chairs all board meetings.
- Represents the chapter at member and other events, meetings, etc.
- Serves on the Nominating Committee.
- Works with directors to set their annual strategic plans, manage their portfolios and develop new programs and activities to meet chapter goals and objectives.

Vice-President (*Automatic succession to President after 1 year*)

- Represents the chapter at the Canadian Western Region level.
- Assists in training and orientation of new board members.
- Manages the board's mid-year review process.
- Presides over board meetings in the president's absence.
- Represents the chapter at events, meetings etc. in the president's absence.
- Serves on the Nominating Committee.
- Reviews and updates chapter bylaws when necessary.
- Works with directors to set their annual strategic plans, manage their portfolios and develop new programs and activities to meet chapter goals and objectives.
- Acts as a support and advisor to portfolio directors as determined by the president.

Past President (*Automatic succession from President*)

- Provides historical insight and leadership for the chapter.
- Manages IABC/Calgary's submission for the annual Chapter Management Awards; or judging, if applicable.
- Manages the chapter's year-end reconciliation efforts.
- Manages the chapter's Nominating Committee and board nomination process.
- Coordinates and directs the chapter's research and evaluation initiatives as needed.
- Represents the chapter at events, meetings etc. in the president's absence.
- Acts as a support and advisor to portfolios as determined by the president.
- Participates in other projects and initiatives as requested.

Administration Director (1 position)

- Facilitates chapter's official record keeping and corporate secretary functions.

- Acts as board's liaison with chapter's paid management company and is responsible for ensuring that contract administrative support is adequate, effective, and used to its best potential.
- Arranges monthly board meetings, including ordering catering, the creation and circulation of agenda and formatting of meeting and minute packages to all board members.
- Coordinates and publicizes the two open board meetings each chapter season.
- Serves as the official election judge on all matters requiring a formal vote of the chapter membership.
- Is the official record keeper of chapter and as such updates board contact lists and keeps a record of minutes, agendas and other critical chapter documents including contracts and stationery supplies. Ensures board materials are held in the common file drive.

Finance Director (1 position)

- Ensures the chapter is operated in a fiscally responsible manner, including providing monthly financial statements and advising the board on the state of the chapter's finances.
- Acts as board's liaison with chapter's bookkeeper service and is responsible for ensuring bookkeeping support is accurate, effective and timely.
- Working with the chapter bookkeeper, prepares annual financial statement for audit or review as necessary, and for presentation to members at chapter's year-end event or annual general meeting, if applicable.
- Oversees the development and approval, at the start of the board year, of financial and administrative chapter budgets.
- Reviews, updates and tracks chapter's three-year financial plan.
- Maintains chapter's bank account and investments records, and ensures that all cheques are countersigned by appropriate chapter officers.
- Follows up and collects on all outstanding accounts/invoices for the chapter.
- Works with the chapter Past President to ensure the chapter's financial year-end reconciliation goes smoothly.

Professional Development (Events) Co-Directors (2 positions)

- Oversee activities of volunteer committees that plan, promote, deliver and evaluate monthly professional development events for professional members (i.e., luncheons, workshops, teleseminars and/or webinars).
- Work with other directors to ensure that events address the career, professional development and networking needs of members.
- Manage all IABC/Calgary special interests groups (except for the Company of One SIG) that are for members only.
- Organize a full schedule of topics and speakers for the year, as early as possible, in conjunction with other directors and advisors. Publishes the event calendar of same.
- Ensure *Events* section of IABC/Calgary website is current.

Career Development Director (2 positions)

- Oversee activities of committees and volunteers who provide value-added services to meet professional and career development needs of IABC/Calgary members.
- Work with all directors to develop targeted career development opportunities for members.
- Market the chapter's job and contract posting services (Careers Online and Bid Line), to members and employers; and oversees the continued development of these services.
- Ensure the *Career Development* section of IABC/Calgary website is always current.
- Manage the IABC/Calgary mentor program.
- Manage the IABC/Calgary special interests group Company of One (COO) for independent consultant members; represent independent practitioners at the board level and manage the volunteer COO managers that run monthly meetings, a biennial compensation survey and a biennial conference. Work with other board directors to support relevant social media and the website listing for chapter member consultants.
- Manage the monthly interest groups for senior communicators - To the Table and mentor evenings.
- Manage the Gift of Communications - working with the Director of Sponsorship to facilitate a charity company. Manage the coordination and facilitation of the planning session with senior communicators and partnership with the mentorship program.
- Work with the Director of Student Relations to coordinate senior communicator members engaging with student members.
- Work with IABC to align with the career roadmap activities.

Member Communications Co-Directors (2 positions)

- Work with other directors to ensure all member communication is timely, accurate and valuable, and that members are informed of issues and news pertinent to the chapter, to IABC and to the industry via the electronic newsletter/weekly emails, blogs and the website.
- Maintain seamless user experience for website, including up-to-date content. This includes regular review of pages.
- Manage web editors and pull web metrics for board updates.
- Work with website supplier, supervise website maintenance and updates, provide website training as needed, and assist web team with membership data updates and any website issues that need attention.
- Manage strategic development and ongoing implementation of the chapter's website and enhance its development.
- Coordinate content for weekly email bulletin (The Current).
- Manage monthly editorial development meetings.
- Manage blog coordinator and blog writers
- Lead and meet regularly with volunteers: editors, blog coordinator, blog writers, web master, web assistants, and weekly e-mail distributor to ensure regular content and to manage special writing assignments.

Marketing Director (1 position)

- Oversees and coordinates marketing and communications activities, including external relations, social media, brand awareness and media relations, on behalf of IABC/Calgary.
- Works with and manages the team to promote IABC/Calgary, IABC/Calgary membership and all other IABC/Calgary activities.
- Maintains IABC/Calgary's social media tools.
- Works with other directors to develop and implement the chapter's long-range marketing strategy and provides guidance and tools to assist with the promotion and marketing of portfolio-specific programs and events.
- Has stewardship over the IABC/Calgary brand and management of its visual identity.

Membership Director (1 position)

- Works with IABC headquarters to conduct up to two new member recruitment campaigns to encourage new members to join IABC.
- Ensures that IABC continues to be marketed to lapsed members, corporate members and unsigned prospects.
- Develops activities that welcome new members to IABC/Calgary.
- Develops and executes chapter's biannual membership survey.
- Works with other directors to develop membership feedback forums.
- Ensures *Membership* section of IABC/Calgary website is current.

Professional Standards Director (1 position)

- Promotes and markets the IABC certification process.
- Represents accredited and certified members at the board level.
- Coordinates volunteer recruitment and placement, as required, for the judging of other IABC award programs (such as Gold Quill, Silver Leaf, and the awards programs of other chapters) and relevant accreditation program volunteers, such as mentors.
- Liaises with IABC International and on certification-related items.
- Promotes the IABC Code of Ethics among members and handles ethics-related inquiries to the IABC/Calgary chapter board.
- Represents the chapter in the absence of the president, vice-president, and past president.
- Ensures *Professional Standards* section of IABC/Calgary website is current.

Student Development Director (1 position)

- Liaises with educational institutions to promote IABC/Calgary as the professional association of choice for Communication/Public Relations students and educators.
- Oversees the organization of professional development events for students and/or junior practitioners, in conjunction with other portfolios.

- Ensures *Students* section of IABC/Calgary website is current and promotes student development opportunities.

Community Partnerships/Sponsorship Director (1 position)

- Acts as liaison with all current and potential sponsors and partners.
- Seeks out cash and in-kind sponsors for various chapter initiatives and events (i.e. luncheons, website development, door prizes, and speaker gifts).
- Works with other directors to generate sponsorship and partnering opportunities and ensures that sponsors receive appropriate recognition for their support.
- Develops a mutually beneficial sponsorship recognition program that provides IABC/Calgary and its sponsors with quantitative and qualitative value.
- Conducts a year-end awareness and satisfaction survey with sponsors.
- Ensures *Sponsorship* section of IABC/Calgary website is current and promotes available opportunities.

Volunteer Services and Development Director (1 position)

- Oversees volunteers who plan, develop and implement the chapter's volunteer recruitment, placement and recognition activities, including organizing a fall networking event for current and potential volunteers and a year-end volunteer recognition event with the Professional Development team.
- Works with other directors to retain and recognize volunteers, and implement sound succession planning strategies.
- Educates members on the benefits of volunteerism.
- Develops programs to enhance the management skills of directors and other volunteers.
- Manages the annual Volunteer Awards Program and the Volunteer of the Quarter program.
- Ensures *Volunteer* section of IABC/Calgary website is current.

All directors are expected to:

- ✓ **Participate** in a one-day planning session in June. This sets us up for the board year that runs July 1, 2017 to June 30, 2018.
- ✓ **Participate** in ten, two-hour monthly board meetings from September 2017 to June 2018.
- ✓ **Commit** your time and carry out the responsibilities of your portfolio as outlined in your strategic plan and budget, and report your progress throughout the year.
- ✓ **Motivate**, manage, coach and recognize your portfolio volunteers. Meet throughout the year as needed.
- ✓ **Analyze** and discuss key chapter decisions and contribute to the overall fiscal and professional development of the chapter and its reputation.
- ✓ **Be an Ambassador** for the chapter and for IABC in general.
- ✓ **Attend** chapter events

The ideal director is someone who is:

- ✓ **Strategic:** you're a big-picture thinker on behalf of your portfolio, the chapter and the association, can make decisions where and when needed, and can delegate the hands-on work to volunteers eager to learn.
- ✓ **A leader:** you can think long-term for the chapter, incorporate succession planning into your strategic vision and provide guidance and support to fellow board members as well as volunteers. You are also adept at motivating, mentoring and providing development opportunities for others.
- ✓ **Volunteer-friendly:** you understand that all volunteers give to the best of their abilities and like to be recognized in a variety of ways.
- ✓ **A team player:** you can make strategic decisions in the best interest of the chapter and are willing to help out with projects that may be outside of your designated portfolio.
- ✓ **Flexible:** the influences of time constraints, volunteers' needs, and budgets mean you need to be able to roll with the punches while staying focused.
- ✓ **Proactive:** you take initiative to ensure your team is meeting their goals and objectives.
- ✓ **A problem-solver:** you welcome meaningful and constructive discussion and can work with others to resolve issues and potential conflict.
- ✓ **Knowledgeable about the industry:** you are knowledgeable about trends changing the communications and marketing industry and you have big ideas how to keep the chapter relevant for its members in the future.
- ✓ **Interested in people:** you like to meet new people, help others meet new people, socialize and have fun doing good things on behalf of IABC/Calgary.

Board Nomination Overview

Eligibility

All members of IABC/Calgary in good standing (professional members whose dues are up-to-date) are welcome to submit a nomination form for a position on the board of directors for the upcoming year (July 1, 2017 – June 30, 2018).

Process

Eligible members apply

Send a current copy of your **resume** along with a completed **nomination form**, in confidence to Sheila Carruthers

Deadline: by Email: by **11:59 pm** on **Wednesday, March 15, 2017**

E-mail: sheila@csrstrategies.ca

By Mail or by Hand: by **4:00 pm** on **Wednesday, March 15, 2017**

Mail Address: IABC/Calgary

600, 900 - 6 AVE SW, CALGARY, AB T2P 3K2

ATTN: Sheila Carruthers, Past President, IABC/Calgary

Nominating Committee Puts Forward Slate

Once nominations close, the Nominating Committee will meet to put forward a proposed slate of the new board of directors for ratification by chapter members. In accordance with chapter bylaws, the Nominating Committee consists of the current past president (who serves as the committee chair), the current president, the current vice-president, a current board member who will not be re-nominated to the board for next year, and two members at large.

A member of the Nominating Committee will contact all nominees after the meeting to let them know the status of their nomination.

Member Ratification

Members will have 15 days to endorse or voice objections to the board of director nomination before the individual is confirmed. The vote will take place confidentially through Associations Plus.

Introduce New Board

The new chapter board will be announced in late April and introduced at our next chapter event.

Please note: All nominees will be considered by the Nominating Committee. However, submitting a nomination does not guarantee you a position on the board, as we may have more applicants than positions. We will contact you if this is the case and discuss other volunteer opportunities.

Questions? Please contact Sheila at 403-225 9733 or by email at sheila@csrstrategies.ca