



IABC/TULSA EXECUTIVE BOARD INFORMATION GUIDE

Thank you for your interest in serving on the 2017-2019 IABC/Tulsa Board. In this packet you will find:

- Information about the nomination process
- Example board roles and expected responsibilities

Serving as an IABC/Tulsa leader gives you the opportunity to make a positive impact on our chapter and its members. Our leaders make decisions that support the health of the chapter and guide the professional development of our members, the future of IABC and the communications profession.

ELIGIBILITY

IABC members in good standing and affiliated with the Tulsa chapter are eligible for nomination.

Non-members are also eligible for nomination provided that they become an IABC member prior to the board term start date.

NOMINATION COMMITTEE

Applications will be reviewed by the:

- 2017-2019 President
- 2017-2018 Past President (served as president in the previous term)
- At least one additional IABC/Tulsa member in good standing (typically a past president)

NOMINATION TIMEFRAME – 2017

- The nomination period opens on March 14. **All applications must be received by April 10.**
- You may self-nominate or nominate others.
- The nomination **committee will follow-up with all applicants by May 1.**
- Nominees will be notified prior to the May IABC/Tulsa professional development meeting.
- The nomination committee's recommendations for the 2017-2019 board will be confirmed by the membership in a slate vote at the May professional development meeting, or via an online vote prior to June 15.
- The newly confirmed 2017-2019 board will shadow the current board during the transition.
- Board roles begin in August 2017 and last for two years (through July 2019).

SELECTION CRITERIA FOR NOMINEES

A number of criteria will be taken into consideration when evaluating nominations, including:

- Previous leadership and management skills and experience or an interest in taking on this type of role.
- Strategic thinkers who are ready to roll up their sleeves and deliver.
- A strong service ethic; this is a working board, not an honorary role.
- Demonstrated competency as a communications practitioner and an interest in advancing the profession.



SAMPLE BOARD ROLES & RESPONSIBILITIES

This list is meant to provide examples of board roles and responsibilities. It is not exhaustive of the responsibilities required for the role or the expectations of board leadership. Additional board roles may be added at the discretion of the nominations committee and with board approval. Each VP position has the option to create a committee – if you are interested in serving in a committee role, please complete the application and indicate your preference for a committee position.

PRESIDENT

- Presides over executive board and membership meetings
- Determine strategy for the year; set goals
- Appoints committee chairs to carry out the business of the organization
- Serves as ex-officio member of all committees
- Fills any executive board vacancies with the approval of the board
- Represents IABC/Tulsa in civic, professional and educational activities
- Ensures maintenance of governing documents
- IABC regional and international liaison
- Connects and idea-shares with other chapter leaders
- Regularly evaluate board members' and management committee's quality of participation
- Reviews chapter policies, procedures and by-laws each year; update if necessary

PRESIDENT-ELECT

- Succession Planning: manages nomination process for following year's Board
- Acts in the absence of president
- Acts as additional liaison with the regional and international boards

PAST PRESIDENT

- A resource for the current board and management committee
- Serves as chairperson of the nominating committee
- Serves as the senior delegate of IABC/Tulsa to the board of the International Association of Business Communicators and to the Southern Region board

VP FINANCE

- Monthly reporting at Board meetings (income, expenses, balance, reserves, projections...)
- Provides annual financial report to headquarters each February
- Sets annual budget: forecast chapter revenue and expenses; set realistic targets for year
- Track income and expenses; look for ways to save money, increase revenue
- Disburses all funds in payment of the organization's obligations
- Work closely with VPs of programming, sponsorship and membership
- Manage chapter accounts and financial reporting
- Financials, policies & procedures to protect the chapter; secure liability insurance



VP MEMBERSHIP

- Reports monthly on joined, renewed, lapsed, about-to-lapse members and total membership data
- Provides periodic reports on membership demographics and diversity
- Welcomes new members with letter and orientation
- Recognizes membership anniversaries with letter or email to member
- Works with vice president of recruiting to plan member-specific events
- Maintains open communication with members about current, new and improved member benefits
- Seek opportunities to retain members and increase members
- Handles inquiries regarding membership (join, renew, discounts, etc.)
- Actively pursue new corporate memberships
- Target strategic advisor level employees to join

VP RECRUITMENT

- Engages in outreach with potential new members, including but not limited to follow-up emails to event attendees, cold calls, social media outreach and in-person recruitment meetings
- Provides monthly report to the executive board on potential recruits or target new members
- Works with vice president of membership to plan recruiting and member-specific events
- Responsible for promoting three “member months” annually
- Works closely with vice president of special projects to develop consistent messaging and brand awareness for recruitment events
- Track and pursue non-members who attend events (conversion)
- Handle inquiries regarding membership (join, renew, discounts, etc.)
- Engage about-to-lapse and lapsed members
- Actively pursue new corporate memberships
- Target strategic advisor level employees to join

VP COMMUNICATIONS

- Maintains the integrity of the IABC/Tulsa and IABC International branding and guidelines
- Set the strategy and goals for web, email, and social initiatives
- Maintains and regularly updates the IABC/Tulsa website
- Maintains and regularly updates IABC/Tulsa social media accounts
- Sends out regular eblasts, such as event notifications and monthly newsletters
- Manages online event registrations
- Conducts surveys for all IABC/Tulsa-sponsored events including monthly PD and special events
- Conducts an annual IABC/Tulsa membership survey and reports out results, with a comparison of the previous year’s results, to the board upon completion
- Works with event-specific board members to help promote events to local news media
- Track and report web/social/email analytics and trends
- Curate content from various sources (videos, articles, photos, PD opportunities, events)
- Refresh web content consistently
- Innovate on best web practices/design
- Responsible for security (hackers, spam, keeping plug-ins and site up-to-date)



VP PROFESSIONAL DEVELOPMENT

- Plans and coordinates the implementation of all professional development activities for the chapter
- Works with vice president of communications to promote all professional development events
- Researches and recommends meeting space for monthly professional development events
- Prepares an annual budget for the chapter's professional development activities, including expense estimates for facilities, speakers' fees and travel and income estimates for proceeds received from members and guests attending the functions
- Report monthly on revenue, post-event wrap-up, upcoming events
- Plan half-day seminars for professional development
- Promote professional certification
- Event follow-up: thank-you's; invoices to VP Finance for payment
- Own/delegate event logistics: venue, menu, registration, RSVP's, name tags, take attendance, pictures

VP AWARDS

- Manages and executes the annual Bronze Quill Awards
- Plans and coordinates all branding for the annual Bronze Quill awards
- Plans the date, venue, catering and any other Bronze Quill event details
- Coordinates all judging related to annual Bronze Quill awards including judges for IABC/Tulsa entries and reciprocal judges for other chapters as needed
- Works with the vice president of communications to communicate entry deadlines to local communicators
- Secures sponsors and in-kind donations for Bronze Quill event with the help of the executive board

VP SPECIAL PROJECTS

- Coordinates the annual Gift of Communication event including all public relations and promotional details
- Works closely with vice president of recruitment on recruiting and member-specific events
- Coordinates or assists with other special projects as executive board deems appropriate including but not limited to summer events, happy hours and the annual holiday party

VP SPONSORSHIPS

- Find partners to co-sponsor events (i.e. PRSA, AMA, TAHRA, etc.)
- Target companies to sponsor IABC initiatives, programs, etc.
- Create sponsorship packages and levels (in-kind; cash; Platinum, Gold, Silver)
- Understand tax implications/benefits of sponsoring IABC/Tulsa and communicate with businesses
- Research potential sponsors; draft and deliver pitch to potential sponsors
- Build relationships with sponsors; set-up long-term agreements
- Track metrics: attendance, demographic, industries, job titles, revenue
- Ensure IABC fulfills its promises to sponsor and vice versa

SECRETARY

- Records and distributes minutes for approval of all executive board meetings
- Sends the board email and calendar reminders for board meetings
- Collects all board reports prior to board meetings
- Assists with logistical items for board meetings and monthly events including but not limited to nametags, event check-in and scheduling