



## 2020-2021 BOARD OF DIRECTORS NOMINATION PACKAGE

Calling all IABC Newfoundland and Labrador members! We invite you to consider joining our Board of Directors.

- Mentorship opportunities and learn new skills from other communicators.
- Leadership experience with the opportunity to manage a team of volunteers and participate in key decision-making for your portfolio and the Chapter.
- Business experience, including strategic planning, budget-setting, and reporting.
- Networking and best-practice sharing with fellow communicators at the local, regional, and international level.
- Travel opportunities for chapter leaders to attend meetings and conferences out of province.

### Board Roles & Responsibilities

The Board is comprised of 13 Director Portfolios and specialized support positions.

Portfolio	Board Director(s)
President ( <i>automatic succession from Vice-president</i> )	Tanya Alexander, CMP
Past-president	Jackie O'Brien
Vice-president/Finance ( <i>automatic succession to President</i> )	Karyn Whelan
Executive Assistant to the Board	
Director Communications	
Director Membership Development and Marketing	
Director Professional Development and Networking	
Director Pinnacle Awards	
Digital Communications Coordinator (member-at-large)	
Special Events Support Coordinator (member-at-large)	
Sponsorship Liaison (member-at-large)	
Judging Coordinator	
Certification Coordinator	

#### **President** (*Automatic succession from Vice-President*)

- Represents Chapter in the community and in the media
- Chairs monthly Board meetings
- Oversees the activities of the Board to ensure accomplishment of chapter's mission, goals and objectives
- Maintains contact with District and International
- Attends District meetings and provides feedback on how the Chapter, District or International initiatives are received by members, reports on chapter's status
- Ensures compliance with IABC's overall mission, goals and direction to maintain the integrity of the association
- Monitors the use and accounting of Chapter monies and resources, including financial reviews or audits
- Ensures that governing documents are current and applied
- Appoints Chapter delegates to regional meetings as required
- Trains successor

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## **Past-president**

- Advises and assists the President
  - Advises Chapter Board
  - Serves as Chairperson of nominating committee for incoming Board
  - Chairs the Past Presidents' Council and reports regularly (as required)
  - Assists with volunteer recruitment for committees as needed
  - Facilitates orientation and planning sessions with new Board of Directors
  - Reviews or works with a committee to review awards program to ensure alignment with International
  - If provincial or regional event held, is a member of planning committee
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## **Vice-President/Finance** (*automatic succession to President*)

- Automatic succession to position of President after one year
  - Provides advice and counsel to the President on the direction and progress
  - Oversees Chapter finances, including:
    - Directing any external accounting contracts
    - Keeping financial records and bank accounts for the Chapter
    - Submitting monthly financial reports to the Board
    - Paying invoices and reimburses Board members for chapter expenses
    - Preparing end-of-year report and tax forms for IABC Headquarters
    - Developing special investments for Chapter's excess monies
    - Arranges for prepared audited statements
  - Serves on all nominating committees
  - Provides input to Chapter Management Awards Committee
  - Conducts Board meetings as necessary in President's absence
  - Delegate to District meetings in President's absence
  - Provides monthly financial reports to Executive Assistant for Board update
  - Trains successor
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## **Executive Assistant to the Board**

- Takes minutes of board meetings
  - Coordinates Board meetings
  - Drafts agenda based on minutes, circulates to board and solicits additional agenda items prior to the meetings
  - Sends notification to Board members and distributes minutes, agenda and other materials
  - provides monthly reports to President for Board meetings
- Maintains Google Drive
  - Corporate memory and procedures
  - Policy manual
  - Bylaws
  - Articles of incorporation
  - Business folder for each year
  - Minutes
  - Agendas
- Picks up mail at: 354 Water Street (Box 42): incoming mail is recorded and given to Vice-president
- Sits on committees as required
- Maintains list of contact information of Board members
- Trains successor

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## **Director Communications**

- Overall maintenance of Chapter website
- Works with Portfolio Directors to provide training on use of Content Management System (CMS) for regular updates Chapter events and activities
- Maintains current media contact list, Board meeting minutes, and current membership information
- Distributes notices of Chapter events/announcements/activities, including Pinnacle Awards, through Mail Chimp
- Maintains presence on Facebook, Twitter, and YouTube pages and plans strategic social media component to Chapter communications (in consultation with other administrators)
- Produces, edits and distributes Chapter e-newsletter
- Produces and distributes chapter news releases, including announcement of new Board members and Chapter activities
- Coordinates email contact/communications with members, such as event reminders, job advertising
- Promotes events to local media, with support from the Director of Professional Development and Networking
- Acts as media liaison for the Chapter - nurtures relationships with local media and explores opportunities to provide articles, expertise where appropriate
- Arranges interviews and speaking engagements for Chapter leaders with interested groups
- Prepares budget for communication activities
- Provides monthly reports to Executive Assistant for Board update
- Trains successor

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## **Director Membership Development and Marketing**

- Actively recruits new members
- Welcomes new members (i.e. with a formal letter, email, by phone or in person at meetings)
- Receives monthly rebate report from Headquarters unless someone else is specifically designated
- Provides input and support to Director of Professional Development and Networking for coordinating membership functions, including at least one program specifically for membership recruitment; and student member events (as necessary)
- Creates and implements plan to recruit student members and foster relationships with post-secondary institutions
- Works to develop and promote new and existing member benefits
- Surveys members to determine needs and interests
- Membership records; distributes copies of reports from Headquarters to the President and database coordinator
- Develops membership marketing materials in coordination with the Board
- Communicates changes in member status to Headquarters
- Works with Director Communications to update Membership section of the website on a regular basis to reflect changes and special events relative to members
- Administrator of Facebook and Twitter Fan page
- Provides monthly reports to Executive Assistant for Board update
- Managing volunteer requests for the Chapter and finding a potential role for the volunteer if appropriate.
- Provides monthly reports to Executive Assistant for Board update
- Prepares budget for membership activities and provides to President reports to the Board and the Chapter about the development and retention

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## **Director Professional Development and Networking**

- Organizes welcome reception (September), Christmas reception (December), Spring reception (March) and Annual General Meeting
- Plans and produces PD meetings/events (develops annual plan, including topics, format, speakers and locations) for presentation to and endorsement by the Board of Directors
- Prepares budget for professional development programs for board approval – changes to budget must be communicated to the vice-president in a timely manner
- Administrator of Facebook Fan page and Twitter feed
- Administrator Eventbrite
- Ensures events are consistent with existing IABC NL practices, policies and brand
- Coordinates venues and related logistics
- Liaises with Director of Communications on website updates and promotion of events - writes promotional material re: events
- Coordinates preparation and mailing of event notices with Communications to the members and prospects
- Provides introductory remarks and introduces speakers at events (or designates another Chapter representative to do so)
- Prepares and circulates event evaluation forms to attendees; compiles post evaluation results for each event
- Provides regular progress updates on the PD plan to the Board
- Provides monthly reports to Executive Assistant for Board update
- Trains successor

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## **Director Pinnacle Awards**

- Coordinates a committee help organize logistics leading to and on event night
- Develops chapter sponsorship program/policies
- Administrator of Eventbrite for all Pinnacle activities
- Liaises with Director of Communications on website updates and promotion of events - writes promotional material re: events
- Plans and produces annual awards program, including the awards presentation, event locations and menu and brings the plan to the Board for discussion and approval
- Co-ordinates design, printing and mailing of the Pinnacle Awards call for entries and event invitation
- Recruits and oversees Pinnacle committee
- Maintains communication with judging chapter
- Notifies winners
- Prepares financial reports in co-operation with Vice-president
- Provides monthly reports to Executive Assistant for Board update

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## **Members-at-Large (three specialized support positions for busy board portfolios)**

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### **Digital Communications Coordinator**

- Supports the Communications portfolio
- Responsible for managing social media accounts in conjunction with the Communications Director
- Responsible for website updates

### **Special Events Support Coordinator**

- Supports the Professional Development (PD) portfolio
- Responsible for managing elements of professional development sessions for the Chapter
- Sit as a member of the Pinnacle Awards Committee

### **Sponsorship Liaison**

- Responsible for developing and managing sponsorship opportunities for the Chapter
- Works closely in conjunction with the Pinnacle Awards Director to support the event

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### **Judging Coordinator**

- Coordinates reciprocal judging for fellow chapters as needed
- Recruits and supports judges as needed for Silver Leaf, Gold Quill, etc.
- Maintains communications with Judging Committees
- Provides monthly reports to Secretary for board update
- Attends at least two board meetings per year

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### **Certification Coordinator**

- Promotes IABC certification within chapter
  - Conducts study group for members in certification process
  - Sets specific goal for number of new certified members by end of year
  - Provides monthly reports to Secretary for board update
  - Attends at least two board meetings per year
- Certification Examination Liaison
  - Maintains list of currently certified members
  - Solicits examiners for testing
  - Acts as Chapter's liaison for certification
  - Provides monthly reports to Executive Assistant for Board update

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## NOMINATION OVERVIEW

### All Directors are expected to:

- **Participate** in a one-day strategic planning session during the summer. This session establishes the Board's direction.
- **Participate** in 10, two-hour monthly board meetings.
- **Commit** their time and carry out the responsibilities of their portfolio as outlined in the Board's strategic plan and budget and report their progress throughout the year.
- **Motivate**, manage, coach and recognize 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 IABC in general.
- **Attend** Chapter events in an official role.

### The ideal director is someone who is:

**Strategic** - is 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.

**Volunteer-friendly** - understands that all volunteers contribute to the best of their abilities.

**Team player** - can make strategic decisions in the best interest of the Chapter and willing to help out with projects that may be outside of a designated portfolio.

**Flexible** – despite the influences of time constraints, volunteers' needs, and budgets – remains focused.

**Proactive** - take initiative to ensure the team is meeting their goals and objectives.

**Problem-solver** - welcomes meaningful and constructive discussion and works with others to resolve issues and potential conflict.

**Interested in people** - likes to meet new people, network, socialize and have fun doing good things on behalf of IABC Newfoundland and Labrador.

**Leader** - thinks long-term for the Chapter, incorporates succession planning into their strategic vision and provides guidance and support to fellow Board members as well as volunteers. They are also adept at motivating, mentoring and providing development opportunities for others.

**Knowledgeable about the industry** - knowledgeable about trends changing the communications and marketing industry and has big ideas on how to keep the Chapter relevant for future members.

## ELIGIBILITY

All members of IABC Newfoundland and Labrador 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, 2020 – June 30, 2021).

Please submit a current copy of your resume along with a completed nomination form, in confidence to **Tanya Alexander** ([tanya.alexander@cna.nl.ca](mailto:tanya.alexander@cna.nl.ca)) by 11:59 p.m., Monday, June 15, 2020.

Once nominations close, the Nominating Committee will meet to put forward a proposed slate of Board members to the Chapter membership. In accordance with Chapter bylaws, the Nominating Committee consists of the current past-president (who serves as the committee chair), the president and vice-president.

A member of the Nominating Committee will contact applicants after the meeting to notify them on the status of their nomination.

Members will have 15 days to endorse or voice objections to a nomination before the individual is confirmed. If a vote is required, an election will take place at the Chapter's Annual General Meeting.

Please note: All nominees will be considered by the Nominating Committee. However, nomination does not guarantee a position on the Board, as there may have more applicants than positions. Should this be the case, applicants will be contacted to discuss their intention to put their name forward for election, or other volunteer opportunities.

Questions? Contact Tanya Alexander at 709-631-3637.

THANK YOU.



International Association  
of Business Communicators  
Newfoundland & Labrador

## Nomination Form

I nominate: Myself \_\_\_\_ or \_\_\_\_ another IABC Newfoundland and Labrador member for a Board position.

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

WORK PHONE: \_\_\_\_\_ HOME PHONE: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

WORK E-MAIL: \_\_\_\_\_ PERSONAL E-MAIL: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

MEMBERSHIP NUMBER: \_\_\_\_\_ EXPIRY: \_\_\_\_\_

## SECONDER

- If you are nominating yourself, please ask another member in good standing to second your nomination.
- If you are nominating someone else, please sign as the seconder.
- An original signature is not required.

\_\_\_\_\_  
Name of Seconder

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## PORTFOLIO PREFERENCES

In order of preference, list three portfolio positions you would be interested in:

1: \_\_\_\_\_

2: \_\_\_\_\_

3: \_\_\_\_\_

Why would you like to be part of IABC Newfoundland and Labrador Board of Directors?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



What is your past volunteer experience with IABC Newfoundland and Labrador?

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What top three personal attributes or benefits would you bring to IABC Newfoundland and Labrador?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What would your top three priorities be for IABC Newfoundland and Labrador in 2017-2018?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Personal biography (max 50 words – this information will be posted on IABC Newfoundland and Labrador website if you are elected.

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**Thank-you for submitting your nomination**