



## 2023-2024 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 14 Director Portfolios and specialized support positions.

| Portfolio   | Board Director(s)      |
|---|------------------------|
| President ( <i>automatic succession from Vice-president</i> )       | Carolyn O'Keefe, CAIP® |
| Past-president  | Glenda Power, SCMP     |
| Vice-president/Finance ( <i>automatic succession to President</i> ) | Jeremy Reynolds        |
| 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)                |                        |
| Graphic Design Coordinator (member-at-large)                        |                        |
| Special Events Support Coordinator (member-at-large)                |                        |
| Sponsorship Liaison (member-at-large)                               |                        |
| Judging Coordinator   |                        |
| Certification Coordinator   |                        |

# **IABC NL Board of Directors Positions**

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

- Represents Chapter in the community and in the media
- Chairs monthly Board meetings
- Chairs Nominating Committee for new Board of Directors (the committee consists of the President, Vice President and Past President)
- Oversees the activities of the Board to ensure accomplishment of chapter's mission, goals and objectives
- Maintains contact with Canada East Region and International
- Represents IABC NL on the Canada East Region Board of Directors and attends monthly meetings, reporting on chapter status, initiatives and any concerns
- 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

## **Past President (automatic succession from President)**

- Advises and assists the President
- Advises Chapter Board
- Assists with volunteer recruitment for committees as needed
- Supports orientation and planning session with new Board of Directors
- If provincial or regional event held, is a member of planning committee

## **Vice President/Finance**

- Automatic succession to position of President after one year
- Provides advice and counsel to the President
- Oversees Chapter finances, including:
  - Directing any external accounting contracts
  - Keeping financial records and managing bank accounts for the Chapter
  - Submitting monthly financial reports to the Board
  - Paying invoices and reimburses Board members for chapter expenses
  - Paying chapter credit card balance in full monthly
  - Preparing end-of-year report and tax forms for IABC Headquarters
  - Arranging for prepared audited statements
  - Providing monthly financial reports to Executive Assistant for Board update
- Serves on all nominating committees
- Conducts Board meetings as necessary in the President's absence
- Serves as Delegate to Canada East Region meetings in the President's absence
- Picks up mail at: 354 Water Street (Box 42)
- Trains successor

## **Executive Assistant to the Board**

- Coordinates Board meetings in consultation with the President
- Solicits agenda items, distributes agendas and other materials for Board meetings
- Takes minutes of Board meetings and distributes to the Board following President's review
- Maintains Google Drive, including bylaws, Articles of Incorporation, minutes, agendas
- Sits on committees as required
- Maintains list of contact information of Board members
- Trains successor

## **Director of Communications**

- Overall maintenance of Chapter website
- Works with Portfolio Directors to develop communications and social media calendar
- Maintains current media contact list
- Distributes notices of Chapter events/announcements/activities through Mail Chimp
- Maintains presence on Facebook, Twitter, YouTube and LinkedIn pages
- 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 and 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

## **Director Membership Development and Marketing**

- Actively recruits new members
- Welcomes new members (i.e. with a formal 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
- 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
- Accesses membership reports to monitor membership levels
- Develops membership marketing materials in coordination with the Board
- Works with Director Communications to update Membership section of the website on a regular basis to reflect changes and special events relative to members
- Provides monthly reports on membership development and retention to Executive Assistant for Board update
- Manages volunteer requests for the Chapter and finding a potential role for the volunteer if appropriate
- Prepares budget for membership activities and provides to Vice President
- Trains successor

## **Director Professional Development and Networking**

- Organizes welcome event (September) and networking events throughout the year
- Plans and produces professional development events, presents to the Board of Directors for endorsement
- Prepares budget for professional development programs and networking events
- Administers Eventbrite and Zoom, when applicable, for events
- 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, produces promotional materials
- 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

## **Director Pinnacle Awards**

- Coordinates a committee to help organize logistics leading up to and on event night
- Administrator of Eventbrite for all Pinnacle activities

- Liaises with Director of Communications on website updates and promotion of events, writes promotional material
- Plans and produces annual awards program, including the awards presentation, event locations and menu; consults with the Board for discussion and approval
- Co-ordinates Pinnacle Awards call for entries, produces content for promos
- Manages Awards Force platform
- Notifies winners
- Prepares financial reports in co-operation with Vice-president
- Provides monthly reports to Executive Assistant for Board update
- Trains successor

## **MEMBERS AT LARGE (support positions for busy board portfolios)**

### **Digital Communications Coordinator**

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

### **Graphic Design Coordinator**

- Supports the Communications portfolio
- Responsible for creating graphics for IABC NL promotional materials including email, social media and print
- Basic knowledge of design software such as Canva or Adobe Suite
- Trains successor

### **Special Events Support Coordinator**

- Supports the Professional Development AND Networking portfolio
- Responsible for managing elements of professional development sessions for the Chapter
- Sits as a member of the Pinnacle Awards Committee
- Trains successor

### **Sponsorship Liaison**

- Responsible for developing and managing sponsorship opportunities for the Chapter
- Works closely with the Professional Development and Networking Director and the Pinnacle Awards Director to secure sponsors for events
- Trains successor

### **Judging Coordinator**

- Works closely with and assists the Director Pinnacle Awards
- Coordinates judging process for all Pinnacle Awards entries
- Recruits and supports judges as needed
- Manages the Awards Force platform for access by entrants and judges
- Trains successor

### **Certification Coordinator**

- Promotes certification with the Global Communications Certification Council (GCCC)
- Acts as Chapter liaison with the GCCC
- Conducts study group for members in the certification process
- Responds to inquiries and questions on certification
- Maintains list of currently certified members

- Schedules certification examination dates for in-person
- Provides monthly reports to Executive Assistant for Board update
- Trains successor

#### **Student Position ex-officio**

- Must be a student currently enrolled in post-secondary communications and/or marketing programs
- Assists major portfolio areas
- Serves as a student ambassador for IABC NL

Questions? Contact Glenda Power by email [iabcnl@gmail.com](mailto:iabcnl@gmail.com) or by phone 709-770-3833.

## **NOMINATION OVERVIEW**

### **All Directors are expected to:**

- **Participate** in a one-day strategic planning session during the summer. This session established 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, 2023 – June 30, 2024).

Please submit a current copy of your resume along with a completed nomination form, in confidence to **Glenda Power, Incoming President**, at: [glendaapower@gmail.com](mailto:glendaapower@gmail.com) by 11:59 p.m., July 17, 2023.

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 Glenda Power at 709-770-3833.

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 Secunder 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?

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 2023-24?

1.

2.

3.

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

**Thank-you for submitting your nomination**