# 2022-2023 Board Nomination Package

## Join the IABC/Toronto Board & Advance Your Leadership Skills

IABC/Toronto is looking for dedicated volunteers to join its 2022-2023 local chapter board!

This is your chance to:

* Enhance your leadership skills
* Expand your professional network
* Supercharge your career
* Give back to your profession

If this is what you’re looking for, then we want to hear from you!

Join the leadership team of the largest IABC chapter worldwide, as we celebrate our 80th anniversary, emerge from the pandemic, return to in-person professional development and networking opportunities, and chart the future to support today’s communication and PR professionals.

### Serving on the Board

The IABC/Toronto Board of Directors is a working board consisting of portfolios that are designed to deliver specific chapter programming and services. Board members are strategic thinkers who aren't afraid to roll up their sleeves to get things done. Serving on the Board means being accountable to members and ensuring the financial well-being of the chapter, as per the IABC/Toronto constitution.

### Board Responsibilities

At a minimum, all board members are responsible for:

* Serving as an ambassador for IABC/Toronto at all times (in person and online), supporting and promoting chapter initiatives and attending IABC/Toronto events regularly
* Preparing a strategic portfolio plan and budget for the year and regularly reporting on progress through formal and informal reports
* Maintaining a comprehensive record of activities, accomplishments, challenges and gained knowledge
* Attending pre-scheduled board meetings, virtual and in person
* Participating fully in board meetings (includes reviewing documents and providing feedback between meetings)

### Criteria for Board Members

Candidates must have and maintain regular membership with IABC and IABC/Toronto, and have a minimum of five years of work experience in communication or related fields (branding, marketing, events, media, etc.) **or** two years of work experience and volunteer experience with IABC.

### Time Commitment

The next Board year runs from July 1, 2022 to June 30, 2023. We host monthly meetings after work from 6 to 8 PM, either downtown Toronto or on Zoom calls (dependent on public health indicators) from August to June, plus a strategic planning and board orientation session in July.

On average, Board members can expect to spend up to 20 hours a month on board-related activities.

### Portfolios & Committees

Each portfolio is supported by a management committee of senior directors responsible for executing specific portfolio projects. Recommended committee roles are outlined below, but committees and senior directors needed for each portfolio are at the discretion of the portfolio VP. Management committee members are not required to attend board meetings.

### IABC/Toronto Board for 2022-2023

We’re recruiting for a number of Board roles and Director roles (Excluding President & Past President)

|  |  |  |
| --- | --- | --- |
| **Board role** | **Recommended committee roles**  | **Notes** |
| President | None | Automatic succession |
| Immediate Past President | None | Automatic succession |
| Executive Vice President (EVP) | * Director, CMP® & SCMP® Certification
 | Three-year commitment:1. EVP
2. President
3. Past President
 |
| Vice President, Finance & Association Management | None |  |
| Vice President, Communications and Digital Media | * Director, Social Media
* Director, Publications
* Director, Website
 |  |
| Vice President, Data Analytics & Brand Management | * Director, Thought Leadership
* Director, Analytics
 |  |
| Vice President, Membership | * Director, Member Engagement
* Director, Students and New Communicators
 |  |
| Vice President, Inclusion, Diversity, Equity & Accessibility | * Director, IDEA Initiatives
* IDEA Committee members
 |  |
| Vice President, OVATION Awards | * Director, Awards
* Director, Marketing & Communications
* Director, Events
 |  |
| Vice President, Professional Development & Networking | * Director, Professional Development
* Director, Networking
 |  |
| Vice President, Programs  | * Director, OVATION Judging
* Director, Communicator of the Year
* Director, Student of the Year
 |  |
| Vice President, Special Interest Groups (SIGs) | * Chair, Professional Independent Communicators (PIC)
* Director, Student Communicators Circle
* Director, Senior Communicators Circle
 |  |
| Vice President, Strategic Partnerships | * Director, Partnerships
* Director, Advertising and CareerLine
* Director, External Marketing
 |  |
| Vice President, Volunteer Services | * Director, Mentorship Program and Awards
* Director, Volunteer Recognition and Awards
 |  |

# 2022-2023 IABC/Toronto Board Nomination Form

Please email a completed form (in a PDF or Word format) by **Friday, April 22, 2022 at 11:59 PM EDT**, with a copy of your current résumé, to **Michael Blackburn, Executive Vice President,** **toronto-execvp@iabc.to****.**

## Guidelines:

* All candidates for positions on the IABC/Toronto board (including returning board members) must complete and submit a nomination form
* Candidates must have and maintain a regular current membership with IABC and IABC/Toronto
* Your nomination form must be endorsed by two IABC/Toronto members in good standing

Name:

Title:

Organization:

Address:

Phone Number:

Email:

Nominated by:

Seconded by:

I support *[insert candidate’s name]* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_’s nomination and potential participation on the IABC/Toronto Board for the period of July 1, 2022 to June 30, 2023.
I understand that this role should enhance this member’s professional growth and we have discussed how this commitment will be balanced with work requirements.

## Please answer the following questions:

1. I am interested in serving in the following portfolios/roles (please rank 1st, 2nd, 3rd choice)

#1:

#2:

#3:

1. Why do you want to serve on the IABC/Toronto Board, and what do you hope to get out of this experience?
2. What are your top three competencies and the skills and how will that experience benefit IABC/Toronto?
3. Describe your previous volunteer roles with IABC or other organizations (if any).
4. What do you think are the main challenges facing the communications industry or the most interesting trend in the communications industry today that might affect our members?
5. How long have you been a member of IABC and what is your perceived value of membership? What do you think are the organization’s key strengths, and some of the challenges facing it?

7. Tell us a bit about yourself. What’s your work style, what gets you “fired up” and motivated?

8. If you’re not selected to serve on the IABC/Toronto board, would you like to be considered for a Management Committee position?

\_\_\_ Yes \_\_\_ No

## Appendix I: Portfolio mandates and role descriptions

##

The below is a brief description of each role. It’s meant to provide direction on each portfolio’s mandate. Full board accountabilities will be discussed during the board orientation session in the summer.

### President

* Develop a strategy and plan for the board year
* Provide overall leadership for the board and chair monthly board meetings
* Oversee the activities of the board to ensure the accomplishment of the chapter's goals and objectives
* Represent the chapter in professional, educational, community and public roles
* Monitor the use, accounting and responsible handling of chapter funds and resources
* Function as an authorized signing officer
* Work directly with the EVP in their role as the successor
* Succeed automatically to the role of Immediate Past President

### Executive Vice President

* Provide advice/counsel to the President on the direction and progress of the chapter
* Provide support and mentorship to all board members
* Chair chapter board meetings in the President's absence
* Maintain relationships with other regional IABC chapters and other partner organizations/groups
* Help us understand how to best serve our members drawing on a data- and insights-driven approach
* Be able to dig deep into our data and mine insights which we will use to meet our member’s needs
* Comfortable analyzing large amounts of data and distilling it into usable insights
* Develop a list of best practices from other successful member associations
* Act as liaison for the CMP® and SCMP® certification programs, working with IABC HQ on the promotion and delivery of CMP® and SCMP® exams in the GTA, recognition of new CMP® and SCMP®, and other activities as appropriate
* Function as an authorized signing officer
* Succeed automatically to President

### Immediate Past President

* Provide advice/counsel to the President on the direction and progress of the chapter
* Provide support and mentorship to all board members
* Assist in the orientation of new board members
* Chair chapter board meetings if both the President and the Executive Vice President are absent
* Compile and submit entries for IABC Chapter Management Awards, where warranted
* Function as an authorized signing officer
* Produce the Annual Report for the year this individual served as President, and share the Annual Report with the membership

### Vice President, Finance and Association Management

* Coordinate logistics and organize agenda for monthly board meetings and executive meetings
* Plan the Annual General Meeting (AGM) in conjunction with the President and Executive Vice President
* Oversee and assist board members with their budgets
* Review board members' expense receipts and Cheque Requisition forms before sending expenses to the office for processing
* Prepare an annual chapter budget for approval by the board at the beginning of the board year, with a review scheduled mid-year
* Monitor and maintain the financial health of the chapter, the chapter bank accounts and accurate records of all financial transactions with the chapter’s office
* Consult with board members and chapter members as required on issues relating to financial and board management
* Develop the annual report in conjunction with the Immediate Past President
* Function as an authorized signing officer

### Vice President, Communications and Digital Media

* Enhance IABC/Toronto’s online branding and presence; ensure association goals of creating value for members and enhancing the role of our industry are reflected
* Support activities that promote member value and position our industry as a thought leader
* Oversee the production and distribution of the chapter’s online newsletter, *Communicator*
* Promote IABC/Toronto’s events, members and volunteers across various social media channels (LinkedIn, Twitter, Facebook)
* Keep members and stakeholders informed of the activities of the chapter
* Create content (written, graphic, video, etc.) in support of chapter initiatives
* Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development

### Vice President, Data Analytics and Brand Management

* Increase the use of analytical techniques to drive member value
* Establish, collect and report on data that will allow the Board to make data-driven decisions
* Drive thought-leadership through analytics
* Identify thought-leadership opportunities for IABC/Toronto
* Position IABC/Toronto as a respected voice for professional communicators in the GTA
* Develop media training toolkit for IABC/Toronto
* Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development

### Vice President, Membership

* Develop a strategy for the membership portfolio and articulate the chapter’s member value proposition in conjunction with the executive
* Recruit students, new professionals and corporate members via coordinated presentations to colleges, universities and medium to large organizations
* Promote new and existing member benefits
* Work directly with other portfolios, such as the VP Communications and Digital Media, to promote IABC Member Month, develop/update membership marketing materials and recognize contributions of chapter members
* Conduct exit/entry interviews to gain insight on why lapsed members are or are not renewing and why new members have joined
* Provide information and updates on membership numbers to board members as needed
* Attend new member coffees when possible

Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development

### Vice President, Inclusion Diversity, Equity and Accessibility (IDEA)

* Develop a strategy for the IDEA portfolio and articulate the chapter’s IDEA value proposition in conjunction with the executive
* Organize all appropriate logistics from conception to delivery of each IDEA event
* Work directly with other portfolios, such as the VP Communications and Digital Media, to promote IDEA events, develop/update IABC/Toronto website and marketing materials and recognize contributions of chapter members
* Work with the IDEA committee on implementing the recommendations from 2020-21 year and the National Inclusion and Diversity survey.
* Prepare event budgets with the goal that all events, at minimum, break-even
* Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development

### Vice President, OVATION Awards

* Manage a chapter awards program that adds value to members’ experiences by offering them an opportunity to gain recognition for excellence in the communications profession
* Update the Call for Entries and entry process for the OVATION Awards and manage the online awards platform
* Develop and oversee initiatives to educate communicators about best practices for award submissions – via webinar or another communication channel
* Work with other portfolios to: recruit volunteers and sponsors; and market the call for entries and the award ceremony and encourage participation from members and non-members
* Work with the VP, Communications and Digital Media to market and promote the Call for Entries, Call for Sponsors, Winning Entries pdf and Gala
* Oversee the execution and promotion of the OVATION Awards Gala with the support of a Senior Director or Senior Directors, building on the successes and learning from previous years’ events to meet attendees’ needs
* Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development

### Vice President, Professional Development & Networking Events

* Organize three to four professional development events, from concept to execution, that drive attendance and provide strong value for membership
* Prepare event budgets with the goal that all events, at minimum, break-even
* Identify topics and secure presenters, make venue and catering arrangements
* Prepare all appropriate content (event description, venue info, speaker images and bios, ticket pricing, etc.) and work with the Office and Communication portfolio to promote events
* Organize all appropriate logistics from conception to delivery of each event
* Ensure all events are captured during and post-event on various IABC/Toronto social channels
* Survey attendees to evaluate event effectiveness and analyze results to find opportunities to enhance future events
* Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development
* Plan and execute three to four networking events, from concept to execution, that drive attendance and provide strong value for membership
* Organize region-based events (Westend, North and East) from concept to execution, that drive attendance and provide strong value for membership
* Organize an agency fair geared towards connecting young communicators with agencies and companies across the GTA
* Organize all appropriate logistics from conception to delivery of each event
* Prepare event budgets with the goal that all events, at minimum, break-even
* Prepare all appropriate content (event description, venue info, speaker images and bios, registration fees, etc.) and work with the Office and Communication portfolio to promote events
* Ensure all events are captured during and post-event on various IABC/Toronto social channels
* Review post-event surveys (current and past) to gauge event successes and areas of improvement to help with future event planning
* Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development

### Vice President, Programs

* Promote call for nominations for both the Communicator of the Year and Student of the Year awards
* Coordinate judging for both the Communicator of the Year and Student of the Year nominations; promote winners
* Coordinate judging of OVATION Awards using an online awards system. Activities include recruiting experienced judges, training new judges and arranging virtual judging sessions
* Coordinate a one-day judging education session for the OVATION Awards
* Liaise with the VP, OVATION Awards during the judging process to ensure that any materials required for judging are requested and secured from entrants
* Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development

### Vice President, Special Interest Groups (SIGs)

* Oversee the chapter’s current special interest groups – Professional Independent Communicators (PIC) and Senior Communicators Circle
* Organize events focused on a specific interest (Independent Communicators, Region-based) from concept to execution, that drive attendance and provide strong value for membership
* Put together an action and governance plan for the management of the chapter’s special interest groups
* Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development

### Vice President, Strategic Partnerships

* Maintain a partnership package for advertising and sponsorship agreements that can be used by other board members approaching sponsors
* Directly solicit potential sponsors/partners identified through research or at the suggestion of other board members
* Liaise with sponsors and ensure proper recognition and delivery of financial and in-kind commitments
* Generate revenue through the promotion and sale of advertising in chapter publications and communication vehicles
* Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development

### Vice President, Volunteer & Mentorship

* Consult with peers on the Board of Directors to determine volunteer requirements
* Communicate volunteer opportunities for members to lend their expertise and build their skills
* Develop and oversee implementation of initiatives to motivate, recognize and thank volunteers throughout the year
* Ensure volunteers are recognized through the IABC/Toronto website, e-Lert and social media annually for National Volunteer Week in April
* Ensure that volunteers are matched appropriately to receive the best possible developmental opportunities
* Organize a volunteer recognition event in June of each year or work with President to combine this event with the Annual General Meeting
* Develop, launch and maintain Mentorship Program activities to deliver a valuable member benefit
* Communicate mentorship opportunities to members and ensure that pairs/groups are matched appropriately to receive the best possible developmental opportunities
* Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development