



## IABC Boston Board Information Pack

Thank you for your interest in serving on the 2018/19 IABC Boston Board. In this packet you will find:

- Information about the nomination process
- Roles and duties of Boston Board & Management Committee members

### Welcome!

Serving on the IABC Boston Board or Management Committee will help you to develop personally and professionally, to become more valuable to your organization or clients, and to gain greater access to professional resources, communications best practices and enhanced networking experiences.

Being an IABC Boston 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, based in the New England area (MA, RI, NH, VT, ME), are eligible for nomination. *Non-members are also eligible for nomination provided that they become an IABC member.*

- Candidates should be of good character and have the genuine interest of IABC and its members at heart.
- Candidates should have written and verbal fluency in English.

### Nomination Committee

Applications will be reviewed by the:

- 16/17 Past President
- 17/18 President
- 17/18 VP Finance

### Nomination Timeframe

- The nomination period opens on **April 9**; all applications must be received by **May 14**.
- Nominees will be notified of their selection by **May 21**.
- The Nomination Committee's recommendations for the 2018/19 board will be confirmed by the membership in a slate vote by **June 1**.
- The newly confirmed 2018/2019 board will shadow the current board during the transition.
- **Board roles commence on July 1, 2018 and last for one year (June 30, 2019).**



## **Selection Criteria for Nominees**

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

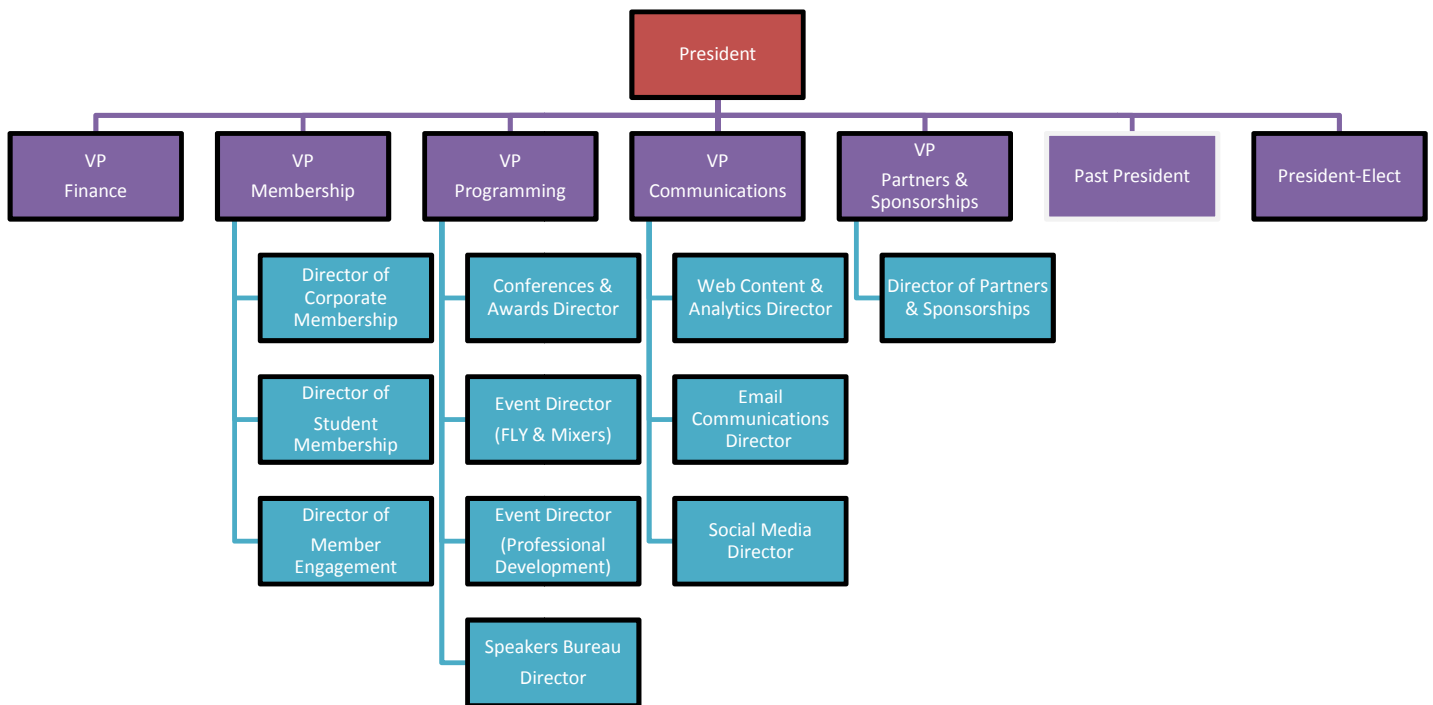
- Previous leadership and management skills and experience or an interest in taking on this type of role.
- Strategic thinkers who are also keen to roll up their sleeves and deliver.
- A strong service ethic; this is a working board, not an honorary role.
- Demonstrated competency as a communications practitioner and an interest in the advancement of the profession.
- Strong team player.
- Business acumen – running a chapter is a bit like running a small business.



## Board & Management Committee *Roles & Responsibilities*

- Board & MC understand that these positions require a commitment for a full year.
- Board & MC will uphold the [IABC Code of Ethics](#) and the [IABC Boston Bylaws](#).

*(You are welcome to apply for more than one position)*



<b>BOARD:</b>	President, VPs, Past President, President-Elect
<b>MEETING SCHEDULE:</b>	Monthly
<b>MANAGEMENT COMMITTEE:</b>	Directors
<b>MEETING SCHEDULE:</b>	Monthly with their VP
<b>WORKING RELATIONSHIP:</b>	
<ul style="list-style-type: none"> <li>• VP delegates tasks to MC</li> <li>• Team works together to drive the portfolio and attain stated goals</li> </ul>	



## PRESIDENT

- Determine strategy for the year; set goals
- Budget decisions: invest in membership, grow areas we want to support, cut unprofitable programs
- Set schedule and agenda for monthly board meetings
- Regularly evaluate board members' and management committee's quality of participation
- Connect and idea-share with other chapter leaders
- Review chapter policies, procedures and by-laws each year; update if necessary

## PRESIDENT-ELECT

- Succession Planning: manage nomination process for following year's Board & Director roles
- Create and submit annual financial report to HQ (work with VP Finance)
- Liaison with HQ

## PAST PRESIDENT

- A resource for the current board and management committee
- Conduct regular focus groups & surveys with members/lapsed/non-members
- Available to help with any of the portfolios when needed

## VP FINANCE

### Reporting

- Monthly reporting at Board meetings (income, expenses, balance, reserves, projections...)
- Annual financial report to HQ (work with President-Elect)

### Budget

- Set annual budget: forecast chapter revenue and expenses; set realistic targets for year
- Track income and expenses; look for ways to save money, increase revenue
- Work closely with VPs Programming & Sponsorships & Memberships
- Increase reserves (min. 3-4 months worth of year's budget in the bank)
- Communicate with banking institution that holds chapter's money
- Research best accounts in which to keep money (savings, checking, Money Market, CDs...)

### Risk Management

- Financials, policies & procedures to protect the chapter; secure liability insurance
- Determine risk—market volatility, revenue diversification, competition in the area
- Hire auditor to conduct an audit of finances every two years



## MEMBERSHIP

### ***VP Membership***

- Report monthly on joined, renewed, lapsed, about-to-lapse
- Analyze members' geographical region, industry, field (internal, external, marketing, PR...)
- Analyze members' career stage (foundation, specialist, strategic advisor, business leader)
- Seek opportunities to retain & engage current members and increase new members
- Innovate on ways to market to members & non-members (in conjunction with VP Comms)

### ***Director of Member Engagement***

- Handle inquiries regarding membership (join, renew, discounts, etc.)
- Track and pursue non-members who attend events (conversion)
- Engage about-to-lapse & lapsed members (proactively reach out via phone, email, social ask them questions, find solutions)
- Identify members for Member Spotlights, interview and write spotlight for website

### ***Director of Corporate Membership***

- Actively pursue new corporate memberships
- Target strategic advisor level employees to join
- Encourage corps to host our events (we get space for free, their employees attend for free)

### ***Director of Student Membership***

- Seek out university partnerships (graduate only) with schools w/ comms programs
- Increase student members (increase conversion to full members)
- Find speaking /teaching opportunities for members at partner schools
- Encourage schools to host our events (we get space for free, students attend for free)



## COMMUNICATIONS

### ***VP Communications***

- Set the strategy, goals and editorial calendar for web, email, and social channels
- Track and report monthly on web/social/email analytics & trends (click rate, open rate, page views, unique visitors, etc.)
- Coordinate content with Directors across channels--web, email, social
- Strategize on how best to market IABC with VP Membership
- Coordinate with VP Programming to communicate IABC Boston events across channels

### ***Email Communications Director***

- Schedule, write and deploy bi-weekly email campaigns and other announcements as needed
- Track email analytics for each campaign
- Check and respond to emails in IABC Boston's general inbox (check min. 3x/week)

### ***Web Content & Analytics Director***

- Refresh web content weekly
- Curate content from various sources (videos, articles, photos, PD opportunities, events)
- Engage members (article comments, liking posts)
- Innovate on best web practices/design
- Responsible for security (hackers, spam, keeping plug-ins and site versions up-to-date)
- Analyze metrics using Google Analytics & Console--page views, clicks, users, sessions, etc.
- Work with web hosting provider

### ***Social Media Director***

- Post content daily to IABC channels (Twitter, Facebook, LinkedIn)
- Proactively curate content from multiple sources (IABC site, events, photos, articles, etc.)
- Drive users to IABC Boston website
- Engage members (comments, likes, re-tweets, etc.)
- Increase followers and group members
- Follow all members on Twitter



## **PROGRAMMING**

### ***VP Programming***

- Develop the year's calendar (events, webinars, lunches, etc.); align with HQ's calendar
- Gear events to the four career steps: foundation, specialist, strategic advisor, business leader
- Determine ticket costs & budgets with VP Finance
- Aim for 40-60% non-members to attend each event
- Work closely with VP Partners & Sponsorships
- Innovate on new programs and PD opportunities
- Report monthly on revenue, post-event wrap-up, upcoming events

### ***Director of Conferences & Awards***

- Plan half-day seminars for professional development
- Promote awareness & attendance at regional & national conferences (IABC & non-IABC)
- Track scholarship recipients
- Promote entries in Quill awards
- Promote professional certification
- Run local award entries & ceremonies

### ***Event Director (FLY & Mixers)***

- Direct FLY Lunches/Breakfasts across the area (min 12/year) via local coordinators
- Work to hit minimum attendance numbers at each FLY
  - Enable coordinators to own event logistics: reservations, take attendance, etc.
- Mixers: execute 1x/quarter (Jan, April, July, October)
  - Own event logistics: venue, menu, RSVP's, name tags, take attendance, pictures
- Event follow-up: thank-you's; invoices to VP Finance for payment
- Track and analyze attendance; work with VP Membership to convert non-members

### ***Event Director (Professional Development)***

- Set-up and run professional development events (in-person and online)
- Own event logistics: venue, menu, RSVP's, name tags, take attendance, pictures
- Event follow-up: thank-you's; invoices to VP Finance for payment
- Track and analyze attendance; work with VP Membership to convert non-members

### ***Director of Speakers Bureau***

- Find speakers to attend IABC Boston PD events
- Find opportunities for IABC members to be speakers on panels, at seminars, at corporations
- Draft and manage speaker contracts
- Run webinars
- Run TEDx talks



## **PARTNERS & SPONSORSHIPS**

### ***VP Partners & Sponsorships***

- Find partners to co-sponsor events (PRSA, Ad Club, BWC, CMMA...)
- Get IABC Boston to sponsor outside events
- Target companies to sponsor IABC initiatives, programs, etc.
  - Companies that can market to IABC members (mutual benefit)
  - Companies where IABC members work
  - Companies that have competitors sponsoring similar associations
- Create sponsorship packages & levels (in-kind; cash; Platinum, Gold, Silver)
- Understand tax implications: are we a non-profit? Sponsors get tax breaks if they sponsor the IABC?

### ***Partners & Sponsorships Director***

- Research potential sponsors; draft & deliver pitch to potential sponsors
- Target the person(s) at a corporation who holds the purse strings
- Build relationships with sponsors; set-up long-term agreements
- Draft contracts
- Track metrics: attendance, demographic, industries, job titles, revenue
- Ensure IABC fulfills its promises to sponsor & vice versa