

IABC/Regina Board Portfolio Descriptions 2012-13

All Board Members

- Make every effort to attend pre-scheduled monthly Board meetings, with an upfront goal to attend a minimum of eight meetings
- Provide regular written reporting on your portfolio/responsibilities, as required within the Board structure
- Act as an ambassador for IABC/Regina; promoting the value of the chapter membership and advocating for the profession in the business community
- Attend as many IABC/Regina events during the Board year (including the AGM) as possible
- Prepare for Board meetings by reviewing all relevant material from other portfolios, as well as agenda items for discussion
- Communicate relevant information on the portfolio to fellow directors and committee members
- Respond to time-sensitive inquiries and correspondence in a timely manner
- Contribute to/provide updates for website content relevant to your portfolio and/or projects
- Represent your portfolio at the regional or international level when collaboration opportunities arise
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- Provide advance notice to the Board if you will be away/unavailable, and arrange for a volunteer or other Board member to perform any duties required during your absence, including portfolio status updates

Chapter Executives

- Act as a Board Buddy to VPs of 3 portfolios in the chapter Board structure; check-in with VPs on a regular basis and provide leadership, direction and mentorship as needed
- Meet to discuss any issues arising for the chapter or members, and plan and execute a resolution to address the issue as quickly as possible

President

- Succeed automatically to this position after serving as chapter Incoming President
- Provide overall leadership for the Board
- Build a cohesive Board that will meet or exceed the networking, professional development, resource, voluntarism and other needs of IABC/Regina members
- Plan and execute, by December of each Board year, a strategic planning session of the Board, either to develop a new three-year strategy or review and refine the strategy in progress
- Chair IABC/Regina Board meetings and meetings of the chapter executive
- Represent the chapter at the regional and international level
- Support activities of all Board members
- Represent the chapter in professional, educational, community, online and public roles and serve as its primary spokesperson to media
- Ensure compliance and continuance of IABC's goals, mission, and direction to ensure accomplishment of chapter goals and strategies
- Monitor the use, accounting and responsible handling of chapter funds and resources
- Report to the Board on all activities
- Maintain a record of the year's activities in the position and train successor

Outgoing President

- Succeed automatically to this position after serving as chapter President
- Actively participate in chapter meetings and programs
- Chair Board meetings in the event that both the President and the Incoming President are absent
- Provide counsel to the President and other officers of the chapter
- Represent IABC/Regina, upon request, to international, professional and business communities
- Assist the Incoming President in preparing and submitting entries for the IABC Chapter Management Awards (CMA)
- Assist the Incoming President in reviewing chapter bylaws, ensuring they are accurate and current and presenting revisions to the chapter Board and AGM, as required
- Report to the Board on all activities
- Maintain a record of the year's activities in the position and train successor

Incoming President

- Succeed automatically to President after one year
- Represent IABC/Regina Board at Canadian Western Region (CWR) meetings
- Responsible for recruitment of the Incoming President
- Prepare and submit entries for the IABC Chapter Management Awards (CMA)
- Represent the chapter at IABC Leadership Institute
- Maintain relationship with IABC/Saskatoon and other western region chapters
- Review chapter bylaws, ensure they are accurate and current and present revisions to the chapter Board and AGM, as required
- Chair Board meetings in the President's absence
- Assist in orientation of new Board members
- Review and update all Board roles and responsibilities prior to the start of the Board year
- Serve as IABC/Regina's privacy officer
- Provide back-up support to President
- Report to the Board on all activities
- Maintain a record of the year's activities in this position
- Provide suggestions for a successor and provide training

Director, Chapter Management

- Serve as IABC/Regina's official record keeper and corporate secretary. Record all actions of the executive and business of the chapter
- Maintain current governing documents, policy manuals and procedure files
- Serve as liaison between the Director, Finance and the Board. Bring monthly financial statements and highlights from the Director, Finance to the Board at each meeting.
- Organize IABC/Regina Board meetings (i.e., create and distribute agenda, book a venue, order refreshments, record and distribute meeting minutes, etc.)
- Manage Board calendar and other cross-portfolio knowledge-sharing tools as required
- Maintain Board contact list
- Facilitate all matters requiring membership vote, such as elections, and changes in the Board slate, bylaws, and dues increases.
- Attend Board meetings and report to the Executive on all activities
- Maintain a record of the year's activities in this position
- Provide suggestions for a successor and provide training

Director, Finance

- Prepare annual chapter budget in cooperation with the Board
- Work to maintain and improve the financial health of the chapter
- Keep financial records and bank accounts for the chapter
- Pay invoices and reimburse Board members for chapter expenses
- Prepare special reports as requested by the Board
- Prepare year-end report and tax forms for IABC headquarters and Canada Revenue Agency
- Research and recommend special investments for chapter's excess funds
- Arrange for an independent review of the chapter's books at year end and report results to the Board and full membership
- Report monthly to the Executive
- Maintain a record of the year's activities in this position
- Provide suggestions for a successor and provide training

Vice-President, Partners and Sponsors

- Develop and implement a partners and sponsors plan to support the strategic plan
- Solicit money and in-kind sponsorships from corporations and vendors to support chapter projects and events
- Explore fundraising opportunities for the chapter
- Facilitate opportunities to provide partnership and support to local non-profit and charitable organizations, as part of the chapter's social responsibility in the community
- Solicit businesses and organizations for job postings for website
- Coordinate a Dare to Lead Chair for the conference committee (in the year IABC/Regina is hosting)
- Attend Board meetings, with voting rights, and report to the Board on all activities
- Maintain a record of the year's activities in this position
- Provide suggestions for a successor and provide training

Vice-President, Communication

- Oversee the development and implementation of an overall internal and external communication plan to support the strategic plan
- Develop chapter key messages to align with the chapter strategic plan and provide to all Board members for reference
- Review all chapter production work, print, signage and electronic media to ensure adherence to IABC International brand and visual identity guidelines
- Host regular meetings with communication directors
- Provide strategic direction to communication directors
- Provide mentorship to communication directors, committee members and volunteers
- Prepare an annual budget for all internal and external communication activities
- Attend Board meetings, with voting rights, and report to the Board on all activities
- Maintain a record of the year's activities in this position
- Provide suggestions for a successor and provide training

Director, External Communication

- Align all external communications activities to chapter strategic plan, key messages, and brand and visual identity
- Prepare media releases to promote upcoming events or chapter member accomplishments
- Handle media requests for the chapter
- Work with Director, Membership Recruitment to promote membership benefits and value
- Responsible for all advertising (including writing, designing and buying media)
- Maintain contact with other communications-related organizations to coordinate activities
- Work to raise the profile of the chapter with media and the business community
- Monitor IABC/Regina contact email submissions and respond or coordinate response to all messages on behalf of the chapter
- Attend Board meeting, and take on voting rights, in the event that the VP, Communication is absent (at the request of the VP)
- Report to the Board on all activities
- Maintain a record of the year's activities in this position
- Provide suggestions for a successor and provide training

Director, Internal Communication

- Align all external communications activities to chapter strategic plan, key messages, and brand and visual identity
- Responsible for all internal communication activities directed at members and prospective members of IABC/Regina
- Work with Director, Membership Retention to promote membership benefits and value
- Send emails to IABC/Regina members (and prospective members) through IABC International's Member Management Area (MMA), including event notices.
- Update website content regularly by co-ordinating with each VP to receive content relevant to their portfolios, and highlighting information from the regional and international level
- with IABC International and Work with VP, Technology to ensure ongoing technical maintenance of the chapter website
- Work with VP, Technology to engage the chapter membership using electronic communication tools and social media platforms
- Attend Board meeting and take on voting rights in the event that the VP, Communication is absent (at the request of the VP)
- Report to the Board on all activities
- Maintain a record of the year's activities in this position
- Provide suggestions for a successor and provide training

Vice-President, Technology

- Act as webmaster for IABC/Regina
- Maintain back end of chapter website, and troubleshoot website and other technology issues
- Respond to requests for website content posting in a timely manner, including job postings within three calendar days
- Monitor incoming job posting requests, respond to all requests in a timely manner (posting within 3 calendar days), and coordinate with the Director, Finance to process billing.
- Identify opportunities to further the mandate and strategic plan of the chapter through technology
- Make recommendations and purchase new technology for the chapter

- Train at least one Board members and/or volunteer to provide back-up to duties, when away or unavailable on new technology, as needed
- Work with VP, Internal Communication to engage the chapter membership using electronic communication tools and social media platforms
- Administrate and moderate the chapter's presence in social media platforms and monitor/promote the online reputation of the chapter
- Maintain relationship with IABC International webmaster
- Prepare an annual budget for technology activities
- Attend Board meetings, with voting rights, and report to the Board on all activities
- Maintain a record of the year's activities in this position
- Provide suggestions for a successor and provide training

Vice-President, Volunteers

- Develop and implement a volunteers plan to support the strategic plan
- Actively recruit volunteers and engage them in activities aligned to their interests and availability, and the chapter needs
- Maintain an ongoing directory of volunteers for all volunteer functions committee positions and special projects
- Work with Board members in establishing and using committees to carry out responsibilities
- Communicate volunteer opportunities and the benefits of volunteering using various communication channels
- Plan at least one volunteer appreciation event per program year
- Follow up with volunteers and Board members after a volunteer activity or during ongoing activities to ensure a positive volunteer and Board/committee experience
- Build and distribute a survey for volunteers at least once during the program year, and provide analysis report to the Board as required
- Prepare an annual budget for volunteer activities
- Attend Board meetings, with voting rights, and report to the Board on all activities
- Maintain a record of the year's activities in this position
- Provide suggestions for a successor and provide training

Vice-President, Membership

- Oversee the development and implementation of an overall membership plan to recruit and retain members to support the strategic plan
- Provide strategic direction and mentorship to membership directors
- Host regular meetings with membership directors
- Prepare an annual budget for all internal and external communication activities
- Work with the Student Representative to ensure student recruitment and retention activities are integrated with regular membership activities.
- Act as a support for events and membership activities
- Oversee the coordination of the member survey and long service recognition activities
- Prepare budget for membership activities
- Attend Board meetings, with voting rights, and report to the Board on all activities
- Maintain a record of the year's activities in this position
- Provide suggestions for a successor and provide training

Director, Student Membership

- Develop and implement plan to recruit student members and prospects in cooperation with other membership directors
- Actively recruit new student members
- Coordinate at least one student recruitment event per program year
- Attend the U of R Career Fair and other promotional opportunities
- Gather information to determine how we can provide value to our student members
- Maintain IABC/Regina membership records
- Responsible for coordinating any scholarships offered by the chapter
- Develop and nurture relationships with local post-secondary institutions
- Report monthly to VP, Membership
- Attend Board meeting and take on voting rights in the event that the VP, Membership is absent (at the request of the VP, Membership)
- Maintain a record of the year's activities in this position
- Provide suggestions for a successor and provide training

Director, Member Retention

- Develop and implement plan to retain members in cooperation with other membership directors
- Actively retain current members
- Work with Director, Internal Communications to promote membership benefits and value
- Coordinate at least one program during the year specifically for membership retention
- Host half of the member coffees for the year (4 to 6) (new members and long service members for that month)
- Build and coordinate distribution of member exit survey to determine why members are not renewing
- Acknowledge long service members (ten years or more) on their anniversaries; monthly
- Maintain IABC/Regina membership records
- Work to develop and promote new and existing member benefits
- Develop membership marketing materials, as required
- Work to develop and promote new and existing member benefits.
- Communicate changes in members' status to headquarters.
- Build and coordinate distribution of member survey to identify member needs and interests, and areas of improvement for membership, and provide analysis report of survey results to the Board. .
- Report monthly to VP, Membership
- Attend Board meeting and take on voting rights in the event that the VP, Membership is absent (at the request of the VP, Membership)
- Maintain a record of the year's activities in this position
- Provide suggestions for a successor and provide training

Director, Member Recruitment

- Develop and implement plan to recruit members in cooperation with other membership directors
- Actively retain current members
- Work with Director, External Communications to promote membership benefits and value
- Coordinate at least one program during the year specifically for membership recruitment
- Host half of the member coffees for the year (4 to 6) (new members and long service members for that month)
- Build and coordinate distribution of member survey to determine needs and interests
- Welcome members with an email, by phone or in person at meetings as they join or renew
- Maintain IABC/Regina membership records
- Work to develop and promote new and existing member benefits

- Develop membership marketing materials, as required
- Work to develop and promote new and existing member benefits.
- Communicate changes in members' status to headquarters.
- Build and coordinate distribution of member survey to identify member needs and interests, and areas of improvement for membership, and provide analysis report of survey results to the Board .
- Report monthly to VP, Membership
- Attend Board meeting and take on voting rights in the event that the VP, Membership is absent (at the request of the VP, Membership)
- Maintain a record of the year's activities in this position
- Provide suggestions for a successor and provide training

Vice-President, Professional Development

- Develop and implement a programs and professional development plan to support the strategic plan
- Leads a team of directors and volunteers to deliver professional development and networking events and other programs for the chapter and community
- Work with the directors and volunteers to plan and produce a year-long program calendar (selects topic, speaker and location)
- Prepare an annual budget for programs and professional development activities
- Assign duties to directors and volunteers
- Review and approve all promotional material for events, working with the VP, Technology and VP, Communication for dissemination and publicity
- Coordinate media events for relevant events with the VP of Communication, and communication directors
- Ensure guest speakers and facilitators are recognized appropriately
- Liaise with colleagues at CPRS, to facilitate a good working relationship with them and, when possible, avoid overlap in scheduling of events
- Attend Board meetings, with voting rights, and report to the Board on all activities
- Maintain a record of the year's activities in this position
- Provide suggestions for a successor and provide training

Director(s), Professional Development

- Plan and produce monthly professional development events (i.e., select topic, speaker, location, food, coordinate AV, reception desk, signage, etc.), as well as the Christmas and AGM events
- Approach speakers/presenters in advance of events for any handouts or electronic copies of materials they will authorize for distribution to the attendees and members, or for posting to chapter website
- Write promotional material for the membership events (for website and email dissemination) and provide to VP, Internal Communication for posting no less than two weeks prior to the event
- Ensure event notices are also sent to IABC/Saskatoon for promotion
- Arrange for an emcee at membership events and prepare speaking notes
- Coordinate acknowledgement of new members, awards, accreditations, etc. at chapter events
- Arrange appropriate acknowledgement and gifts for speakers
- Build post-event survey and distribute at events
- Compile survey results for each event and report to VP
- Report monthly to VP, Programs and Professional Development
- Attend Board meeting and take on voting rights in the event that the VP, Programs and Professional Development is absent (at the request of the VP)
- Maintain a record of the year's activities in this position
- Provide suggestions for a successor and provide training

Director, Accreditation

- Responsible for the operation and delivery of the chapter Accreditation Completion Program (ACP)
- Promote IABC accreditation within the chapter and to the local professional and business community
- Work with VP, Communications to develop communications to promote the ACP to members
- Set specific goals for number of new accredited members by end of year
- Work with ABC volunteers to mentor and facilitate the ACP for participants,
- Coordinate delivery of the ACP program learning modules, and the hosting of study groups and practice exams for ACP participants
- Lead the acknowledgement of ABC recipients
- Respond to inquiries about IABC accreditation on behalf of the chapter/organization
- Report monthly to VP, Programs and Professional Development
- Prepare budget for accreditation activities.
- Maintain a record of the year's activities in this position
- Provide suggestions for a successor and provide training

IABC Chapter Awards Program, Co-Chairs (2 positions)

- Serve a two-year consecutive term on the Board of Directors of IABC-Regina as Chair for the chapter awards program
- Responsible for leading a committee of volunteers to plan, coordinate and execute the chapter-level awards program, including coordinating awards submissions, judging, and all components of the gala awards event
- Help coordinate communications and chapter member support services regarding the IABC awards program changes being initiated in 2013 and onward
- Liaise with the IABC-Regina Board of Directors on the issues facing the chapter awards program and its progress
- Attend monthly board meetings and report monthly to the chapter Executive
- Maintain a record of the year's activities as Chair(s)
- Provide a formal written report upon completion of the awards program and the gala event
- Provide suggestions for successors
- Provide an orientation and transition of responsibilities to the incoming Award Chair(s) prior to completion of the Chair(s) term.