

IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

BRITISH COLUMBIA

**Board Member Accountabilities
2015-2016**

1 – Major accountabilities

All board members are accountable for:

1. Submitting a draft portfolio plan in time for the second strategic planning meeting of the year and a final version of an annual portfolio plan and budget prior to the first meeting of the board year (September) to the Board Executive.
2. Making every effort to attend monthly Board meetings. Board members must attend a minimum of six of the eight monthly meetings, either in person or by telephone as well as at least one of the two strategic planning sessions. Board members must send a designate from their portfolio, preferably a Program Manager or Director, if they are unable to attend a meeting.
3. Uploading monthly portfolio reports to the IABC/BC Google Drive by the Sunday night before the board meeting
4. Coming prepared to all board meetings, having read the previous meeting's minutes and action items, and being prepared for any discussions required.
5. Serving as an ambassador for IABC/BC, attending a minimum of three social or professional development events throughout the year, including at least one of the IABC 101 events. (Note: some Board roles warrant more frequent attendance at chapter events.)
6. Submitting all expense claims to the Vice President, Finance in a timely manner, accompanied by a cheque requisition form and all receipts (form available on IABC/BC's Google Drive).
7. Identifying sponsorship needs for the portfolio and providing those to the Vice President, Sponsorship.
8. On a monthly basis, post all relevant portfolio documentation on the IABC/BC Google Drive, to assist with succession planning and future strategic planning.
9. Representing the chapter at Dare to Lead, if requested.
10. Managing a subcommittee of IABC/BC member volunteers to assist in planning and implementing their portfolio's plans and providing volunteers with a valuable volunteer experience.
11. Developing relationships with volunteers and event attendees to promote IABC/BC as the communicator's association of choice.
12. Compiling all data related to their portfolio to provide continuity to their successor.
13. Responding to time-sensitive inquiries from members, other board members or IABC Int'l in a timely manner.
14. Performing other duties as may be required by the board and the membership.
15. Advising the President or Executive Vice President of significant challenges you face in accomplishing the duties expected in your role. If necessary, resigning the portfolio post if the time required or duties expected exceed your ability to make a full commitment.

2 – Decision-making accountabilities

All board members are responsible for:

1. Making any and all decisions related to your area of responsibility as per your approved portfolio plan and budget.
2. Liaising with other board members on decisions that are required jointly, as per your approved portfolio plan and budget.
3. Bringing forward any un-planned and un-budgeted activities/expenditures for discussion at the board level.
4. Participating in board discussions that affect the welfare of the chapter, regardless of whether the situation involves your portfolio.

The board as a whole is responsible for:

1. Any decision that involves an un-budgeted expenditure.
2. Any decision that involves an increase to an existing budgeted expenditure, when it exceeds \$1,000.
3. Decisions affecting the membership-at-large, such as a bylaw change or major changes in member programming.
4. Decisions significantly affecting one or more portfolios.

3 – Reporting accountabilities

You are responsible for submitting a monthly portfolio report in writing, and a verbal update at the meetings if necessary. Keep reports brief and to-the-point. As outlined in the above sections, you are trusted and responsible for making any and all decisions related to your approved portfolio plan and budget. Significant detail on these is not needed at each meeting unless it is asked for.

Board reports will take the following, very simple, format:

1. What has worked in the last month (what was achieved against your portfolio plan objectives)?
2. What has not worked in the last month?
3. What do you need help with/advice on?
4. Which portfolio(s) have you had challenges partnering with?
5. What sort of budget-related variances have you faced over the last month?

A template for the portfolio report is on IABC/BC's Google Drive.

4 – Portfolio accountabilities

Primary portfolio accountabilities include, but are not limited to, the following:

Executive Committee

President

- Provide overall leadership for the board.
- Plan and execute, by August each board year, two strategic planning sessions of the board, either to develop a new three-year strategy or review and refine the strategy in progress. Lead the board in managing that strategic plan throughout the year to ensure successful execution.
- Facilitate IABC/BC board meetings and chair meetings of the chapter executive.
- Provide board buddy updates during monthly executive calls.
- Function as an authorized signing officer.
- Represent the chapter at a regional and international level, as required.
- Provide support and mentorship to all portfolio roles.
- Represent the chapter in professional, educational, community and public roles.
- Represent the chapter at IABC Leadership Institute and Dare to Lead.
- Monitor the use, accounting and responsible handling of chapter funds and resources.
- Maintain a record of the year's activities in the position and work directly with the EVP in their role as successor.
- Lead the selection committee for the IABC/BC President's Awards for Outstanding New Volunteer of the Year and Volunteer of the Year.

- Ensure each board member has a clear succession plan for their portfolio.
- Communicate regular updates to members through one or several channels including Connect weekly and quarterly, website and social media.
- Succeed automatically to Past President after one year.

Past President

- Attend monthly IABC/BC executive calls and serve as a board buddy for portfolio VPs.
- Actively participate in chapter meetings and programs.
- Preside over meetings in the event that both the President and the Executive Vice President are absent.
- Provide counsel to the President and other officers of the chapter.
- Compile and submit chapter entries for the IABC Chapter Management Awards (CMA).
- Choose a project to either plan and execute wholly, or to assist another portfolio with (optional).
- Coordinate the board Call for Entries and the board nominating committee.
- Coordinate with the Vice President, Administration to plan and lead the IABC/BC Annual General Meeting (AGM).

Executive Vice President

- Succeed automatically to President after one year.
- Attend monthly IABC/BC executive calls and serve as a board buddy for portfolio VPs .
- Represent IABC/BC on the board of the IABC Canadian Western Region (CWR) and report to the IABC/BC board on all CWR activities.
- Function as an authorized signing officer.
- Represent the chapter at IABC Leadership Institute and Dare to Lead.
- Maintain relationships with other western region chapters.
- Review chapter bylaws, ensure they are accurate and current and present revisions to the chapter board and AGM, as required.
- Facilitate board meetings in the President's absence.
- Assist in orientation of new board members.
- Coordinate and develop leadership development opportunities for IABC/BC board members.
- Review and update all board roles and responsibilities prior to the start of the board year.
- Provide back-up support to President.
- Maintain a record of the year's activities in this position and train successor.

Vice President, Finance

- Attend monthly IABC/BC executive calls and serve as a board buddy for portfolio VPs .
- Prepare and review "fundamentals of budget and finance" presentation for the directors at strategic planning session.
- Review proposed portfolio budgets and work with executive team to prepare annual budget for submission to the board within 60 days of the board's term of office and prepare updated budgets as required.
- Update cheque requisition forms as required
- Monitor and maintain the financial health of the chapter.
- Monitor and maintain bank accounts with Vancity.
- Run revenue reports and complimentary reports each month for bookkeeper.
- Ensure accurate records of all financial transactions are maintained by the bookkeeper.
- Collect or arrange for collection of all money due to the chapter and ensure office administration company deposits them appropriately.

- Receive, process, and pay cheque requisitions from portfolio directors and invoices from vendors in a timely manner. Ensure proper backup (invoices/receipts) is provided prior to payment.
- Collect cheques to distribute at board meetings and ensure office administration company mails out the remainder.
- Function as an authorized signing officer.
- Consult with board members and chapter members as required on issues relating to financial management.
- Research and make recommendations to the board on investments, banking institutions, uses for any excess funds, and financial policies.
- Ensure accurate financial statements are prepared by the bookkeeper. Distribute statements and explain financial position to the executive and board monthly.
- Work with selected accounting firm to conduct annual year-end review of financial records. Recommend an audit if required.
- Attend Annual General Meeting and present on finances.
- Arrange for annual submission of Society's registration (July or as soon as new board is approved).
- Prepare (calendar) year-end report and tax forms for IABC headquarters.

Vice President, Administration

- Attend monthly IABC/BC executive calls and provide board buddy reports.
- Prepare monthly board meeting agendas.
- Issue meeting agenda and call for portfolio reports one week prior to each board meeting.
- Is authorized as a bank-signing officer.
- Record all actions and minutes of the board and all business of IABC/BC at regular meetings.
- Post meeting minutes and action items to the IABC/BC Google Drive no later than one week after the meeting.
- Maintain all chapter papers and records, as well as archives, artefacts, history and displays.
- Maintain the chapter calendar on the IABC/BC Google Drive.
- Serve as secretary to the President as needed.
- Serve as the liaison between the board and Office Suites, IABC/BC's administration support.
- Provide communication content to the Vice President, Communication for all required calls and notices related to bylaw changes or other items requiring membership vote and ratification. Also provide content on any outcomes from these votes that require communication. This particularly includes:
 - Issuing the board slate and minutes from the previous AGM to the membership no later than 30 days prior to the AGM.
 - Issuing approved board slate and minutes from the current AGM to members no later than 30 days after the AGM.
 - Organizing proxy votes by email if necessary.
 - Issuing the official budget to members no later than 30 days after the first board meeting of the board year.
- Work directly with the Past President to organize the Annual General Meeting, including:
 - Preparing any required presentation materials.
 - Making available minutes from the previous AGM.
 - Identifying whether quorum is achieved at the AGM.
 - Taking minutes at the AGM.

Board Committee

Vice President, Events

- Develop a strategic plan for professional development and networking programming that includes evaluation strategies. This typically involves holding one PD or networking event (or workshop) per month (September to June).
- Manage an annual events budget ensuring all events, at minimum, break even.
- Identify PD topics and secure presenters that are aligned with the chapter's programming focus areas for the year and the career roadmap and will be of interest and value to the diverse membership of the IABC/BC Chapter. Develop fun and engaging networking event concepts and themes to drive event attendance and provide strong value for membership.
- Manage a team Directors (PD, Networking, Students) who will coordinate volunteer teams to oversee the execution of events, including coordination of event logistics (venue, catering, AV), liaison with speaker/presenter, drafting promotional web copy for the event and distribution of post-event surveys.
- Respond to enquiries from IABC/BC members and the public regarding IABC/BC events.
- Work directly with Vice President, Communications to ensure professional development and networking activities are effectively promoted.
- Work with Office Suites, administration contractor, to trouble shoot and registration issues.
- Analyze professional development post-event survey results and other research data to enhance the ongoing effectiveness of the portfolio.

Vice President, Communications & Marketing

- Manage all IABC/BC communications channels, including the chapter's website, bi-weekly and quarterly Connect e-newsletter, and social media channels, including Twitter, Facebook, Flickr, LinkedIn and YouTube.
- Ensure all portfolios adhere to IABC's branding guidelines.
- Coordinate all marketing and promotions activities including coordination of marketing materials (print, web, graphic and otherwise) as required to support other portfolios.
- Manage a subcommittee of volunteers to produce regular issues of Connect, web content, and social media updates.
- Maintain regular measurement for on-going communication vehicles.
- Develop and maintain effective public and media relations for the chapter, as required, to ensure that key messages are consistent.

Vice President, Membership

- Provide information and updates on membership, including welcome to new chapter members and IABC Membership Month, to the Communications portfolio for sharing across the chapter's channels.
- Plan and implement regular informal IABC Get Connected sessions throughout the year for new and prospective members.
- Advise recently lapsed members of their current status with a reminder to renew their membership.
- Ensure all new members and lapsed members are contacted personally, as well as those accomplishing achievements worthy of recognition
- Create, maintain and execute annual membership research, with input from all portfolios.
- Create and execute ongoing member research, such as finding out why lapsed members are or are not renewing, and why new members have joined.
- Provide all board members with membership data from MMA database as requested.

Vice President, Sponsorship & Advertising

- Work with all board members to determine sponsorship needs (financial and in-kind) for the upcoming year.
- Develop and maintain a sponsorship program, complete with documentation for sponsorship agreements that can be used by other board members approaching sponsors.
- If sponsors are identified by other board members, work to secure those sponsors and be the primary contact on all sponsorship agreements with those sponsors.
- Work to acquire sponsorships and other sources of revenue for the chapter.
- Liaise with current sponsors and ensure proper recognition activities are carried out, and any financial sponsorships are appropriately paid to the Vice President, Finance.
- Generate revenue through the sale of advertising for all chapter publications and communication vehicles (including Connect and IABC/BC's website).
- Manage IABC/BC's Jobline service.

Vice President, Volunteer Services

- Work with all board members to determine volunteer needs for the upcoming year.
- Promote the benefits of volunteering to members at all events, and through our communication and marketing tools.
- Recruit new volunteers as required and support other board members to retain existing volunteers (help re-assign volunteers, make suggestions to better engage volunteers, etc.)
- Respond to email inquiries from members requesting information about volunteering; connect potential volunteers with board members / directors / project managers as appropriate.
- Support other board members in creating meaningful roles for volunteers, outlined in clear role descriptions. Support development of roles for remote members.
- Develop a sharable volunteer database, outlining all volunteers, current role, length of service and areas of interest.
- Co-ordinate at least one volunteer appreciation activity/event per year, typically done in conjunction with the spring social (with Events committee).
- Co-ordinate a volunteer-only PD or social event in late fall or early winter.
- Manage the President's Awards program - nominations, profiles, awards.
- Co-ordinate thank you letters / emails to volunteers in the spring.

Vice President, Career Development

- Manage a suite of annual programs for members including Special Interest Groups (SIGs), Mentorship and Gift of Communications.
- Expand IABC/BC's SIG offering to provide programs tailored for chapter member segments, including by level (students/new to the profession, senior members), geography, industry, etc.
- Lead a team of Program Managers who will oversee the chapter's programs for the year and manage volunteers. This team will include a Manager, Professional Standards who will focus on awards evaluation (including Student Communicator of the Year locally and assisting with Silver Leaf and Gold Quill Awards) and the rollout of IABC's new certification program at the local level.