



Committee Candidate Briefing
International Executive Board



International Association
of Business Communicators

International Committee Candidate Briefing

International Association of Business Communicators

Dear Candidate,

Thank you for considering serving on an international committee for the International Association of Business Communicators (IABC).

IABC is the only global association dedicated to connecting and serving professional communicators.

This high-level international committee candidate pack sets out essential information for you:

- IABC's vision, values and beliefs
- How IABC and the international committees serve our global organization
- Who does what in IABC, and where you can learn more

It also covers the expectations of international committee members and the various roles that are available, as well as a timeline for the nomination process.

Please study these materials carefully and don't hesitate to reach out to me if you have questions: pastchair@iabc.com.

IABC believes that communication can be a force for good in business and society. As an IABC volunteer leader, you have the opportunity to help us ensure it is. This mission has never been more important than it is today.

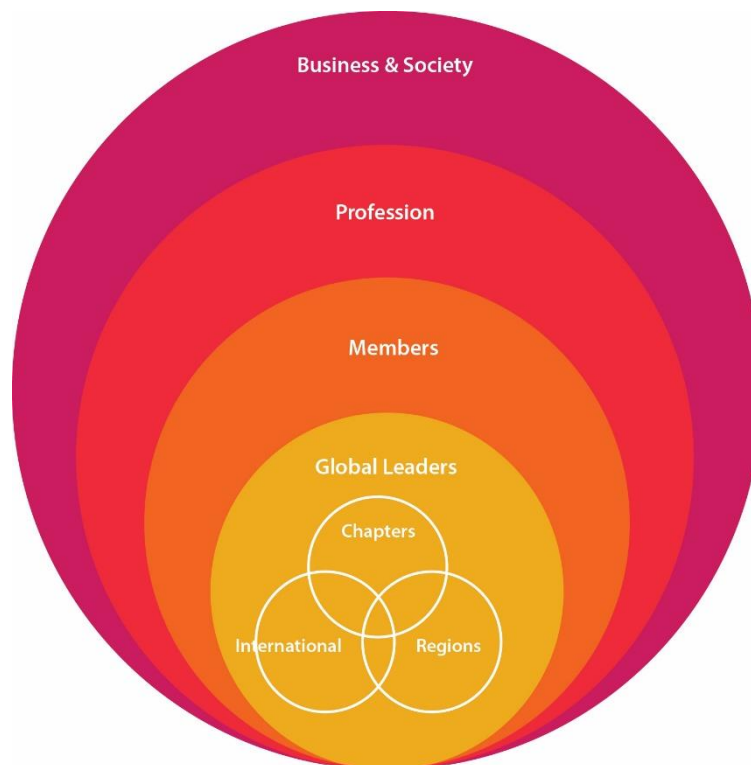
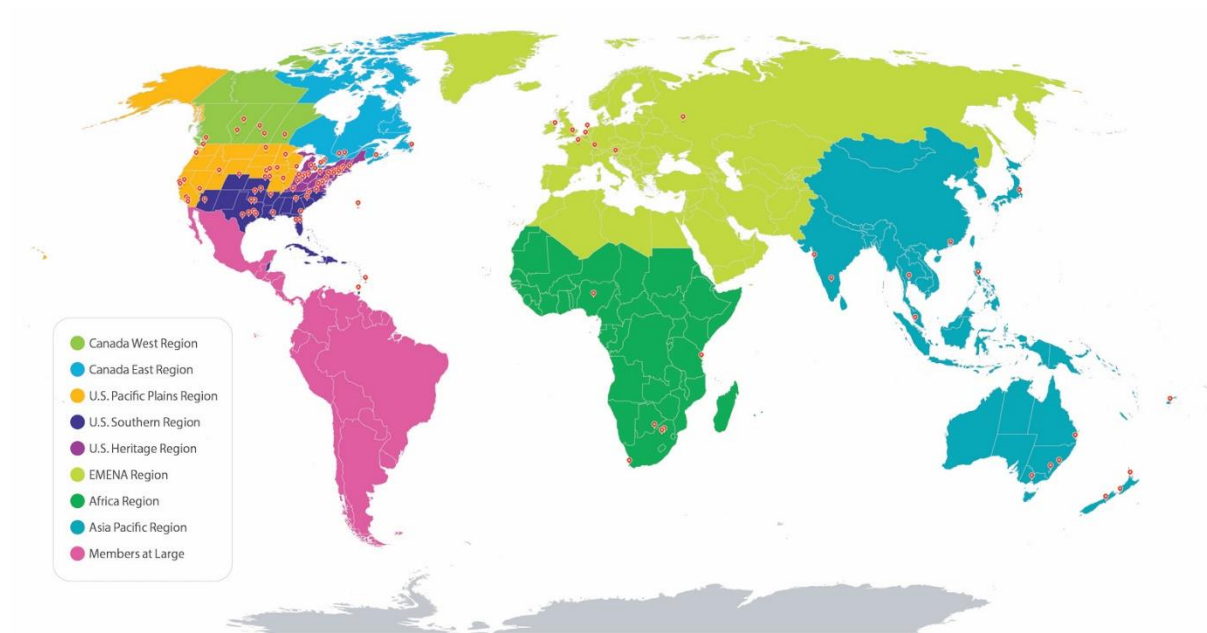
Thank you for stepping up to serve, support and advance our IABC at the global level.



Dianne Chase
Chair, IABC Nominating Committee

Global Organization

IABC has 102 chapters across 44 countries. In addition, we have over 400 members-at-large in 42 countries.



This is the **Theory of Change** and shows why IABC exists. This is how as an organization we have influence and impact on our profession, the business world and society at large.



Learn more about IABC's governance:

<https://www.iabc.com/about-us/governance/>

Meet the leaders and staff:

<https://www.iabc.com/about-us/leaders-and-staff/>

INTERNATIONAL COMMITTEES

At the heart of service to IABC and its work to advance the profession is a network of committees.

The IABC Nominating Committee is currently looking for volunteer leaders. Practitioners who have the skills, experience and time, to step up and serve.

The preceding pages have covered how the various parts of IABC fit together. The following pages tell you more about the international committees.

A few things worth noting up front:

- You may nominate yourself to serve on more than one committee
- Unless stated within each committee's terms of reference, committee members serve one-year terms, but may be reappointed (for up to three consecutive terms).
- Terms start upon approval of the IEB slate during the Annual General Meeting at the IABC World Conference - this year in Montreal, QC: #IABC18

N.B. Committee Chairs serve three consecutive one-year terms with automatic succession from Vice Chair to Chair and to Past Chair.

You can find all IABC's International Committees listed here: iabc.com/about-us/governance/iabc-committees/

Current vacancies include:

- [Academy](#)
- [Awards](#)
- [Editorial](#)
- [Ethics](#)
- [Fellows](#)
- Foundation Fundraising Committee
- Foundation Grant Evaluation Task Force
- Foundation Research Grant Evaluation Task Force
- [Investment](#)
- [Program Advisory Committee](#)
- [Global Communication Certification Council](#)

Where to go from here?

1. Review the Committee descriptions carefully
2. Whether applying for one or more, please review the Competencies and Capacity page further along in this document
 - *Each committee has their own application form*
3. Follow the Application Checklist carefully – and apply!

Good luck.

Academy Committee

Primary responsibility for oversight of the, definition and quality of IABC Academy programs, ensuring diversity of faculty, and for the development and maintenance of the curriculum, in line with the core principles of the Global Standard and across all career levels (ref: IABC Career Roadmap, but focusing on the Strategic Advisor).

- Develop and uphold strategies for curriculum development, product definition and delivery.
- Develop and uphold standards for program content and delivery.
- Develop and maintain effective guides and materials for program content and delivery.
- Develop and maintain material for program evaluation and monitoring.

As the IABC Academy committee commissions course facilitators and developers in roles that are compensated by IABC, committee members are ineligible to serve in these roles while also serving on the committee as this represents a conflict of interest. In accordance with IABC's Conflict of Interest policy, any individual serving in a commissioning role must wait one year plus one day after their term ends before becoming eligible to offer services for personal gain.

Estimated time commitment:

Expect 5-10 hours dedicated to the work of this committee each month.

Current Vacancies:

- Vice Chair (one-year term, 3-year commitment with automatic succession to Chair and Past Chair)
- Member (three-year term)

For further, visit: <https://www.iabc.com/professional-development/about-the-academy/academy-committee/>

Awards Committee

The IABC Awards Committee is chartered to provide leadership and vision for IABC Gold Quill Awards.

It is responsible for ensuring:

- The Gold Quill Awards program is the leading awards program for business communicators.
 - Chapters and regions have the information they need to align to Gold Quill standards and processes
 - Appropriate governance and strategic documentation is in place.
1. Establish the vision and strategy for the IABC Gold Quill Awards program
 2. Conduct reviews and contribute to documents on the Leader Center, providing alignment information for chapter and region award programs.
 3. Consult with staff on their responsibilities for implementation and execution
 4. Collaborate with staff to develop an annual plan for the IABC Gold Quill Awards program
 5. Contribute to the professional relevance of IABC awards programs through periodic reviews of entry categories, entry and evaluation processes, and recognition of award recipients.
 6. Ensure high quality evaluation of IABC Gold Quill awards, linked to the Global Standard, through evaluator selection and training.
 7. Collaborate with staff and the World Conference PAC on planning and delivery of the annual Excellence Gala
 8. Ensure alignment of the Gold Quill program to the IABC brand, approved budget and strategic direction.
 9. Protect and grow the reputation of IABC Gold Quill Awards.

Estimated time commitment:

Time commitment for this programmatic committee is significant. Members can expect to dedicate anywhere from 5-15 hours per month.

Current Vacancies:

- Vice Chair (one-year term, 3-year commitment with automatic succession to Chair and Past Chair)
- Members-at-large (one-year term)

See Appendix A for further information on the roles of the Awards Chair, Past Chair and Vice Chair.

For further, visit: <https://www.iabc.com/about-us/governance/iabc-committees/awards-committee/>

Editorial Committee

Develop and deliver on a rolling three-year plan that provides lifelong learning opportunities that give IABC members the tools and information they need to be the best in their chosen disciplines and share the best global communication practices, ideas, and experiences that will enable the development of highly ethical and effective performance standards for our profession (in line with IABC's mission).

Within this framework the Editorial Committee will:

- Work with the editorial team to create the content calendar for the upcoming year, based on an analysis of industry trends (both through industry research and Gold Quill submission analysis), upcoming developments and readership data – and ensure that content is connected to world-wide trends and communication events and issues beyond IABC including possible partnering around events such as the Global Ethics Day, Social Media Week, etc.
- Work with the editorial team to ensure that content is connected to IABC strategy – from the IABC Code of Ethics to flagship investments such as World Conference, Certification, etc.
- Ensure alignment with IABC's brand values of representing the global profession; creating connections; serving a diverse community and focus on insight and results.
- Provide input that promotes best practice around frequency of communication, channel strategy, process improvements, and data gathering for editorial content.
- Consider the need for global reach, career levels and specialists strands through a central editorial calendar framework that will provide 'freedom within a framework' in which IABC products, chapters and regions can align to – and consistently deliver against in line with the IABC tone of voice and brand personality.

Estimated time commitment

Members of this committee can expect to spend 3-4 hours per month dedicated to committee work. Additionally, members will participate in a one-hour onboarding training session and six one-hour video conferences per term.

Current Vacancies

- Vice Chair (one-year term, 3-year commitment with automatic succession to Chair and Past Chair)
- Members-at-large (two-year term)

*** Preference in the selection of the committee Vice Chair will be given to candidates with previous service on the committee*

For further, visit: <https://www.iabc.com/about-us/governance/iabc-committees/editorial-advisory-committee/>

Ethics Committee

Keep the IABC Code of Ethics current and aligned to the current Bylaws of IABC.

- Ongoing review of the IABC Code of Ethics for currency, relevance and alignment.
- Reviewing the extent and effectiveness of the Association's external reporting of ethics policy and practice and to advise the IEB accordingly.

Consider and adjudicate ethical issues and concerns brought before the committee.

- Primary responsibility for oversight of issues or complaints of violation of IABC Code of Ethics. Violation on the part of a member could result in the termination of membership by the IEB (per the Association's Bylaws). When an individual case requires review, the committee will investigate and establish the objective facts; and make recommendations on the basis of these.

- Ensuring that members and the management of the organization have clear guidelines on how to approach ethical dilemmas.
- Reviewing arrangements by which concerns about possible improprieties in matters of chapter / region financial reporting or other matters can be raised confidentially. Supporting proportionate and independent investigation of such matters and for appropriate follow-up action in line with IABC's Whistleblower Policy and Anti-Fraud Policy.
- Ensure that any concerns about possible improprieties are brought to the attention of the IEB.

Estimated time commitment

The work of this committee varies by term pending open ethic investigations. Members can expect to spend anywhere from 3-10 hours per month.

Current Vacancies

- Vice Chair (one-year term, 3-year commitment with automatic succession to Chair and Past Chair)
- Member-at-large (two-year term)

For further, visit: <https://www.iabc.com/about-us/governance/iabc-committees/ethics-committee/>

Fellows Committee

Responsible for evaluating annual nominations and making recommendations to the IABC Executive Board (IEB) for new IABC Fellows each year. This committee is also responsible for input to the IEB on policy, standards and strategic development of the IABC Fellows program.

1. Developing, leading and participating in mentoring programs, so IABC Fellows can help develop the next generations of IABC and communication leadership.
2. Through liaison with the Council of Regions, actively seek opportunities for Fellows to present to local chapters and regions on various communication topics. This will support IABC members globally and increase awareness and visibility for Fellows and their considerable collective expertise. This will be done without funding from the IABC budget.
3. Developing and recommending specific actions for Fellows to support and promote the Communication Management Professional and the Strategic Communication Management Professional programs, as well as other certification program initiatives.
4. Encouraging Fellows to apply to serve on various IABC committees and task forces at the international and regional levels.
5. Documenting and improving annually as needed the standards by which IABC Fellow candidates are evaluated.

Estimated time commitment

Members of this committee can expect to spend 2-3 hours per month on committee work. However, during evaluations in January, expect up to 10-15 hours of work.

Current Vacancies

- Vice Chair (one-year term, 3-year commitment with automatic succession to Chair and Past Chair)
*****Required:** Candidate must be an IABC Fellow.*
- Members-at-large (two-year term)
 - *Two seats are open – one of these roles **must** be filled by an IABC Fellow. The other **must** be filled by a non-IABC Fellow.*

For further, visit: <https://www.iabc.com/about-us/governance/iabc-committees/iabc-fellows-committee/> and <https://www.iabc.com/professional-development/awards/fellow-award/>

Foundation Fundraising Committee

The IABC Foundation Fundraising Committee members will serve as personal ambassadors to support all fundraising initiatives, working collaboratively with staff to develop and execute fundraising campaigns in line with approved Foundation strategic priorities.

1. Develop an ambassador fundraising program.
2. Execute the approved ambassador fundraising program.
3. Conduct personal and proactive outreach on behalf of the IABC Foundation to prospective donors and key stakeholders (chapters, local, regional and international leaders, corporate members, etc.) to achieve fundraising objectives.
4. Actively promote the IABC Foundation through personal, professional or volunteer network channels.
5. Contribute to developing fundraising objectives against the approved Foundation strategy as needed, in collaboration with staff.
6. Make recommendations to the Board of Trustees as relevant.

Estimated time commitment

Members of this committee can expect to dedicate 5-10 hours per month on committee work.

Current Vacancies

- Chair (one-year term, 2-year commitment with automatic succession to Past Chair)
- Vice Chair (one-year term, 3-year commitment with automatic succession to Chair and Past Chair)
- Members-at-large (one-year term)

Foundation Grant Selection Task Force

The IABC Foundation Grant Selection Task Force is a time-limited action team who conducts the evaluation, selection and recommendation of all IABC Foundation grants or scholarships. All recommendations are sent from the task force to the Foundation Trustees for final approval.

Task-force will execute the established evaluation process against all IABC Foundation grant and scholarship programs. The team will use the provided objective rubric to make their selections and send the recommendations to the IABC Foundation Trustees for approval.

Estimated time commitment

Members of this committee can expect to dedicate 5-10 hours per quarter on committee work

Current Vacancies

- Chair (one-year term)
- Members-at-large (one-year term)

Foundation Research Grant Evaluation Task Force

The IABC Foundation Research Grant Evaluation Task Force is a time-limited action team tasked to develop objective rubric and criteria to support grants for targeted research that results in case studies, white papers or other publications supporting member needs and IABC thought leadership.

1. Task force will sunset following the delivery of their responsibilities and Foundation Trustee approval of the rubric and criteria. Deadline for task force is November 2018. The task force will deliver a draft for Trustee input prior to the final deadline (no later than October 2018). Develop an objective rubric to evaluate grants for targeted research supporting member needs and IABC thought leadership
2. Develop criteria for research grant program

Estimated time commitment

Members of this committee can expect to dedicate 5-10 hours per month

Current Vacancies

- Chair (duration of task force/max one year)

- Members-at-large (duration of task force/max one year)

Investment Committee

The Investment Committee recommends a financial advisor for the Association's funds (for approval by the IEB); works with the financial advisor to develop and recommend investment options for approval by the IEB; recommends investment policy; supervises investment of IABC funds up to limits established by the IEB, in vehicles with guaranteed returns offered by such banks, trust companies, or other corporate bodies or organizations as may from time to time be designated by, or under authority of, the IEB; and reports to the IEB.

Estimated time commitment

Committee meets quarterly for 1-hour video conference meetings. Expect to have at least an hour of prep prior to committee calls. Average 2-hours a quarter of committee work.

Current Vacancies

- Vice Chair (one-year term, 3-year commitment with automatic succession to Chair and Past Chair)
- Members-at-large (one-year term)

For further, visit: <https://www.iabc.com/about-us/governance/iabc-committees/investment-committee/>

Global Communication Certification Council:

The GCCC, an autonomous body created by the IABC, is charged with governing and developing the Communication Management Professional and the Strategic Communication Management Professional certification programs. The GCCC operates in alignment with the policies and budget of IABC. IABC membership is not a requirement to hold any of the credentials launched within the new certification program or to serve on the Council.

Accordingly, the council holds authority to make final decisions regarding processes, procedures, and content specific to the certification program¹. The council follows IABC policies except as necessary to establish and maintain impartiality.

The members of the council have the following responsibilities:

- Develop, review and recommend updates to certification requirements
- Develop and maintain processes and procedures for the operation of the program in adherence to ISO standards.
- Protect and build the credibility of the program
- Review the certification program policies and procedures.
- Participate in committees of the council.
- Oversee the establishment, ongoing review and updating of certification examinations.
- Work with IABC staff
- Support the council's other activities as required.

Criteria for serving on the Council shall include (to the extent possible), but not be limited to:

- Active involvement with distinction in the communication profession.
- Ability to contribute several of the competencies identified as critical to the functioning of the council (See Appendix B).
- Proven track record of the ability to collaborate and achieve consensus within a volunteer member-based organization.
- Certification or accreditation by a professional communication association or a related professional association (e.g. human resources) is desirable, but not essential.
- Academic credentials in communication such as a Bachelor of Arts or Science, a master's degree or a Ph.D. are desirable, but not essential.

See Appendix B for further information on the GCCC.

Estimated time commitment

Vice Chair of this committee can expect to spend 5-10 hours per month on committee work.

Current Vacancies

- Vice Chair (one-year term, 3-year commitment with automatic succession to Chair and Past Chair)

For further, visit: <http://gccouncil.org/>

World Conference Program Advisory Committee

The Program Advisory Committee (PAC) is a programmatic committee that works collaboratively with staff to ensure the IABC World Conference is a high-value professional development experience aligned to the needs of the global profession.

The primary role is to:

- Conduct research and planning for programmatic theme, defining and developing relevant content programming.
- Provide counsel and recommendations to meet IABC strategic directives and measurable outcomes.
- Ensure appropriate governance and documentation of the PAC process over time in line with IABC bylaws and related policies.

- Provide annual feedback and recommendations for addition to the World Conference Strategic Directions Framework

PAC Leadership

- Develop the overarching theme aligned to strategic directions and timely industry needs according to operational timelines.

This is facilitated in the January-March timeframe of the previous year by the PAC Vice Chair. A speed task is convened to consult community as appropriate and recommend the next-year theme for IEB approval no later than May. This enables staff to complete marketing communication material in time for announcement at the current year World Conference in June.

The size and composition of the speed task force is at the discretion of the PAC Vice Chair, but may include no more than three currently serving members of the PAC.

- Provide input on annual strategic objectives for the conference.
- Develop content outline; seeking input from stakeholders as relevant
- Develop Call for Speakers guidelines.
- Manage the PAC orientation and training, and the process for speaker evaluation and selection.
- Identify and recommend keynote presenters, respecting budget parameters.
- Work closely with host chapter on off-site experiences development and hospitality coordination
- Support staff as requested on program execution.
- Provide input on regular reporting to the IEB.

Program Advisory Committee

- Participate in evaluation training.
- Evaluate speaker proposals following the Call for Speakers.
- Consider the Global Standard and the IABC Career Paths when making recommendations for speakers, content or event.
- Recommend potential keynote candidates to PAC leadership.
- Participate in committee calls and execute on assigned tasks.
- Collaborate with committee and staff on the team Basecamp site as appropriate.
- Amplify marketing promotions on social media and act as ambassadors for World Conference.
- Abide by IABC's code of ethics, while respecting the criteria for individual participation (as listed in the section below).

Estimated time commitment

See appendix C for further information on PAC Leadership time commitments. Members of the full committee can expect to serve 5-7 hours per month.

Current Vacancies

- Vice Chair (one-year term, 3-year commitment with automatic succession to Chair and Past Chair)
- Members (one-year term)

For further, visit: <https://www.iabc.com/about-us/governance/iabc-committees/world-conference-program-advisory-committee/>

See appendix C for further information on roles for this committee.

All members of the international committees must sign both a Confidentiality agreement and an acknowledgement of the Conflict of Interest policy when the committee turns over for a new term each year in June.

IABC COMMITTEE STRUCTURE

IABC has two different types of committees – board committees and programmatic committees. While all committees report to the International Executive Board and work in alignment with the board approved strategy and budget, there is a difference. Board Committees work as an extension of the IEB and carry out work of the board. Some of these committees are chaired by a director from the board. Programmatic Committees work closely with and act as an extension of staff to help accomplish the goals of the organization.

Board Committees

Audit & Risk
Ethics
Fellows
Finance
Investment
Nominating

Programmatic Committees

Academy
Awards
Editorial
Foundation
GCCC
World Conference PAC

COMPETENCIES

IABC is looking for committee members who can demonstrate degrees of competency in the following (unranked) list:

Problem Solving

- Balances the need for sometimes courageous decisions with good judgement
- Displays effective problem solving and decision-making skills, good insight and judgement, innovative and creative thinking, and the ability to work in teams to reach consensus

Leadership

- Able to collaborate and work in a team environment
- Has the ability to inspire, and motivate individuals and groups to achieve results
- Behaves in a manner that is consistent with the character and standards of IABC's Code of Ethics

Global Perspective

- Has a good understanding of the global communications environment
- Has experience in, or good appreciation of, global organizations/businesses
- Has the ability to identify and deal with the variety of challenges and opportunities of operating in a multi-cultural and multi-national world
- Understands the concerns, interests, needs, and wants of the profession and practitioners within it, including IABC's own members
- Possesses a general understanding of industry trends that must be addressed by the Association in order to drive communication as a force for good in business and society and appeal to prospective members

Strategic Thinking

- Understands trends in the communication profession
- Understands changes in technology and how they affect the profession
- Understands the strategic direction of the Association and uses strategic approaches to decision-making
- Possesses an accurate understanding of the Association and of various environmental conditions that influence the profession, constituents, and the Association

Business

- Has a good grip on how business and markets work and the value communication brings to these
- Financial knowledge, including an understanding of financial statements, managing financial

- products and financial decision-making
- Understands how fundraising/sponsorships work

CAPACITY

Being a practitioner-led association, IABC benefits from the generosity of members giving their time at international, regional and chapter levels. We do ask you to consider your capacity to take on a board role if you are already an active volunteer for the association. As part of the application process we ask you to inform us of any other posts you currently hold within IABC.

APPLICATION CHECKLIST:

- ☐ Completed online application form (see below)
- ☐ Current resume or curriculum vitae

Click on the following committee titles to access the corresponding application form.

- [Academy Committee](#)
- [Awards Committee](#)
- [Ethics Committee](#)
- [Editorial Committee](#)
- [Investment Committee](#)
- [Foundation Fundraising Committee](#)
- [Foundation Grant Selection Task Force](#)
- [Foundation Research Grant Evaluation Task Force](#)
- [Fellows Committee](#)
- [Global Communication Certification Council](#)
- [Program Advisory Committee](#)

A few questions to expect on the online application form:

- Other professional organizations to which you belong
- Time available to commit to committee work
- Why you have an interest in serving on an IABC international committee
- How experiences from your work as a volunteer for IABC or other professional organizations has prepared you for an IABC leadership role
- What experience and skills can you bring?

Please expect to provide contact information for two references within the online application process.

NOMINATING COMMITTEE

The IABC Nominating Committee shall screen nominees under guidelines adopted by the Executive Board, primarily based on the basis of competency criteria established by IABC, with consideration for geographic, demographic, and cultural diversity.

On 13 June 2015, the International Executive Board adopted a policy to extend the role of the bylaw instituted Nominating Committee to serve its function for all relevant IABC committees and institute an open call for nominations using the IABC Leadership Competency Framework.

Further on the [2017-18 Nominating Committee](#).

HOW TO APPLY

Please fill out the application form for the committee in which you'd like to serve (see above). At time of submission, please be ready to upload your CV/resume. Online application forms cannot be saved to finish at a later time, you must be ready to complete the application.

If you would like an informal discussion about serving on an international committee, you are welcome to contact Chair of the Nominating Committee (and Past Chair of the Association), Dianne Chase – reachable via pastchair@iabc.com.

Any further questions about how to apply, please reach out to Governance & Foundation Manager Kirsten Peterson at kpeterson@iabc.com.

TIMELINE

Closing date for applications	13 March 2018
Application review, referencing & scoring	March/April 2018
Nominating Committee selection meeting	18 April 2018
Final appointment and approval by full board	2 May 2018
Outreach to all candidates	Early May 2018

Typeform Online Forms – Troubleshooting:

Should you encounter any technical issues with our online application platform typeform, here are some recommended troubleshooting options:

- ***disable all complements/plugins/extensions*** as these may interfere with the performance of your typeform
- *open your typeform on a **different browser***
- *delete cache and data from your browser and restart the device*

APPENDIX A: AWARDS COMMITTEE OFFICERS

International Awards Chair

OVERVIEW

The IABC Gold Quill Awards program is a flagship of IABC and contributes to IABC's reputation, revenue, professional and career development opportunities. The Awards Chair works in partnership with assigned IABC headquarters staff to contribute to the strategic direction for IABC's Gold Quill Awards program, and participates in its management and implementation, particularly with regard to evaluators and evaluating.

REPORTS TO

The Awards Chair reports to the IABC Executive Board, as represented by the IEB liaison. Based on strategic direction provided by the IEB through the IEB liaison, this member shall work with the Awards Vice-Chair, Past Chair and IABC staff to provide strategic input to the Gold Quill program.

At the end of a one-year term, the Awards Chair becomes the Immediate Past Chair.

The Awards Chair requires a balance of diplomacy and sense of direction. The needs of the evaluators and entrants must be balanced with the profitability and logistical requirements of the program.

The Awards Chair honors the role of the IEB as the governing body of the Association and takes strategic direction from the IEB liaison and the IABC Executive Director, and reviews, understands and upholds IABC policies and standards according to IABC's governing documents: IABC Code of Ethics, Bylaws, Policy Manual, and any other documents, guidelines or plans approved by the Executive Board.

RESPONSIBILITIES

The Awards Chair is primarily responsible for ensuring the successful evaluation of Gold Quill entries and the selection of suitable winners.

Launch and entry/evaluation period:

- Work with IABC staff to contribute to:
 - the content of the Call For Entries
 - the Gold Quill communication plan
 - the logistical arrangements for regional Blue Ribbon Panels
- Work with the Past Chair to recommend and recruit qualified global evaluators for global Blue Ribbon Panels, subject to approval by the IEB Chair and Executive Director
- Support the Vice Chair in training evaluators
- Provide direction and support to Blue Ribbon Panel evaluators during the evaluation period
- Lead the evaluation of award entries submitted for Jake Wittmer and Business Issues awards, and Best of The Best selections in each division
- Communicate with entrants and volunteers about various aspects of the Gold Quill program as required

Excellence gala:

- Work with IABC staff to contribute to the theme and 'look and feel' of the Excellence Gala, subject to final approval by the IABC Executive Director
- At the Excellence Gala, the Awards Chair along with the IEB Chair presents the awards to winners
- The Awards Chair become the Immediate Past Chair at the conclusion of the Excellence Gala

Post awards program:

- Work with the Vice Chair to provide recommendations that contribute to the continual improvement of the Gold Quill program

Overall:

- Protect and grow the Gold Quill reputation by acting as an ambassador for the program and IABC

The Chair is expected to attend at least one Blue Ribbon Panel and the Excellence Gala. In addition, the Chair is expected to make themselves available during the running of Blue Ribbon Panels globally, to provide support and assistance to evaluators.

TERM

July 1 to June 30 (three-year commitment through Vice-chair, Chair and Past chair)

An average of 25 hours a month is required to lead this program throughout the planning and implementation stage (June through May).

EXPENSE POLICY

Attendance at World Conference to participate in the Excellence Gala may be partially covered by the IABC Gold Quill budget, through a stipend, in relation to the distance that the Chair must travel to perform his or her duties.

The Chair will receive a complimentary full registration to the conference, and, where required, a ticket to the Excellence Gala for their accompanying partner.

Travel expenses for the Gold Quill Chair to attend a Blue Ribbon Panel event are the responsibility of the incumbent.

REQUIREMENTS

- IABC membership in good standing, and previous year's experience as Gold Quill Vice Chair
- Relevant volunteer experience in IABC awards competitions (this includes, but is not limited to IABC chapter, regional or international level volunteer experience)
- Familiarity with the IABC seven-point evaluation scale and awards programs
- Strong international network within IABC
- Excellent interpersonal, leadership and communication skills
- Accredited Business Communicator designation highly regarded
- Ability to lead a team of chapter, regional and international volunteers for this program
- Strong ambassador for the program

International Awards Vice Chair

OVERVIEW

The Awards Vice Chair is expected to make a three-year commitment to the committee by progressing through to Chair and Immediate Past Chair roles.

RESPONSIBILITIES

The Vice Chair will be involved in working with the Chair and Immediate Past Chair on delivering a successful Gold Quill program, including the recruitment and training of evaluators, evaluating entries, and the communication of the program as a whole.

Launch and entry/evaluation period:

- Lead the training effort to ensure all evaluators are appropriately trained and ready to take part in global Blue Ribbon Panels
- Manage and coordinate the Gold Quill mentorship program
- Work with the Past Chair to recommend and recruit qualified global evaluators for global Blue Ribbon Panels, subject to approval by the IABC Chair and Executive Director
- Assist in the evaluation of award entries submitted for Jake Wittmer and Business Issues awards, and Best of the Best selections in each division
- Provide direction and support to Blue Ribbon Panel evaluators during the evaluation period

Excellence Gala:

- If possible, attend the gala to learn the role for their following year as Chair
- The Vice Chair assumes the position of Awards Chair at the conclusion of the Excellence Gala.

Post awards program:

- Lead the evaluation of the program to provide recommendations that contribute to the continual improvement of the Gold Quill program

Overall:

- Protect and grow the Gold Quill reputation by acting as an ambassador for the program and IABC

The Vice Chair may also be involved in working with the Chair and IABC HQ staff on the Call for Entries, and the communication of the program as a whole.

It is expected that the Vice Chair takes an active role in evaluating Gold Quill entries, and attends at least one Blue Ribbon Panel in person. Attendance at the Excellence Gala is optional, but highly recommended.

Should the incumbent Chair be unable to perform their duties for any reason, it is expected that the Vice Chair will step in to the Chair's position, with the support of the Immediate Past Chair and IABC IEB and HQ staff.

TERM:

July 1 to June 30 (three-year commitment through Vice-chair, Chair and Past chair)

An average of 10-15 hours a month is required to lead this program throughout the planning and implementation stage (June through May).

REQUIREMENTS:

- IABC membership in good standing
- Relevant volunteer experience in IABC awards competitions (this includes, but is not limited to IABC chapter, regional or international level volunteer experience)
- Familiarity with the IABC seven-point evaluation scale and awards programs
- Strong international network within IABC
- Excellent interpersonal, leadership and communication skills
- Accredited Business Communicator designation highly regarded
- Ability to lead a team of chapter, regional and international volunteers for this program
- Strong ambassador for the program

International Awards Past Chair

OVERVIEW

The Awards Immediate Past Chair supports the Awards Chair by contributing to the successful implementation of IABC's Gold Quill Awards program.

RESPONSIBILITIES

The Immediate Past Chair will be involved in working with the Chair and Vice Chair on delivering a successful Gold Quill program, including the recruitment and training of evaluators, evaluating entries, and the communication of the program as a whole.

Launch and entry/evaluation period:

- Lead the effort to recommend and recruit qualified global evaluators for global Blue Ribbon Panels, subject to approval by the IABC Chair and Executive Director
- Support the Vice Chair in training evaluators
- Assist in the evaluation of award entries submitted for Jake Wittmer and Business Issues awards, and Best of the Best selections in each division
- Provide direction and support to Blue Ribbon Panel evaluators during the evaluation period

Excellence gala:

- If possible, attend the gala

Post awards program:

- Work with the Vice Chair to provide recommendations that contribute to the continual improvement of the Gold Quill program

Overall:

- Protect and grow the Gold Quill reputation by acting as an ambassador for the program and IABC

Should the incumbent Chair be unable to perform their duties for any reason, it is expected that the Immediate Past Chair will support the Vice Chair in stepping in to the Chair's position, with the support of the and IABC IEB and HQ staff. Should the Vice Chair be unable to take on these duties, the Immediate Past Chair will be expected to take on the role, as needed.

TERM

July 1 to June 30 (three-year commitment through Vice-chair, Chair and Past chair)

An average of 10-15 hours a month is required to lead this program throughout the planning and implementation stage (June through May).

REQUIREMENTS

- The Immediate Past Chair must have fulfilled their duties as Awards Chair in the previous year.

APPENDIX B: GLOBAL COMMUNICATION CERTIFICATION COUNCIL OFFICERS

The chair and vice chair of the Council shall be nominated and confirmed through the same process of the members of the council – IABC Nominating Committee. Each officer shall serve a one-year term.

- The IEB Vice Chair is not eligible to serve as the Council vice chair or chair
- The chair and vice chair should hold the senior-most certification available through the certification program for which they are eligible or undertake to achieve this certification at the earliest opportunity.

Role of the Chair:

- Ensure that the program remains relevant to the profession.
- Assist the development of the profession through the work of the council.
- Call meetings of the council.
- Preside at meetings and prepare agendas.
- Serve as official spokesperson for the council.
- Prepare (with IABC staff support and the IEB vice chair) annual and quarterly reports for the IABC IEB summarizing the work of the council.
- Inform and support IABC staff in the preparation of the annual budget in accordance with IABC policies.
- Appoint members of the council's committees.

Role of the vice chair:

- Work with the IABC IEB vice chair to ensure the alignment of the certification program's operations with the strategic direction set out by the IEB
- Assist the GCCC chair in all of his/her duties
- Serve as the acting chair of the Council in the absence of the elected chair

Role of the past chair:

- Serve as advisor to the IABC Nominating Committee during GCCC open call
- Assist the GCCC Chair

Task / skills matrix to assist in the evaluation of nominees for the Global Communication Certification Council

Task	Related skills/qualifications
Developing, reviewing and recommending updates to certification program requirements	<ul style="list-style-type: none"><input type="checkbox"/> Analytical skills<input type="checkbox"/> Strategic thinking<input type="checkbox"/> Knowledge of developments/trend in the profession<input type="checkbox"/> Experience in business management<input type="checkbox"/> Academic knowledge of communications (and related fields) theory<input type="checkbox"/> Demonstration of keeping skills/knowledge current<input type="checkbox"/> Cross-cultural capabilities<input type="checkbox"/> Professional certification
Developing and reviewing processes and procedures for the operation of the program	<ul style="list-style-type: none"><input type="checkbox"/> Analytical skills<input type="checkbox"/> Strategic thinking<input type="checkbox"/> Experience in business management

Reviewing disciplinary matters and policies	<input type="checkbox"/> Analytical skills <input type="checkbox"/> Strategic thinking <input type="checkbox"/> Experience in business management <input type="checkbox"/> Ethics and good judgment <input type="checkbox"/> Experience developing and working with due process
Overseeing the establishment and ongoing review and updating of certification examinations	<input type="checkbox"/> Analytical skills <input type="checkbox"/> Strategic thinking <input type="checkbox"/> Knowledge of developments/trend in the profession <input type="checkbox"/> Experience in business management <input type="checkbox"/> Academic knowledge of communications (and related fields) theory <input type="checkbox"/> Demonstration of keeping skills/knowledge current <input type="checkbox"/> Cross-cultural capabilities
Protecting and building the credibility of the program	<input type="checkbox"/> Strategic thinking <input type="checkbox"/> Knowledge of developments/trend in the profession <input type="checkbox"/> Experience in business management <input type="checkbox"/> Academic knowledge of communications (and related fields) theory <input type="checkbox"/> Cross-cultural capabilities <input type="checkbox"/> Reputation management <input type="checkbox"/> Stakeholder relations <input type="checkbox"/> Marketing/PR experience
Overseeing the annual review and updating of the examination test bank. Examination content will be reviewed by an independent panel of thought leaders from across the profession	<input type="checkbox"/> Broad professional expertise to be able to effectively oversee, recruit and manage subject matter experts <input type="checkbox"/> Human resources expertise <input type="checkbox"/> Academic knowledge of communication (and related fields) theory
Inform and support staff to provide continuous evaluation and assessment of the certification program, related materials and supporting activities	<ul style="list-style-type: none"> • Analytical skills • Knowledge of developments/trend in the profession • Expertise in professional development, training, education • Human resources expertise

APPENDIX C: Program Advisory Committee Leadership Roles

Chair – Job Description

The World Conference Chair's responsibilities begin immediately following the 2018 conference. The Chair is a member of the Program Advisory Committee (PAC) Leadership Team and will work in partnership with the International Executive Board (IEB) Chair, IABC International Staff, Past Chair and Vice Chair to fulfill the assigned duties and ensure that a well-balanced, high-quality program is organized and presented at the 2019 World Conference. The Conference Chair is responsible for all programming aspects of the conference, from overseeing the Program Advisory Committee (PAC) to making final decisions about content and speakers.

- The Chair must create a conference that provides valuable content for the attendees from around the world including vendors, sponsors, volunteers and registrants.
- The Chair must work with IABC IEB Chair and International Staff to ensure that the conference remains on budget and generates a profit that will help the organization continue to thrive.

Duties include, but not limited to:

- **IEB Updates:** Provide monthly updates to IEB, respond to questions from IEB Board, IABC Staff as needed and in a timely manner.
- **PAC Leadership Team Meetings:** Set meeting schedule and create agendas.
- **PAC Oversight:** Serve as resource to PAC members, set meeting schedule and create agendas.
- **IABC Staff:** Assist and support staff as needed on budget decisions and decisions related to the logistics of the conference.
- **Policies:** Review and revise conference policies as needed.
- **Conference Planning:** Set deadlines for the process, support PAC members to ensure that they can meet the deadlines, ensure all deadlines are met.
- **Theme:** Guide development of a theme for the Conference that will *Innovate, Inspire and Connect*.
- **Promotion:** Promote the brand, mission and vision of the conference.
- **Partners:** Develop partnerships with other groups as needed to strengthen the organization.
- **Evaluation:** Create / refine evaluation questions to determine successes and provide information for changes to be made the following year.

Time Commitment: *Varies. June 2017 – September 2017: 5-10 hours per week, October 2017: 10-15 hours a week, December 2017 – March 2018: 10-15 hours per week, April 2018 – June 2018: 5 hours per week.*

Past Chair – Job Description

The Past Chair is a member of the Program Advisory Committee (PAC) Leadership Team and will serve as a trusted advisor to the Chair and Vice Chair to fulfill the assigned duties and ensure that a well-balanced, high-quality program is organized and presented at the 2019 World Conference.

Duties include, but not limited to:

- Assisting the Chair with the development of a conference theme and strategy.
- Assisting the PAC Leadership Team in recruiting and selecting members of the PAC.
- Supporting Conference Planning efforts: deadlines for the process, PAC members to ensure that they can meet the deadlines.
- Spearheading coordination of the Foundation Luncheon event (if necessary)
- Participating actively in weekly hour-long (and as needed) meetings with the PAC Leadership Team.
- Participating in monthly PAC meetings.

Time Commitment: *Varies. June 2017 – September 2017: 5 hours / week, October 2017: 10-15 hours / week, December 2017 – March 2018: 5 hours / week, April 2018 – June 2017: 5 hours / week.*

Vice Chair – Job Description

The Vice Chair is a member of the Program Advisory Committee (PAC) Leadership Team and is expected to work in partnership with the Chair and Past Chair to fulfill the assigned duties and ensure that a well-balanced, high-quality program is organized and presented at the 2019 World Conference.

Duties include, but not limited to:

- Assisting the Chair with the development of a conference theme and strategy.
- Assisting the PAC Leadership Team in recruiting and selecting members of the PAC.
- Supporting Conference Planning efforts: deadlines for the process, PAC members to ensure that they can meet the deadlines.
- Spearheading coordination of Circles of Wisdom, coordinating with IABC Fellows.
- Coordinating with IABC International Staff to develop social media promotional schedule for PAC.
- Participating actively in weekly hour-long (and as needed) meetings with the PAC leadership Team.
- Participating actively in and potentially leading monthly meetings with the PAC.

Time Commitment: *Varies. June 2017 – September 2017: 5 hours / week, October 2017: 10-15 hours / week, December 2017 – March 2018: 5 hours / week, April 2018 – June 2017: 5 hours / week.*