



International Association
of Business Communicators
Golden Horseshoe

BOARD ACCOUNTABILITIES

Approved November 16, 2016

Major Accountabilities

All board members are responsible for:

1. Submitting a portfolio plan and a draft portfolio budget in time for the first meeting of the board year (September).
2. Attendance at Board meetings and chapter events is mandatory, except where extenuating circumstances exist.
3. Submitting a monthly portfolio report in writing and providing a brief verbal update at monthly board meetings. Monthly portfolio reports are to be uploaded to the Google Drive by the Sunday night before each board meeting.
4. Coming prepared to all board meetings, having reviewed the agenda, the previous meeting's minutes and any action items.
5. Serving as an ambassador for IABC Golden Horseshoe at all times including personal social media accounts.
6. Submitting all expense claims to the Vice President, Finance in a timely manner, accompanied by all receipts and a cheque requisition form, if required.
7. Identifying sponsorship needs for your portfolio and providing those to the Vice President, Sponsorship and Strategic Initiatives.
8. On a monthly basis, post all relevant portfolio documentation on the Google Drive, to assist with succession planning and future strategic planning.
9. Developing relationships with potential members and event attendees to promote IABC as the communications association of choice.
10. Compiling all data related to their portfolio to provide continuity to their successor.
11. Responding to time-sensitive inquiries from members, other board members or IABC Int'l in a timely manner.
12. 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.

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 require joint input, 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 \$200 (expenditure changes below this amount may be authorized by and two of chapter President, Executive VP, Past President or VP Finance).
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.

Portfolio Accountabilities

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

President

- Provide overall leadership for the board
- Oversee the activities of the board to ensure accomplishment of the chapter's goals and objectives.
- Chair monthly chapter board meetings.
- Issue call for agenda items 1 week ahead of chapter board meetings and provide meeting agenda content to VP administration for distribution.
- Provide support and mentorship to all board members.
- Ensure each board member develops a strategic plan for their portfolio.
- Ensure each board member has clear succession plan for their portfolio.
- Represent the chapter at the international level and at the regional level as a member of the IABC Canada East Region (CER) board.
- Participate on monthly CER conference calls and attend regional meetings to provide status updates on the chapter and its activities.
- Report to the chapter board on all CER and International activities.
- Represent the chapter at IABC Leadership Institute, as possible.
- Represent the chapter in professional, educational, community and public roles.
- Work with VP Marketing to coordinate presentations to communications students
- Plan and execute a summer strategic planning session for the board.
- Monitor the use, accounting and responsible handling of chapter funds and resources.
- Function as an authorized signing officer.
- Work directly with the EVP in their role as successor.
- Succeed automatically to role of Past President.

Executive Vice President

- Provide advice/counsel to the President on the direction and progress of the chapter.
- Provide support and mentorship to all board members.
- Assist in orientation of new board members.
- Chair chapter board meetings in the President's absence.
- Participate on regional conference calls and attend regional meetings in the President's absence.
- Represent the chapter at IABC Leadership Institute, as possible.
- Maintain relationships with other regional IABC chapters and other partner organizations/groups.
- Choose a project to plan and execute wholly, or assist another portfolio with (optional).
- Function as an authorized signing officer.
- Succeed automatically to President.

Past President

- Provide advice/counsel to the President on the direction and progress of the chapter.
- Provide support and mentorship to all board members.
- Assist in orientation of new board members.
- Assist President and VP Membership with community outreach and student presentations.
- Chair chapter board meetings in the event that both the President and the Executive Vice President are absent.
- Compile and submit entries for IABC Chapter Management Awards, where warranted.
- Choose a project to plan and execute wholly, or assist another portfolio with (optional).

Vice President, Administration

- Prepare monthly board meeting agendas.
- Work with President to issue meeting agenda minimum of 3 days prior to each board meeting.
- Record all actions, business and minutes at monthly board meetings.
- Post meeting minutes and action items to the Google Drive no later than one week after each meeting.
- Maintains archive of chapter documents on the Google Drive
- Coordinate with the President to plan the Annual General Meeting (AGM).
- Provide written content to the Communications team for all required calls and notices related to bylaw changes or other items requiring membership vote and ratification, including the board Call for Entries, issuing the board slate no later than 30 days from the date of the AGM and organizing proxy votes by email if necessary.

Vice President, Finance

- Prepare annual chapter budget for approval by the board at the beginning of the board year, with review at mid-year.
- Prepare (calendar) year-end report and tax forms for IABC headquarters.
- Review proposed portfolio budgets, as required.
- Monitor and maintain the financial health of the chapter.
- Monitor and maintain chapter bank accounts.
- Monitor and maintain all vendor contracts.
- Maintain accurate records of all financial transactions.
- Collect or arrange for collection of all money due to the chapter.
- Receive, process, and pay cheque requisitions from VPs and invoices from vendors in a timely manner, ensuring proper backup (invoices/receipts) is provided prior to payment.
- 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.
- Distribute statements and report on chapter finances at monthly board meetings
- Work with selected accounting firm to conduct annual year-end review of financial records. Recommend an audit if required.
- Present on chapter finances at the Annual General Meeting.
- Function as an authorized signing officer.

Co-Vice President, Professional Development & Events (Joint Responsibilities)

- Organize professional development and networking events, from concept to execution, that drive attendance and provide strong value for membership. (typically 3 between September-December and 3 between January-May)
- Prepare event budgets with the goal that all events, at minimum, break even.
- Identify topics and secure presenters.
- Make venue and catering arrangements.
- Provide all appropriate content (event description, venue info, speaker images and bios, ticket pricing, etc.) to the Communications team with a minimum of 6 week lead-time to ensure professional development and networking activities can be effectively promoted.
- Recruit chapter volunteers to assist with the execution of events.
- Use events checklist to ensure all event details are accounted for.
- Introduces speakers at events, present speakers with gifts (where budget allow) and provide appropriate post-event thanks.
- Survey attendees to evaluate event effectiveness and analyze results to find opportunities to enhance future events.

Co-Vice President, Communications (Joint Responsibilities)

- Keep members and stakeholders informed of the activities of the chapter.
- Create content (written, graphic, video, etc.) in support of chapter initiatives.
- Monitor chapter email account and, where needed, ensure all messages receive a response from the appropriate party within a 48-hour time period.
- Manage and maintain all chapter social media accounts, including Facebook, Twitter and LinkedIn.
- Update and post content to the chapter website.
- Analyze and report on web traffic using Google Analytics.
- Produce and distribute member newsletter according to a set publication schedule (pull content from Steal Sheet and other IABC publications, write and edit content, solicit contributions from members and the board).
- Supports Professional Development & Events team in promoting upcoming events
- Manage EventBrite ticketing platform, including creating and populating event pages, tracking ticket sales/attendance and pulling guest lists.
- Supports VP Administration in issuing calls and notices to members
- Supports VP Membership in member recruitment, retention and research activities, as well as Member Month promotions
- Supports VP Sponsorship and Strategic Initiatives in recognising sponsors and partners and posting jobs on the chapter website
- Conduct media relations activities for the chapter, including developing and distributing media materials.
- Maintain regular measurement for each communications channel.
- Prepare budgets for communications activities when required.

Vice President, Sponsorship & Strategic Initiatives

- 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.
- Directly solicit potential sponsors identified through research or at the suggestion of other board members.
- Act as the primary contact on all sponsorship agreements with sponsors.
- Liaise with sponsors and ensure proper recognition activities are carried out and any financial commitments are paid to the Vice President, Finance.
- Explore and develops beneficial partnerships that leverage chapter resources.
- Generate revenue through the sale of advertising in chapter publications and communication vehicles including the website.
- Manage the chapter's Jobline service.

Vice President, Membership

- Recruit new professional, corporate and student members.
- Develop and promote new and existing member benefits
- Prepare budgets for membership activities as needed.
- Provide information and updates on membership numbers to board members as needed.
- Welcome all new members to the chapter and thank returning members for renewing, via email, phone or in-person at events.
- Advise lapsing or recently lapsed members of their current status with a reminder to renew their membership.
- Work directly with Communications team to promote IABC Membership Month, develop membership marketing materials and to recognise significant achievements by chapter members (e.g. Awards).
- Work with Professional Development & Events team plan and promote membership activities
- Work with chapter President to coordinate presentations to communications students
- Execute annual membership research and survey, with input from all board members.
- Conduct exit/entry interviews to gain insight on why lapsed members are or are not renewing, and why new members have joined.