



International Association of Business Communicators Canada East Region

Are you ready to join your IABC Region's Board? Board Candidate Briefing Guide 2024-2025

IABC Canada East Region (CER) is one of six IABC regions and one of two regions in Canada. Our region covers Newfoundland & Labrador to Ontario and up to Nunavut and is home to seven chapters.

Our key initiatives include Silver Leaf Awards, Master Communicator program, volunteer leadership and chapter development programming and other professional development programs to provide added value to the membership experience.

If you are an experienced IABC volunteer looking for new opportunities to be involved with the direction of IABC, this may be the next stage in your IABC leadership journey.

Apply for the IABC CER Board for the 2024-2025 board year

We welcome applications from leaders across our region who are ready to serve their region, work with dynamic colleagues, and help guide the future of the International Association of Business Communicators (IABC).

We are looking for nominations for the following positions:

Board position	Term/commitment	Current status
Past Chair	3 years total - 1 year vice chair, 1 year chair, 1 year past chair	FILLED (<i>Automatic succession</i>)
Chair	3 years total - 1 year vice chair, 1 year chair, 1 year past chair	FILLED (<i>Automatic succession</i>)
Vice Chair	3 years total - 1 year vice chair, 1 year chair, 1 year past chair	OPEN (<i>Filled by nomination through IABC International Executive Board. Please see the Vice-Chair nomination package.</i>)
Director, Finance	1 year with option for 2 nd	OPEN
Director, Communications	1 year with option for 2 nd	OPEN
Director, National Programs	1 year with option for 2 nd	OPEN
Director, Leadership & Professional Development	1 year with option for 2 nd	OPEN
Director, Member Engagement	1 year with option for 2 nd	OPEN
7 chapter presidents	Coincides with chapter term	FILLED (<i>Automatic membership</i>)

Who we are looking for:

IABC is committed to operating as a diverse and inclusive organization, including appointing a diverse board who together collate a range of perspectives, wisdom and abilities to develop and implement the strategic goals of the association.

We are seeking candidates who demonstrate:

- Leadership experience
- Belief in IABC's vision and purpose and embodiment of IABC shared values
- Experience and understanding of trends impacting the communication profession
- The business acumen required to fulfill the board's fiduciary duties and organizational oversight. This includes strategic business thinking, management and business oversight experience, expertise in the communications profession, and risk management

To be eligible to serve, you must be an IABC member in good standing.

About IABC

Vision: Professional communications at the heart of every organization.

Purpose: Use the power of communication to deepen understanding, inspire action and transform our worlds.

Our Philosophy

We pledge to: Represent the global profession; Foster a diverse community; Focus on insights and results and Honor our Code of Ethics. We will achieve this by being open, contemporary and professional

Why Serve

Volunteer leadership can be an exceptionally rewarding experience both professionally and personally. As a regional board member, you donate your time, expertise, and energy to shaping the future of IABC's impact on the global profession.

The opportunity to serve offers you:

- Opportunity to help set the course for the region/association.
- Visibility within a global community as a leader advancing change and driving impact.
- Expansion of your personal network and ability to grow your reputation.
- Experience as a fiduciary of an association board to enhance your resume.
- Opportunity to give back to the profession.
- Build connections across Canada and Internationally.

Regional Board Responsibilities

As the governing body of IABC Canada East Region, the board's responsibilities include:

- Executing the strategic intent, vision, and purpose of the association
- Strategic planning for the region
- Organizational oversight for the region, including the chapters and communities within the region
- Ensuring strong fiduciary oversight and financial management for the region, including the chapters and communities within the region
- Approving and monitoring the region's programs and services
- Managing organizational risk and upholding the public trust
- Assessing its performance as the governing body of the region

Board members are expected to:

- Know the organization's vision, policies, programs and needs.
- Faithfully read and understand the organization's financial statements.
- Serve as active advocates and ambassadors for the organization and fully engage in identifying and securing financial resources, such as the sponsorship and partnership potential needed to achieve outcomes.
- Prepare for, attend, and conscientiously participate in board meetings.
- Be an ambassador for IABC and the communication profession.

Financial considerations

Pending budget approval, board representatives' expenses are up to 100 percent reimbursed for travel and accommodation for regional in-person meetings.

Time commitment

The board typically meets monthly and additional meetings may be scheduled as needed. Meetings are primarily virtual. However, some meetings may be in person or hybrid. Board calls require preparation time, follow-up and action items as assigned. At some points in the year greater time commitments will

Duty of Care

The members of the board must give the same care and concern to the Regional Board as any prudent and ordinary person should. Board members should actively participate in meetings and on committees and actively work with other members to advance the mission and goals of the association. Board directors should be able to read and understand (or be willing to learn) financial reports and be willing to question expenditures and examine variances.

Duty of Loyalty

Board directors must place the interests of the organization ahead of their own interests at all times. Duty of loyalty means publicly disclosing any conflicts of interests and not using board service as a means for personal or commercial gain. Board directors must make sure that IABC is abiding by laws and regulations and does not engage in illegal or unauthorized activities.

[Learn more about Duty of Care, Duty of Loyalty, and Duty of Obedience here.](#)

Are you ready to lead IABC?

To be eligible for service on the IABC Regional Board, the applicant must:

1. Be a current IABC member in good standing.
2. Have no conflict of interest (May not serve concurrently on a competitive industry board or have another IABC commitment unless service term will end in time for the new board year in June 2024.)
3. Complete all application requirements by the 21 April, 2024 deadline. (No late applications will be accepted.)

Candidates not meeting the above eligibility criteria will not move forward for consideration.

Selection of Regional board members is competency-based. The Nominating Committee screens candidates against the established competencies using a rubric. A specific score is not required for selection. Consideration is also given to geography, demographic and cultural diversity.

How to Apply

Please fill out the [online application form](#). Please address any questions about how to apply to IABCCERPastChair@gmail.com

Applicants may be contacted by the Nominating Committee for an interview via video or telephone call.

Deadline: Sunday, 21 April 2024 at 11:59 p.m. EDT

Application Process and Targeted Timeline

Closing date for application: 21 April 2024

Nominating Committee selection review: April-May 2024

Notification of election to nominee: 20 May 2024

Outreach to all candidates: 21 May 2024

Ratification of Board Slate during IABC CER Annual General Meeting: June 2024

IABC CER Board Roles and Responsibilities

Vice Chair *Automatic succession to Chair - elected through IEB nomination process ([Please see the Vice-Chair nomination package](#))*

This position serves as a member of the IABC CER executive, board of directors and the International Membership Committee. This role prepares to be Chair the following year.

- Coordinate the Region's long-range planning activities
- A resource and mentor to board members and other chapter leaders
- Region membership champion
- Complete other projects as assigned by the Chair

Chair Automatic succession from Vice Chair and to Past Chair

Chairs the Region board and oversees all activities of the region. Represents the region across IABC and elsewhere as the spokesperson. Chair of the Executive and Board of Directors.'

- Sets the general direction and strategy for the region, including budget
- Manages the activities of the board to ensure value-driven and sustainability
- A resource and mentor to board members and chapter leaders
- Collaborate with others across IABC and connect activities

Past Chair Automatic succession from Chair

This position is an advisor and international representative for the region. They serve as a member of the IABC CER executive, on the board of directors in addition to being a full member of IABC's International Executive board.

- Leads the annual board nomination process
- Act as an advisor providing historical context and input and connection to international initiatives
- Handle other activities from the Chair

Director, Finance

This position is responsible for the Region's financial and budgeting tasks, including coordination with the accountant and bank. The position is on the CER executive, board of directors and serves on the International Finance Committee.

- Coordinates the budget process and works with the executive to develop annual budget for approval by the board
- Ensure adherence to financial processes and reporting requirements to meet financial obligations
- Direct and control finances of the region with regular financial reporting
- Develops, reviews and maintains policies for financial guidance as required for the region
- Serve as a resource and mentor to board members and chapter leaders, particularly in finance
- Provides input on IABC International's annual budget and any additional budgetary considerations as part of the International Executive Board Finance committee participation

Director, Communications

Develops strategic communication advice and oversees the region's communication channels. Works collaboratively with board members, chapter leaders and Canada West Region counterpart to deliver on plans.

- Develops communication strategy and content strategy for the region. Considers region channels and toolkits for chapter channels on region-wide initiatives
- Oversees the Region's channels, messages and other communication initiatives
- Ensure Canada East Region website content is current and relevant while coordinating on overall website with our Canada West counterparts
- Supports internal board communications including the writing of CER Board meeting minutes
- Mentor and advisor to chapter leaders in communication portfolio

Director, National Programs

Coordinate national awards program - IABC Silver Leaf and Master Communicator- with IABC Canada West Region (CWR) counterpart(s) to recognize and celebrate communication excellence in Canada.

- Co-lead Silver Leaf program which requires a combination of planning and logistics
- Recruit and maintain a volunteer working committee to assist with planning and coordination of the multi-faceted programs
- Identify opportunities and risks with the program and raise through regional boards
- Liaise with the Master Communicator programming committee. A committee of Master Communicators manages this program and the director liaises between the boards and

committee chair

Director, Leadership and Professional Development

This position plans and leads all professional and volunteer leadership development activities for the Region. Work with other board members and chapter leaders collaboratively to maximize program value.

- Works to identify board member and chapter leader development needs and put in place programming to address them
- Facilitate activities to enhance sharing of best practices and collaboration between chapters
- Plan and develop regional professional development opportunities for members including speaker series that compliments existing activities across the region and Internationally
- Recruit and maintain volunteer working committees for areas as needed
- Coach chapter leaders in professional development and leadership development

Director, Member Engagement

This position focuses on increasing engagement, connection, value and collaboration across our geographic area with chapter leaders, members, chapter leaders and all communication professionals.

- Understand and map the region to identify strengths, needs and opportunities for greater value and connection across and internationally. Use listening strategies for this work
- Based on the mapping, develop an outreach plan with pilot activities to engage members
- Initiate cross-collaboration in the region between chapters, the region and communities
- Help develop a plan to consider developing communities and shared activities/engagement opportunities across the geography of the region. Consider member-at-large engagement