



International Association  
of Business Communicators

## International Committee Candidate Briefing

Dear Candidate,

Thank you for considering a position to serve on an IABC international committee.

IABC is the only global association connecting communicators with the people and insights they need to drive business results. Our international committees play a key role in helping us achieve our purpose to advance the profession, create connection and develop strategic communicators. As a volunteer serving on an international committee, your collaboration with a global community of industry peers will help us deliver on this mission -- which has never been more important than it is today.

This Committee Candidate Briefing sets out essential information for guiding your decision to serve including:

- Expectations, roles and responsibilities.
- Eligibility.
- Requirements.

Please study these materials carefully and don't hesitate to reach out if you have questions:  
[governance@iabc.com](mailto:governance@iabc.com).

Thank you for stepping up to serve, support and make an impact at the global level.

A handwritten signature in black ink that reads 'Ginger D. Homan'.

Ginger D. Homan, ABC, SCMP  
Immediate Past Chair, International Executive Board  
Chair, IABC Nominating Committee

## INTERNATIONAL COMMITTEES

IABC's international committees and task forces help develop programs, represent member voices in decision-making and further the goals of IABC. Serving on an international committee is a wonderful opportunity for leadership experience working with leaders around the world.

### A few things worth noting up front

- This is a self-nomination process.
- Terms start upon approval of the IEB slate during the Annual General Meeting at the IABC World Conference - this year in Chicago on 13 June.
- All committees meet via video-conference using Zoom Conferencing, usually monthly unless otherwise stated.
- 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](#).

### WHY SERVE?

Volunteer leadership at the international level can be an exceptionally rewarding experience, both professionally and personally.

- **Stretch your intellectual muscles.** Opportunity to leverage your expertise and use your knowledge of the field to help advance the profession.
- **Build your network and contacts!** Connect globally with amazing IABC thought leaders and learn from the best.
- **Dive deep into a new skill!** You will have the opportunity to focus on a specific area and either learn a new skill or enhance your knowledge base.
- **Have fun!** You will get to know your committee members, have some laughs (maybe a lot!) and have a chance to build professional connections that will last a lifetime.

### Committees/task forces looking for applicants:

- Academy
- Audit & Risk\*
- Awards
- Diversity & Inclusion
- Ethics
- Finance\*
- Fellows
- Foundation Grant Evaluation task force
- Global Communication Certification Council
- Investment
- Program Advisory Committee
- Trend Watch Task Force

*\*These committees are part of open-call, but not evaluated by the IABC Nominating Committee. Instead, these candidates are appointed directly by the IABC Chair.*



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## Eligibility to serve on an international committee:

To be eligible to serve on the IABC international committee the applicant must:

- Be a current IABC member in good standing.
- Have no conflict of interest (e.g. may not serve concurrently on a competitive industry board or have another IABC commitment unless service term will end in time for the new committee term – June 2020).
- Complete all application requirements by the 15 April 2020 11:59 p.m. PT deadline. (No late applications will be accepted.)
- Have the time available to fully participate (see below for time requirements).

*\*Candidate has not been found in violation of IABCs Code of Ethics for the Professional Communicator or in violation of the Code of Conduct.*

## Where to go from here?

1. Carefully review the committee descriptions.
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 created in Open Water. Please note that if this is your **first** time in Open Water, you will need to create a login – NOT the same as your IABC login.*
3. Follow the Application Checklist carefully – and apply!

## Academy Committee

- Role:** The IABC Academy Committee is responsible for providing curriculum development and peer review for IABC developed Academy programs, aligned with the Academy's direction of creating career development education to support the Global Standard and preparation for the GCCC Certification programs.
- Responsibilities** Primary responsibility, definition and quality of IABC Academy programs, ensuring diversity of faculty, and 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), with a focus on courses that provide preparation for the GCCC Certification Programs.
- Develop and uphold strategies for curriculum development.
  - Develop and uphold standards for program content.
  - Develop and maintain material for program evaluation and monitoring.
- Estimated time commitment** Members can 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)
  - Members (three-year term)

To review the terms of reference, please visit:

<https://drive.google.com/file/d/1BOpIB4xUIVkJfnQVnTHDOGPuW0luWm/view?usp=sharing>

Learn more about the Academy

<https://www.iabc.com/professional-development/about-the-academy/>

## Audit & Risk Committee\*

- Role:** The Audit & Risk committee is a regular standing committee whose role is to act on behalf of the international executive board to bring objective oversight to:
- material aspects of the association’s financial reporting, internal controls and external financial audit.
  - identification, evaluation and (where relevant) mitigation of risks, by management, the IEB and its committees.
- Responsibilities**
- Financial reporting audit oversight.
  - Financial risks and controls oversight.
  - Risk management and mitigation oversight.
- Estimated time commitment** Members can expect to dedicate anywhere from 3-5 hours per month.
- Current vacancies**
- Members (one-year term)

*Per IABC Bylaws Article 10, the IABC Chair appoints members of this committee.*

Learn more about Audit & Risk committee and IABC bylaws  
<https://www.iabc.com/about-us/leaders-and-staff/bylaws/>

## Awards Committee

**Role:** The IABC Awards Committee is chartered to serve as partners with IABC staff in executing the IABC Gold Quill Awards, the leading awards program for business communicators.

- Responsibilities**
- Conduct reviews and contribute to documents on the Leader Centre, providing alignment information for chapter and region award programs.
  - Consult with staff on their responsibilities for implementation and execution.
  - Collaborate with staff to develop an annual plan for the IABC Gold Quill Awards program.
  - Contribute to the professional relevance of IABC awards programs through periodic reviews of entry categories, entry and evaluation processes, and recognition of award recipients.
  - Ensure high quality evaluation of IABC Gold Quill awards, linked to the Global Standard, through evaluator selection and training.
  - Collaborate with staff on a high-level vision for the annual Excellence Gala.
  - Protect and grow the reputation of IABC Gold Quill Awards through ensuring quality judging/evaluations globally.

**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 (one one-year term).

To review the terms of reference, please visit:

<https://drive.google.com/file/d/1BdWcdJuG3NI2oXjFOZMQmWcA4iHOJJOq/view?usp=sharing>

Learn more about the Awards committee and Gold Quill Awards

<https://gq.iabc.com/>

## Diversity & Inclusion Task Force

**Role:** The IABC Diversity and Inclusion Task Force is a time-limited action team tasked to develop recommendations for how to integrate D&I into the fabric of our organization and culture. In 2018, IABC developed a [D&I statement](#) and a [Code of Conduct](#) as first steps in this journey to create a more effective organization. The IEB has stated that they want an organization that supports and reflects diversity and inclusion at all levels and at all events; including staff and volunteers. We also know we need a recruitment process that supports diversity.

- Responsibilities**
- Create a diversity and inclusion scorecard to chart progress for recruiting, participation and turnover for IEB and international committees. Initial recommendation due the end of September, in time for Open Calls.
  - Work with committees and persons responsible for the above to help them be intentional in their efforts to accomplish goals. Specifically, with, but not limited to, Nominations Chair, and Manager of Governance as they oversee open calls.

**Estimated time commitment** Members can expect to spend anywhere from 3-10 hours per month.

- Current vacancies**
- Chair (one-year term).
  - Members (one-year term).

## Ethics Committee

- Role:** The IABC Ethics Committee is responsible for input to the IABC International Executive Board (IEB) on policy, standards, strategic development, education and monitoring in relation to ethical matters and upholding the IABC Code of Ethics.
- Responsibilities**
- Keep the IABC Code of Ethics current and aligned to the current Bylaws of IABC.
  - Consider and adjudicate ethical issues and concerns brought before the committee, including issues with the Code of Conduct.
- 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).
  - Members (two-year term).

*Per IABC Policy Manual Appendix A, the IABC Executive Committee conducts interviews and selects members of this committee.*

To review the terms of reference, please visit:

[https://drive.google.com/file/d/1AS1X7ysb1R\\_C60lCXA1fGPmAjsX2MM77/view?usp=sharing](https://drive.google.com/file/d/1AS1X7ysb1R_C60lCXA1fGPmAjsX2MM77/view?usp=sharing)

Learn more about the IABC Code of Ethics

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





## Fellows Committee

- Role:** The Fellows Committee is a regular standing committee of the Board 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.
- Responsibilities**
- Selection of new IABC Fellows.
  - Governance of the Fellows Program.
- 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.**
  - Member (two-year term) for a current IABC Fellow.
  - Member (two-year term) for a non-Fellow.

To review the terms of reference, please visit:

[https://drive.google.com/file/d/1AW5\\_Mrdagqs\\_xA6WaMnkLsegQP-NaMvv/view?usp=sharing](https://drive.google.com/file/d/1AW5_Mrdagqs_xA6WaMnkLsegQP-NaMvv/view?usp=sharing)

Learn more about the IABC Fellows Award:

<https://www.iabc.com/professional-development/awards/fellow-award/>

## Finance Committee \*

**Role:** The Finance committee is a regular standing committee of the Board responsible in assisting the IEB in fulfilling its responsibility to monitor the financial health of the organization and ensure that its assets are protected, and its resources are used properly.

**Responsibilities**

- Review regular financial results.
- To oversee preparation of an operating budget for the fiscal year adopted by the International Executive Board.
- To recommend reserve amounts for the Operating Reserve Fund and Special Project Fund.

**Estimated time commitment** Members of this committee can expect to dedicate 2-4 hours per month on committee work. However, during October-December, hours may be up to 10 hours per month.

**Current vacancies** Members (one-year term)

*Per IABC Bylaws Article 10, the IABC Chair appoints members of this committee.*

Learn more about Finance committee and IABC bylaws  
<https://www.iabc.com/about-us/leaders-and-staff/bylaws/>

## Foundation Grant Selection Task Force

**Role:** 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.

**Responsibilities**

- Task-force will execute the established evaluation process against all IABC Foundation grant and scholarship programs.

**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 (one-year term).

*\*This is a working task force that operates at the direction of the Foundation's Board of Trustees.*

To review the terms of reference, please visit:

[https://drive.google.com/file/d/1C0c0m19m9oi6q3F2fXnxL9\\_fBBji7FC/view?usp=sharing](https://drive.google.com/file/d/1C0c0m19m9oi6q3F2fXnxL9_fBBji7FC/view?usp=sharing)

Learn more about the Gift of Excellence Grant Program:

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



## Global Communication Certification Council

**Role:** 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 program. The council follows IABC policies except as necessary to establish and maintain impartiality.

**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.

**Estimated time commitment** Members of this council can expect to spend 3-8 hours per month on council work.

**Current vacancies**

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

To review the terms of reference, please review:

<https://drive.google.com/file/d/1BIAMqZPYH9NojhKt0ge7aizFEnI7ClJc/view?usp=sharing>

Learn more about Global Communication Certification Council:

<https://gccouncil.org/>

## Investment Committee

**Role:** The Investment Committee is a regular standing committee who assists the IEB in developing an investment strategy, overseeing a financial adviser, and supervising investments of IABC funds.

**Responsibilities**

- To recommend a financial advisor for Association funds, for approval by the International Executive Board
- Work with said financial advisor to develop and recommend investment options for approval of the International Executive Board
- Recommend investment policy
- Supervise investment of IABC funds, up to limits established by the International Executive Board, 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 International Executive Board

**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 (one-year term).

Learn more about Investment committee and IABC bylaws  
<https://www.iabc.com/about-us/leaders-and-staff/bylaws/>

## World Conference Program Advisory Committee

- Role:** 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.
- Responsibilities**
- 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.
  - Provide annual feedback and recommendations for addition to the World Conference Strategic Directions Framework.
- 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).

To review the terms of reference, please review:

[https://drive.google.com/file/d/1B8x92CUTFb6JFXxvCJKQNID\\_Pvh\\_QSDD/view?usp=sharing](https://drive.google.com/file/d/1B8x92CUTFb6JFXxvCJKQNID_Pvh_QSDD/view?usp=sharing)

Learn more about World Conference, visit:

<https://wc.iabc.com/>

## Trend Watch Task Force

**Role:** The IABC Trend Watch Task Force is a time-limited think tank tasked with continuous environmental scanning provide quarterly reports on trends, emerging issues/opportunities for the field, new big ideas in the profession, and related topics that might provide communicators with insight that helps them succeed now and prepare for the future.

- Responsibilities**
- Identify and suggest topics for the two “Big Idea Task Forces” to launch in June 2019. These topics should be suggested to the IEB.
  - Continuously scan and review breaking news, emerging research, existing research, social media, industry publications, and all other sources of insight to identify and follow trends relevant to the profession.
  - Submit a report to the IEB each quarter identifying trends and potential impacts on the profession and professionals.

**Estimated time commitment** Members of this committee can expect to spend 5-10 hours per month.

- Current vacancies**
- Chair (one-year term).
  - Members (one-year term).

\*\*\*\*\*

## 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  
Finance  
Investment  
Nominating

### Programmatic Committees

Academy  
Awards  
Fellows  
GCCC  
World Conference PAC  
Foundation Grant Selection TF

### Forms required:

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

## CAPACITY

Being a volunteer-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.
- Name and email address for one reference.

## HOW TO APPLY

Please fill out the application form for the committee in which you'd like to serve (see above). Ensure that your reference is aware they will be asked to provide a letter of recommendation. However, please note that they will be contacted directly by IABC with instructions on how to do that and what the letter should entail.

IABC uses an online form platform for committee applications called Open Water. We also use this system for various other programs at IABC such as Gold Quill, Leadership Institute and GCCC exam registrations. If you have never used Open Water before with IABC, you will need to create a new login. You will have the option to save as you go.

Any further questions about how to apply or the process, please reach out to [governance@iabc.com](mailto:governance@iabc.com).



## TIMELINE

Closing date for applications	15 April 2020
Application review, referencing & scoring	April 2020
Nominating Committee selection meeting	Early May 2020
Final appointment and approval by full board	Mid May 2020
Outreach to all candidates	Late May 2020

