

TORONTO

IABC/Toronto 2008/2009

Volunteer

Handbook

(September 17, 2008)

The Benefits of Volunteering with IABC/Toronto

Our volunteers give freely of their time, talents and expertise and make a difference in both their chapter and their industry.

Volunteering can help you:

1. Make valuable networking contacts
2. Learn from others in the industry
3. Develop skills and gain experience
4. Work more creatively
5. Build self-esteem and self-confidence

Dear IABC/Toronto Volunteer:

Congratulations on becoming an IABC/Toronto volunteer! As the largest IABC chapter in the world, IABC/Toronto attracts the most enthusiastic and dedicated volunteers. Volunteers are the backbone of our chapter. About 90% of the vast member services the chapter offers are planned and organized by volunteers. The time and effort our volunteers give to the chapter ensure all members enjoy the rewards of an IABC membership. People like you help deliver these services by giving your time to develop your skills, your reputation in the industry and your profession.

This booklet contains a FAQ to help answer your basic questions about being an IABC/Toronto volunteer. Please keep it handy. Your volunteering efforts keep the chapter vital and vibrant.

One of my main aims is to ensure your IABC/Toronto volunteer experience is enjoyable. Please feel free to contact me with any questions or concerns.

Thank you in advance for your energy, ideas and commitment to IABC/Toronto.

Trell Huether

Vice President, Volunteer Services

IABC/Toronto

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<http://toronto.iabc.com>

Frequently Asked Questions

Do I have to be an IABC/Toronto member to volunteer?

Yes. Many members join IABC/Toronto because of the variety of opportunities to expand their professional skills and broaden their network of contacts in the industry. Volunteering is a benefit of membership.

What is the process for becoming a volunteer?

It's important to find a position that will help you fulfill your goals. The VP, Volunteer Services (toronto-volunteers@iabc.com) is usually your initial point of contact with IABC/Toronto. The VP will initially help you assess your skills against the needs of the organization, determine your options and gauge which volunteer position is right for you.

How much time do I have to commit?

It's up to you. You can give three hours or 300. There's no pressure to give more time than you feel comfortable volunteering. We just want volunteers to get the benefits they seek from the volunteer experience and have fun in the process. Usually there is not a problem staffing positions. Once you choose a portfolio you would like to volunteer with, most volunteers find it's a good idea to discuss expectations up front with the VP responsible for the portfolio they choose. Good communication is essential to planning good communications programs. Once you make a commitment, we are counting on you. A volunteering position can be a challenging commitment, but it is also a rewarding and beneficial experience.

What types of volunteer positions are available?

Positions range from helping out at events to planning long-term programs. Each year positions may include (are not limited too): writing for *Communicator* or the IABC/Toronto website; assisting with awards programs; marketing the association; planning events; and much more. Different volunteer positions may also lead to further volunteer roles, such as a Director or Board position. Volunteers may want to discuss long-term IABC/Toronto plans with their VPs, as all board members need to plan for the future succession of their portfolios.

Where do I find the time?

We all live very busy lives. It's very easy to throw yourself into your job and forget that there is a world beyond the walls of your organization. Volunteers make time for IABC/Toronto because of the variety of interesting opportunities and experiences. Many are attracted to IABC/Toronto because they are able to broaden their skills in a way that's unavailable in their current job.

What skills do I need?

We have positions for communicators just starting out in the field and for those who are more seasoned. If you're willing to help out, we'll find you a position that's right for you.

What do I do if I find that I'm no longer a good fit for a particular position?

Discuss this with the VP in charge of your portfolio. They can help you get more out of your experience or help you move on to a role more suited to your talents and schedule. The most important thing to remember is if you feel for some reason you cannot continue after you have made a commitment, be sure to let your VP know as soon as possible.

How is IABC and IABC/Toronto structured?

The subsequent pages include a brief overview of the association. More detail can be found online (see key weblinks at the end of this handbook).

IABC International - Vision, Mission and Structure

IABC, the **International Association of Business Communicators**, is the leading resource for effective communication practice. We provide products, services, activities and networking opportunities to help people and organizations achieve excellence in public relations, employee communication, marketing communication, public affairs and other forms of communication. People around the world, in every industry and in the public and non-profit sectors, have taken advantage of our resources to advance their careers and meet organizational objectives.

History

IABC began in 1970 as a merger between the American Association of Industrial Editors and the International Council of Industrial Editors. Corporate Communicators Canada joined IABC in 1974. In its first year of operation, IABC had 2,280 members and a budget of approximately U.S. \$100,000. Since then, IABC's membership has grown to more than 15,000 worldwide with an annual operating budget of more than U.S. \$5.1 million.

Vision

IABC is a not-for-profit international network of professionals committed to improving the effectiveness of organizations through strategic interactive and integrated business communication management. IABC links communicators in a global network that inspires, establishes and supports the highest professional standards of quality and innovation in organizational communication. We are recognized as the professional association of choice for communicators who aspire to excel in their chosen fields.

New Brand and Tagline:



From mid 2005 to early 2007, IABC completed a thorough process to identify the sound bite, the tagline, to clearly and simply articulate the IABC value proposition – to convey, in a few words, what our work and our association mean to our members, our profession and the broader business market. The end result was the development of our new tagline: **Be Heard™**

Be Heard™ helps us tell our story to each audience we may try to reach:

- Within the association, for example, Be Heard™ helps articulate the experience created for current and prospective members.
- Within the profession, Be Heard™ is all about the global community we nurture to enable people to be heard.
- Beyond the association, Be Heard™ positions our role to advance and represent the profession.

Internal IABC Positioning Statement:

(Internal statement – to serve as a reference for anyone creating messages about the value of IABC.)

For professionals entrusted with effectively communicating organizational messages to internal and/or external audiences, IABC is the professional association that provides the multidisciplinary resources to help them success in their current jobs and expand their career opportunities by providing leading-edge professional development programs, inclusive networking opportunities and current best practices shaped by the global, national and local perspectives of its membership.

IABC New Brand Promise:

(Articulation of the promise IABC makes to every member, every stakeholder)

IABC enables a global network of communicators working in diverse industries and disciplines to identify, share and apply the world's most effective communication practices.

Mission

- Provide lifelong learning opportunities that give IABC members the tools and information they need to be the best in their chosen disciplines.
- Share among our membership best global communication practices, ideas and experiences that will enable us to develop highly ethical and effective performance standards for our profession.
- Shape the future of the profession through ground-breaking research.
- Lead the way in the use of advanced information technology in the profession.
- Unite the communication profession worldwide in one diverse, multifaceted organization under the banner of the International Association of Business Communicators.

Structure

There are more than 15,000 IABC members working in more than 70 countries throughout the world. IABC is organized into three levels:

International

The international level of the association offers an array of direct services to individual members as well as management support to chapters and regions. At the international level, IABC is managed by an elected volunteer executive board, which sets the direction and policy of the association. A team of full-time staff work at the world headquarters in San Francisco. IABC's governing document is its by-laws, which are approved by chapter delegates.

Regional

Chapters are organized into regions. Currently there are nine regions: U.S.A. (3) Canada (2); the Americas; Europe and the Middle East Region; Asia/Pacific; and Africa. Regions provide services ranging from management support for chapters to annual conferences to award programs.

Local Chapters

These local organizations have been established by volunteer IABC members in more than 100 cities. Chapters offer a range of local services, including regular professional development meetings and workshops, member newsletters, awards programs and job placement. Chapters also provide an excellent opportunity for local networking with peers.

IABC/Toronto is the largest chapter in the IABC world. IABC/Toronto is managed by an elected volunteer executive board, which sets the direction and policy of the chapter.

IABC/Toronto 2008/2009 Executive Board

IABC/Toronto's executive board is elected each year at its annual general meeting (usually in June). All active IABC/Toronto members are invited to attend the meeting and vote on the new slate.

Throughout the year the board meets monthly, to discuss chapter business and new initiatives. Applications for the board are usually called for in March.

The 2008/2009 Executive Board is:

- President, Leslie Hetherington, APR, MBA
- Immediate Past President, Janet Comeau
- Executive Vice President, Brent Carey, ABC
- VP, Accreditation and Standards, Linda Andross, ABC
- VP, Advertising & Sponsorship, Vanda Wall
- VP, Association Management, Julie Wilson, ABC, MEd
- VP, Awards, Sara Feldman, APR
- VP, Finance, Carrie McAfee
- VP, Marketing Communications, Anna Relyea, BA, MA
- VP, Member Communications, Sarah Twomey
- VP, Membership, Christine Andrew, MBA
- VP, Networking and Special Events, Natasha Renaud, MBA, MS Mass Comm.
- VP, Professional Development, Yasmin Ranade
- VP, Volunteers Services, Trell Huether

A full list of the board's contact information and each portfolio's responsibilities are available here: <http://toronto.iabc.com/news/ChapterBoard.asp>

Portfolio Directors

Portfolio directors shall be appointed at the discretion of the chapter board to carry out specific portfolio tasks, as directed by the president, the individual portfolio vice-presidents and/or the chapter board.

Portfolio directors shall be responsible for forming committees and assisting these committees in planning and executing specific chapter programs and activities. Committee members report directly to the portfolio director responsible for that particular committee. Portfolio directors report to the chapter board and may also have a direct reporting relationship with specific portfolio vice-presidents as required in the course of implementing portfolio programs. Portfolio directors shall call meetings of their committees as required.

IABC/Toronto and the Office

IABC/Toronto engages the services of Funnel Communications & Management Inc. as association manager. Funnel is what is called a “multiple manager” and provides a variety of administrative and other services to several non-profit associations.

Any questions pertaining to your membership or event registration can be directed to the office. Other questions about IABC/Toronto should be directed to the board.

IABC/Toronto Office
296 Jarvis Street, Unit 7
Tel: 416-968-0264
Fax: 416-968-6818
E-mail: toronto-info@iabc.com
Web site: <http://toronto.iabc.com>

Special Interest Groups

Within IABC/Toronto specifically there are also Special Interest Groups (SIGs).

Alliance of Independent Practitioners (AIP) History

The Alliance of Independent Practitioners (AIP) was formed in September 1998. A few members met regularly to discuss specific topics, refine its mandate and develop productive ways to create a presence in IABC/Toronto. Now the AIP has nearly 100 members, most of whom have been IABC members for many years and have actively volunteered in different IABC/Toronto portfolios and activities.

AIP Mission

To support independent IABC/Toronto communicators through professional development, networking and marketing.

AIP Goals

- To provide a forum for entrepreneurial communicators to share common issues, concerns and ideas of interest.
- To position IABC independent practitioners as “top of mind” among IABC corporate members looking for communications help.
- To generate referrals among AIP members.
- IABC/Toronto's VP, Membership represents AIP on IABC/Toronto's board.

Any IABC/Toronto member who is an independent practitioner or who has an interest in becoming an independent practitioner can join — free of charge. This is an added value for your IABC membership.

IABC/Toronto Westend Group

IABC/Toronto Westend Group is a networking sub-group of IABC/Toronto. As of September 2008, there were more than 150 members from Oakville to Mississauga to Brampton and more. This distance from Toronto can make it difficult to attend IABC events downtown, the Westend Group works on its own and with IABC/Toronto to organize occasional formal or informal networking sessions out this way. It also circulates Westend-based job leads and shares contact information.

There is no additional charge to belong to this networking group; you simply provide your contact information and let us know you want to be part of it! Of course, you can opt out at any time.

IABC/Toronto's Executive Vice President represents both AIP and the Westend Group on IABC/Toronto's board.

Other Member Groups:

Accredited Business Communicators (ABC)

Accreditation is IABC's professional development program to achieve the designation of Accredited Business Communicator (ABC). Accreditation offers professional communicators a way of demonstrating their ability to think and plan strategically and to successfully manage those skills essential to effective business communication. Candidates meeting all requirements of the program, which includes the provision of portfolio work samples, as well as a written and oral exam, earn the ABC designation. As of June 2008, IABC/Toronto had more than 80 senior members who have earned the designation.

Students

Students represent the future of the practice of communications. IABC actively supports students' education and entry into the field as a means of enhancing the field for all practitioners. IABC has more than 1,000 student members, mostly in the United States and Canada.

IABC defines student members as "full-time students of colleges, universities and other educational institutions.... This membership shall also be available to part-time students working towards a degree (or in Canada, a certificate), who are not presently engaged in the organizational communication profession."

IABC also recognizes transitional student members and offers a special member rate for professionals who have graduated from a degree program from an accredited institution in the last year.

Quick Reference: Important Weblinks for IABC/Toronto Volunteers:

IABC/Toronto:

<http://toronto.iabc.com/>

IABC International:

<http://www.iabc.com/>

Member only resources:

<http://toronto.iabc.com/PRResources/membersonlyresources.asp>

IABC/Toronto Chapter Board and portfolio Responsibilities:

<http://toronto.iabc.com/news/ChapterBoard.asp>

IABC/Toronto Chapter Style Guide:

https://toronto.iabc.com/pdf/NewChapterStyleGuide_RevAug08.pdf

Discussion Board:

<http://toronto.iabc.com/zqi/forum/YaBB.cgi>

IABC/Toronto's Facebook page:

<http://www.new.facebook.com/group.php?sid=5bd27fbac0494bdfba9b1df57fcd2ed3&refurl=http%3A%2F%2Fwww.new.facebook.com%2Fs.php%3Fref%3Dsearch%26init%3Dq%26q%3Diabc%26sid%3D5bd27fbac0494bdfba9b1df57fcd2ed3&qid=9772279842>

IABC/Toronto eXchange:

<http://toronto.x.iabc.com/>