



Board Candidate Briefing

International Executive Board

International Association of Business Communicators

Dear Candidate,

Thank you for your interest in serving on the board of directors for the International Association of Business Communicators (IABC).

IABC is setting the global standard for the communications profession with a vision for professional communications at the heart of every organization. As an organization, our higher purpose is to be a leader and a conduit for utilizing the power of communication to deepen understanding, inspire action, and transform our worlds.

This Board Candidate Pack outlines the expectations for serving on the IABC International Executive Board (IEB), along with the timeline for the nomination process. Please study it carefully and don't hesitate to reach out to Leader_Centre@iabc.com if you have questions.

IABC is in the first year of a strategic plan – Stronger Together IABC25. As a member of the IABC global board, we will be looking to you to help us move this plan forward through your expertise, networks and resources.

Thank you for your leadership in our industry and considering contributing your time and talents to advance IABC and our purpose at the highest level.

A handwritten signature in black ink that reads "Bonnie Caver".

Bonnie Caver
Immediate Past Chair, International Executive Board
Chair, IABC Nominating Committee

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About the IABC International Executive Board

The International Executive Board (IEB) is the global governing body and fiduciary of IABC. It is accountable to the members and has supervision, control and direction of the affairs of the association. It actively pursues the association's purpose, determines its policy within the limits of the law, Bylaws, and Articles of Incorporation. It upholds the IABC Code of Ethics for professional communicators and supervises disbursement of the association's funds. The Executive Board develops the strategic plan and direction for the association under the guidance of the association Bylaws approved by the IABC membership. In addition, the IEB serves as the Board of Trustees for the [IABC Foundation](#).

Our Vision

Professional communications at the heart of every organization.

Our 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
- 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 IEB members, 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 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 a global association board to enhance your resume.
- Opportunity to give back to the profession.

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Board Responsibilities

As the governing body of IABC, the board is responsible for:

- Setting the strategic intent, vision, and purpose of the association
- Selecting and evaluating the performance of the Executive Director
- Strategic planning and organizational oversight
- Ensuring strong fiduciary oversight and financial management
- Approving and monitoring the organization's programs and services
- Managing organizational risk and upholding the public trust
- Assessing its own performance as the governance body of the organization

“Becoming a member of the IABC in 2000 was, simply put, life changing. I am and will forever be grateful for the myriad benefits IABC offers in professional development, sharing expertise, leadership growth, giving back to the profession, making treasured life-long friends, and helping to make communication a force for good in business and society.”

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.
- Act as liaison to one or more standing board and/or programmatic committees at the chair's direction.

Duty of Care

Board directors must give the same care and concern to the International Executive Board as any prudent and ordinary person should. Board members should actively participate in meetings and on committees and actively work with other IEB members to advance the mission and goals of the association. Board directors should be able to read and understand 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.

Duty of Obedience

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.](#)

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Are you ready to lead IABC?

Who Should Apply

Eligibility to serve on IABC International Executive Board

To be eligible for service on the IABC International Executive Board (IEB), the applicant must:

1. Be a current IABC member in good standing.
2. Have prior fiduciary board experience on a non-IABC board.
3. 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 IEB board year in June 2022.)
4. Complete all application requirements by the January 9, 2022 deadline. (No late applications will be accepted.)

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

Who We Are Looking For



IABC is committed to [diversity and inclusion](#). Our ultimate goal is to achieve a diverse mix of board members who together provide a range of perspectives, wisdom and abilities to steward the global association and accomplish its strategic purpose.

IABC looks for candidates who are strategic thinkers and demonstrate:

- Proven leadership ability.
- Belief in IABC's vision and purpose to serve the profession.
- Embodiment of IABC shared values.
- Global experience and understanding of trends impacting the industry.
- A range of business acumen essential to fiduciary duties and organizational oversight, including strategic planning, financial and business acumen, risk management, and more.

IABC's IEB is a competency-based board. The [Nominating Committee](#) screens candidates against the established competencies as outlined in the [IABC Policy Manual, Appendix E \(page 46\)](#). Per [IABC Bylaws](#), consideration is also given to geographic, demographic and cultural diversity.

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Board Leadership Roles

Click on the role below for a description of each:

- [Chair](#) (one-year term)
- [Vice chair](#) (one- year term – 3-year commitment serving as chair, vice chair and past chair)
- [Past chair](#) (one-year term)
- [Secretary/Treasurer](#) (one-year term)
- [Director](#) (three-year term)

Vacancies on the 2022-2023

IEB include:

- **Vice Chair** with automatic succession to Chair (one-year term)
- **Secretary/Treasurer** (one-year term)
- **Two Directors** (three-year terms)

Commitments | Time and Out-of-Pocket Expenses

The board will meet monthly and additional meetings may be scheduled as needed. The video-conference meetings average 90 minutes. Typically board members meet in person for 2 or 3 days at the IABC World Conference in June, and board members may be asked to attend all-day virtual meetings in lieu of in person events in 2021. One of those meetings will be in-person, at the IABC World Conference in June. In addition, members of the board are assigned to serve as a board liaison to a committee or task force. These teams usually meet monthly for 60-minute video-conference calls and will require additional responsibility.

All board and committee calls require preparation time, follow-up, and various action items as assigned.

Executive Committee members (chair, vice chair, past chair, secretary/treasurer, and one appointed IEB director) have an additional Executive Summit to attend in-person (normally held in July) and convene via video calls in the months when the board does not meet.

Generally, the IEB has one to two in-person meetings each term – one will usually take place in advance of the World Conference. These meetings may be adjusted based on travel restrictions and budgets. If funds are available, IABC provides some level of support for board travel, however, a board member should expect some out-of-pocket expenses that could average \$2,000 USD per year.

Upon completion of the application, you will be asked to accept the following statement:

I realize that service in a leadership role involves a financial and time commitment. I realize that serving on the board will require out-of-pocket expenses and that attendance at Board meetings and other IABC business meetings is expected throughout the term of office.

Average time commitment per month:

- **Chair: 40-50 hours**
- **Vice Chair: 40 hours**
- **Past Chair: 30 hours**
- **Secretary/Treasurer: 15-20 hours**
- **Director: 10-12 hours**

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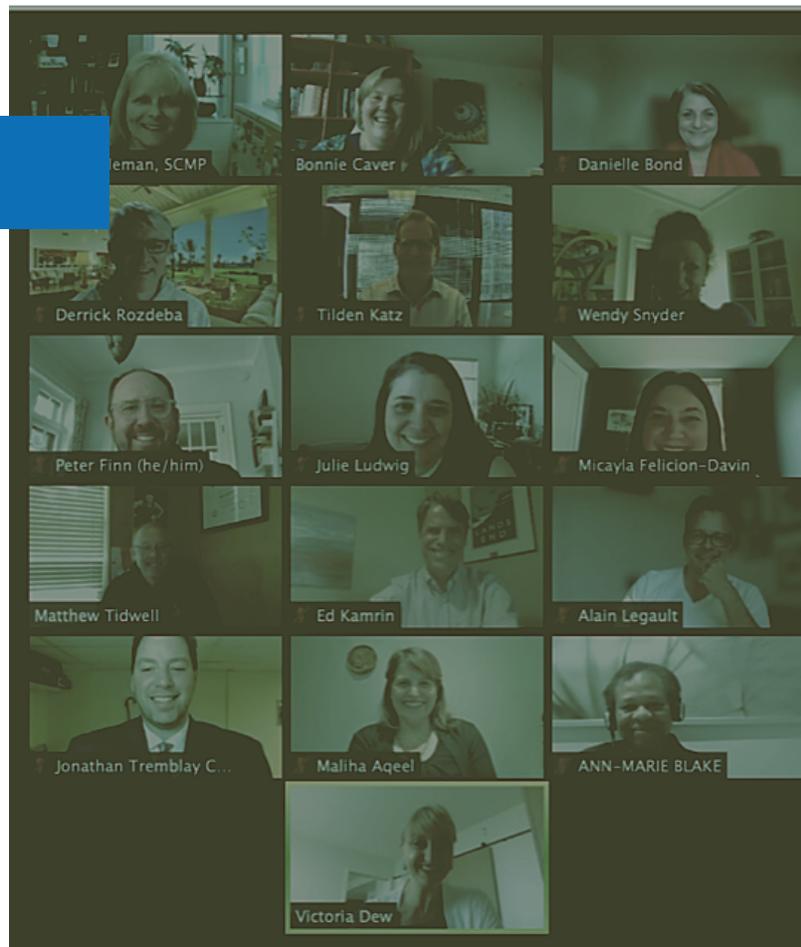
Your Application to the IEB

How to Apply

Please fill out the [online application form](#). Ensure references are aware they will be asked to provide a letter of recommendation. Applicants may be contacted by the Nominating Committee for an interview via video or telephone call.

Deadline: Sunday, 9 January 2022 at 11:59 p.m. CT

Please address any questions about how to apply to the IABC Governance Department at leader_centre@iabc.com.



Application Process and Targeted Timeline

- Closing date for application 9 January 2022
- Peer evaluation process Mid-January
- Nominating Committee selection meeting February 2022
- Notification of election to nominee Late February/Early March 2022
- Final appointment and approval by the full IEB 9 March 2022
- Outreach to all candidates End of March 2022
- Ratification of IEB Slate during Annual General Meeting ... June 2022

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