



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: [leader\\_centre@iabc.com](mailto:leader_centre@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 'Bonnie Caver'.

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



## About IABC's 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 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.



# Current International Committees

Committees/task forces looking for applicants:

- Audit & Risk\*
- Awards
- Diversity, Equity & Inclusion
- Ethics
- Finance\*
- Fellows Selection
- Foundation Grant Evaluation task force
- Global Communication Certification Council
- Professional Development
- Trend Watch
- World Conference Program Advisory Committee

*\*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.*

## 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 2022).
- Complete all application requirements by the 5 April 2022 11:59 p.m. PST 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 the application platform. Please note that if this is your **first** time in the platform, you will need to create a login – NOT the same as your IABC login.
3. Follow the Application Checklist carefully – and apply!



## 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.

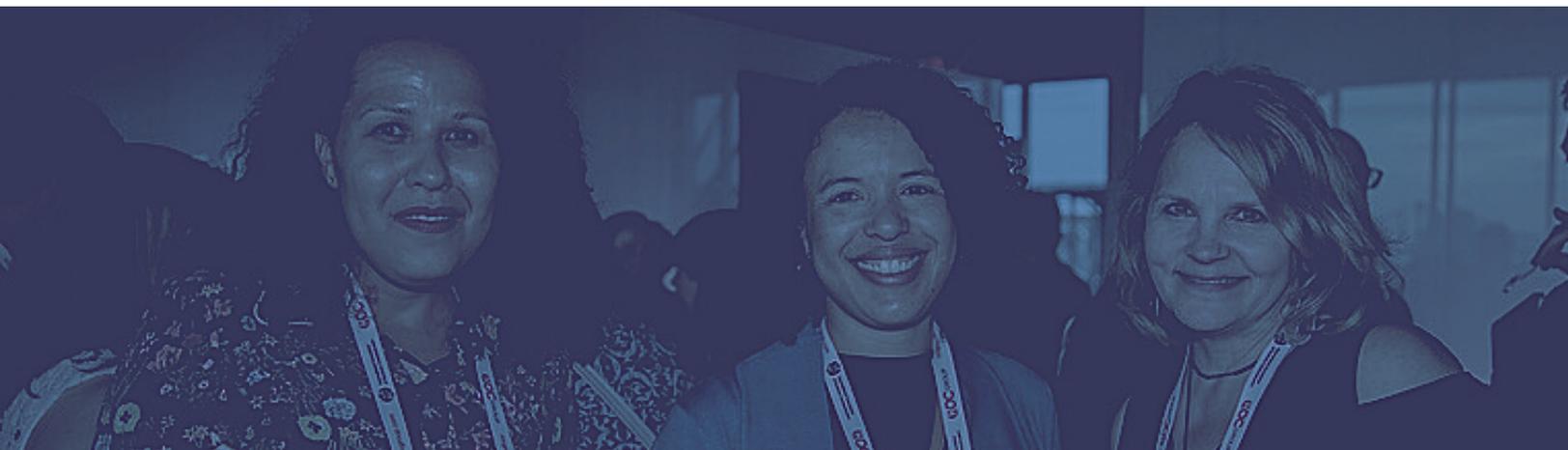
**Estimated time commitment:** Members can expect to dedicate anywhere from 3-5 hours per month.

**Current vacancies:**

- 2 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/Purpose/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 communication professionals.

**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).
- 2 Members (two-year term).

To review the terms of reference, please visit:

<https://drive.google.com/file/d/1f15yYH-zan7Ke9qicz6-KUeAq97vsOdp/view?usp=sharing>

Learn more about the Awards committee and Gold Quill Awards

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



# Diversity, Equity & Inclusion

**Role:** The IABC Diversity, Equ(al)ity and Inclusion Committee ensures that DE&I are woven into the fabric of the association at all times. In this capacity, the Committee executes on elements of IABC's DE&I strategy in conjunction with IABC staff.

- Responsibilities:**
- Collaborate with staff to develop high-level annual action plans and priorities based on the task force recommendations (e.g., diversity demographic dashboard) and other inputs from member and industry research.
  - Advise staff on the development of DE&I resources for members and the communications community.
  - Assist the International Executive Board (IEB) and other committees in incorporating diversity, equity and inclusion into the goals and objectives of the association.
  - Ensure IABC maintains a global and inclusive view of diversity.
  - Encourage all IABC volunteer leader's commitment to social and racial justice.
  - A member of the DEI Committee will serve as a member of the Advocacy & PR Task Force.

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

- Current vacancies:**
- Vice Chair (one-year term, three-year commitment with automatic succession to Chair and Past Chair).
  - 2 Members (one-year term).
  - 2 Members (two-year term).

To review the terms of reference, please visit:

[https://drive.google.com/file/d/1yMzkjlrHUXOf1jTgxoarKCa\\_vxQ9SOcO/view?usp=sharing](https://drive.google.com/file/d/1yMzkjlrHUXOf1jTgxoarKCa_vxQ9SOcO/view?usp=sharing)



# 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).
  - 2 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/1xM0xTn6RvLazcYkte21vWN4y3clFcJKw/view?usp=sharing>

Learn more about the IABC Code of Ethics

<https://www.iabc.com/About/Purpose/Code-of-Ethics>



# Fellows Selection Committee

**Role:** The Fellows Selection Committee is a regular standing committee of the Board responsible for evaluating annual nominations and making recommendations to the IABC International 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 designation process.

**Responsibilities:**

- Selection of new IABC Fellows.
- Governance of the Fellows designation process.

**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. The committee is most active from August through March.

**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.
- 1 Member (two-year term) for a current IABC Fellow.
- 1 Member (two-year term) for a non-Fellow.

To review the terms of reference, please visit:

<https://drive.google.com/file/d/1h6GBUL1plrDZodetm2uCydJSNXI25802/view?usp=sharing>

Learn more about the IABC Fellows Award:

<https://www.iabc.com/Career/Awards/Fellow-Designation>



## Finance Committee \*

**Role:** The Finance committee is a regular standing committee of the Board responsible in assisting the International Executive Board 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/Purpose/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/1XXag0nksKdsOE\\_xJdtjF9u6vBzzTegeN/view?usp=sharing](https://drive.google.com/file/d/1XXag0nksKdsOE_xJdtjF9u6vBzzTegeN/view?usp=sharing)

Learn more about the Gift of Excellence Grant Program:

<https://www.iabc.com/About/Purpose/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).
  - 2 Members (two-year term).

To review the terms of reference, please review:

<https://drive.google.com/file/d/1JjFarnI4a-sLxiY18btq-nYW9ttz9m75/view?usp=sharing>

Learn more about Global Communication Certification Council:

<https://gccouncil.org/>



# Professional Development Committee

- Role:** The Professional Development (PD) Committee oversees IABC's professional development platforms and sets strategy with regard to IABC's educational offerings to members and non-members.
- Responsibilities:** The committee ensures that IABC's offerings are consistent and high-quality across platforms, including: World Conference, monthly webinars and other presentations offered to members and fee-based offerings for non-members, IABC Academy courses, and tutorials and other training provided and designed to lead to GCCC certification.
- 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).
  - 2 Members (two-year term).

To review the terms of reference, please visit:

[https://drive.google.com/file/d/1BkR4aCRw30eZa7PhzHRPwfUTf93zY4\\_m/view?usp=sharing](https://drive.google.com/file/d/1BkR4aCRw30eZa7PhzHRPwfUTf93zY4_m/view?usp=sharing)



# Trend Watch

**Role:** The IABC Trend Watch Committee is responsible for contributing to IABC thought leadership and conducting continuous environmental scanning through the creation of quarterly reports and articles on trends, emerging issues/opportunities for the field, new perspectives in the profession, and related topics that provide guidance on substantive changes to current IABC programs and/or the development of future programs. The work of the committee will also provide individual practitioners with insight that helps them succeed now and in the future. A subcommittee may be formed at the discretion of the chair and with support from staff to meet monthly and assist in content ideation for IABC's online publication, Catalyst.

- Responsibilities:**
- 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.
  - IABC Branded reports/white papers will be provided on a quarterly basis identifying trends and potential impacts on the profession and professionals.
  - Develop partnerships with other organizations to conduct research and environmental scanning of the communications profession.
  - Host two annual virtual summits that provide an executive summary of recent findings.

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

- Current vacancies:**
- Vice Chair (one-year term, three-year commitment with automatic succession to Chair and Past Chair).

To review the terms of reference, please visit:

<https://drive.google.com/file/d/1NdSyHOTwqD8rO2tiy37iANI-6xlocumX/view?usp=sharing>



# 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 visit:

<https://drive.google.com/file/d/1qjHC8HTGjsWMfWKW0w-VY5TH5Yeum6P3/view?usp=sharing>

Learn more about World Conference, visit:

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



# IABC's International Committee Structure

IABC has two different types of committees – board committees and programmatic committees. All committees report to the International Executive Board and work in alignment with the board approved strategy and budget as well as the association's mission and strategic plan.

## Board Committees

- Audit & Risk
- Ethics
- Finance
- Nominating
- Council of Regions

## Programmatic Committees

- Awards
- DEI
- Fellows
- GCCC
- PD
- Trend Watch
- 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 committee 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.



## 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 [leader\\_centre@iabc.com](mailto:leader_centre@iabc.com).

## Timeline

- |  |               |
|--|---------------|
| • Closing date for applications                | 5 April 2022  |
| • Application review, referencing & scoring    | April 2022    |
| • Nominating Committee selection meeting       | May 2022      |
| • Final appointment and approval by full board | Mid May 2022  |
| • Outreach to all candidates                   | Late May 2022 |

