



# IABC 2021 Fellows Designation Program Briefing

# Fellows Designation Program

## International Association of Business Communicators

Dear Nominator:

Thank you for taking the time to consider yourself or nominate an IABC colleague for the 2021 Fellows Designation.

The Fellow designation is the highest honor conferred by IABC. Becoming a Fellow denotes a body of achievement by a communication professional who has had a significant impact not only on their organization and IABC but also on the communication profession overall.

This program briefing includes:

- Timeline for nomination
- Background on the Fellows designation
- The nomination process
- The evaluation process
- Feedback and communication
- Recognition
- How to apply

Please consider completing the Readiness Assessment Questionnaire for the nominee before you start the nomination process. Not only will it identify strengths and weaknesses that need to be highlighted, but it will also indicate areas that a potential nominee needs to work on before embarking on the Fellows nomination journey. The Readiness Assessment Questionnaire is available on the Fellows nomination site.

If you have any questions, please don't hesitate to reach out to [governance@iabc.com](mailto:governance@iabc.com).

Sincerely

Amanda Hamilton-Attwell Ph.D., ABC, CPRP  
Chair, IABC Fellows Selection Committee

# APPLICATION DEADLINE

## 28 October 2020 at 11:59 p.m. PT

### 1. The Timeline:

TIMELINE	
Class of 2020 Fellows open call commences	16 September 2020
Open call closes at 11:59 a.m. PT	28 October 2020
Submission review and scoring	November - January
Finalist interviews	December
Fellows Selection Committee finalist selection meeting	13 January 2021
Fellows Selection Committee slate selection meeting	26 January 2021
IEB vote on 2020 Fellows slate	February 2021
Outreach to all nominators and nominees	February 2020
Announcement of the Fellows of 2021	February – March
Fellows Designation bestowed at World Conference New York	#IABC21

### 2. Background on the Fellows Designation

#### 2.1 Program Description:

Selection as an IABC Fellow is the highest honor IABC can bestow upon one of its members. The designation is given to recognize those IABC members who continually have made an outstanding contribution to the communication profession through exemplary achievement within their own organization and through unselfish service to IABC and its members. The Fellow designation is only awarded to those individuals who are recognized by their peers as outstanding leaders in the profession. New Fellows are proposed by the Fellows Selection Committee and require a two-thirds vote of the IEB for selection.

#### 2.2 Designation Bestowed:

IABC Fellow

#### 2.3 The Fellows Selection Committee:

The Fellows Selection Committee is responsible for evaluating annual nominations and making recommendations to the IABC Executive Board (IEB) for up to five 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.

Learn more about who serves on [this committee](#).

### 3. The Nomination Process:

#### 3.1 Nominations:

- Nominations can be received from both IABC members and non-members; however, the nominee must be an IABC member.

- Self-nomination is permitted.
- Members of the Fellows Selection Committee are not allowed to nominate a candidate nor self-nominate during their term on the committee.
- Members of the International Executive Board are not allowed to nominate a candidate nor self-nominate during their IEB term.

**The link to the Open Water application site is at the end of this document.**

### **3.2 Class Size:**

To maintain the prestige of the Fellow designation, IABC will bestow it on no more than five persons in any one year. [IABC Policy Manual, Section II- (i)]

### **3.3 Qualifications and Eligibility:**

- Only members of IABC (in good standing) are eligible to be IABC Fellows
- 5 years of IABC membership is required but doesn't need to be consecutive
- Present IEB members and any person who has served as Chair during the past three years are not eligible to be nominated

### **3.4 Readiness Assessment Questionnaire:**

It is advisable a nominee complete the Readiness Assessment Questionnaire before a submission is prepared. It will help to determine if the nominee meets the stringent evaluation requirements of the Fellows Selection Committee. It is also a valuable tool for preparing oneself or another person for a future nomination. The Readiness Assessment Questionnaire is available on the Fellows Nomination site but it is also included in this document.

### **3.5 Submission Items:**

Keep in mind that the entire package is intended to tell the story of the nominee, and all of the pieces need to support the story. The nominator is responsible for gathering all items and ensuring that they collectively reflect the reasons why the nominee should be considered as a Fellow.

The completed online application form must include:

#### **3.5.1 Detail on the nominee, or yourself, if you self-nominate**

- Contact information, i.e., address, email, and phone number
- Link to nominee's LinkedIn profile (*optional*)
- Nominee's IABC Chapter

#### **3.5.2 Nominee's resume or curriculum vitae**

#### **3.5.3 The nominator's letter of recommendation or self-nominee's cover letter.**

The nominator's letter of recommendation and the self-nominee's cover letter should speak to why their candidate, or themselves, exemplifies the Fellow designation and embodies the IABC's values, brand personality, ethics, and code of conduct.

### 3.5.4 Nominee professional expertise questions

Complete the section on Open Water

- Describe the nominee's contribution to and leadership in the organizational communication field and profession. *Indicate the impact the nominee has had on the practice of communication and the communication profession.* (450-word max)
- Career Achievement. *List the nominee's communication-related career achievements. Emphasize demonstrable results of the nominee's communication efforts, the scope of responsibilities, advancements, accreditation, recognition (e.g., awards), education, and length of time in the profession.* (450-word max)
- Authorship, speaking, and lecturing. *List books, articles, columns, research papers, seminars, workshops, keynotes, courses (traditional or online), blogs, and podcasts (for non-IABC outlets). For academic nominees, please also include any professorships and other academic distinctions.* (450-word max)
- Contributions to IABC. *Leadership chapter, region, and international board levels, committee activity, other IABC volunteer efforts, presentations to chapters and regions, articles written for IABC publications, and other IABC-related activities.* (450-word max)

### 3.5.5 Supporting letters from references

Please include the contact information, i.e., telephone numbers and email address, of the four (4) references.

References are individuals who know the nominee well and can speak in support of the nominee. They could be an IABC leader, colleague, client, or someone familiar with the nominee professionally. Their role is to endorse the nomination with a letter of recommendation outlining their first-hand knowledge of the nominee's expertise in one of the four areas listed below, i.e.

- Contribution to, and leadership in, organizational communication
- Career achievement
- Authorship, speaking, and lecturing
- Contributions to the IABC

The rubric would be a helpful resource to see what the selection committee would be looking for. Keep in mind that these letters of support need to address one of the specific areas listed above. Letters should be considered by the nominator when preparing the overall package for consideration.

## 4. The Evaluation Process

All eligible nominee applications will be scored by the IABC Fellows Selection Committee using an IEB-approved objective rubric as well as committee discussion and consideration in the following areas:

- Contribution to, and leadership in, organizational communication (20%)
- Career achievement (20%)
- Authorship, speaking, and lecturing (20%)
- Contributions to the IABC (20%)
- Demonstrated alignment with IABC Shared Values & Brand Personality (20%)

**To review the rubric, please see Appendix A.**

In line with IABC's [Diversity and Inclusion policy](#), the Fellows program is committed to increasing the diversity of the applicant pool in the Fellows Open Call by actively seeking candidates in under-represented markets and to actively consider diversity factors in the selection process.

The committee will conduct interviews with the finalists prior to the final selection discussion.

A slate of the proposed IABC Fellows will be sent to the International Executive Board (IEB) in February for approval.

## **5. Feedback and communication**

Feedback will be given to the nominator/self-nominator on the outcomes from the process, identifying areas a nominee could strengthen/ build on for the future, if unsuccessful.

## **6. Recognition:**

The 2021 Slate of Fellows will be announced via

- IABC website
- Notices to the IABC social media channels, Leader Centre, Weekly Digest, and Leader Letter
- A media release available for local distribution.

The designation will be bestowed during the annual World Conference in June in New York. The designation is bestowed for life.

## **7. Readiness Assessment Questionnaire**

This questionnaire was developed to enable aspiring IABC Fellows or those considering nomination to determine to what extent they already meet the requirements to be considered for this designation and which areas they still need to attend to. This questionnaire will also assist nominators in preparing nominations that will present the nominee in the best possible way.

The questions are phrased on the assumption that it is the aspiring Fellow who is answering them.

### **7.1 About yourself**

- Are you an IABC member?
- Have you been a member of IABC for a minimum of 5 years (*It doesn't have to be consecutive*)?
- Are you NOT a current member of the IABC International Executive Board?
- Have you NOT been IABC International Chair in the past three years?

- Are there four people who would be willing to write a letter of support for you for this nomination?

## **7.2 The Rubric questions**

Answering the following questions will indicate to what extent you meet the criteria set for the Fellows Designation.

### **7.2.1 Your contribution to, and leadership in, the profession**

- Is there evidence that you have had a positive impact on the communication profession?
- Have you served in regional and international leadership roles for IABC?
- Have you had an impact on a variety of levels?
- Have you served in IABC leadership roles on all levels?

### **7.2.2 Your career achievements**

- Is your professional career path evident, with clear evidence of advancement across positions?
- Are you able to demonstrate the impact of your work in these roles?
- Is there evidence of your commitment to professional development, such as CMP, SCMP, ABC, or other professional designations?
- Have you been recognized with awards of excellence on local, regional, or international levels?

### **7.2.3 Your authorship, lecturing, speaking**

- Have you made contributions as a published author, lecturer, trainer, and/or workshop presenter?
- Have you been recognized at an international, regional, or local level for thought leadership?

### **7.2.4 Your contribution to the IABC**

- Would your application show substantial contributions at one or more levels of IABC?
- To what extent have you made a visible positive impact on IABC?
- Do you have good examples of involvement and recognition? (Score higher for involvement and recognition at a regional and international level, or across disciplines/governing bodies.)

### **7.2.5 Your alignment with the IABC's values, brand personality, ethics, and code of conduct**

- Do you have evidence as to how you have been an advocate of IABC's Code of Ethics?
- Is there good evidence (via social media, or in-person) of how you model IABC's Code of Conduct?
- How have you demonstrated leadership in the areas of diversity, equity, and inclusion?

## 8. How to apply

Please fill out the [online application form](#) in our Open Water system. You will need to create a login but will have the option to save as you go before submitting your final application by the deadline. Please note that the login to this system is **not the same** as your IABC login.

Should you have any problems with the application process, please email your concerns to [governance@iabc.com](mailto:governance@iabc.com) prior to the close of the open call on 28 October 2020

**APPENDIX A: The Rubric**  
**IABC Fellow Designation Scoring Rubric**

All eligible nominees will be scored using the following rubric. To meet our commitment to fostering a diverse and inclusive community where all people feel welcome when all things are equal, diverse candidates will be selected.

1. Contribution to and leadership in the communication field/profession						
7	6	5	4	3	2	1
<ul style="list-style-type: none"> <li>The practice of professional communication has changed because of this person</li> <li>Impact on the profession, on a global scale, over a significant period of time and on several fronts</li> <li>This person has provided insights/research/professional application that has influenced how communication professionals go about their work</li> <li>The impact reaches a global scale</li> <li>Served in senior communication roles in organisations</li> <li>Mentored and coached leaders on communication</li> </ul> <p><i>Potential indicators:</i></p> <ul style="list-style-type: none"> <li>Conducted large scale research that has had an impact on the profession</li> <li>Is seen as a leader in the profession globally</li> <li>Published books and articles</li> <li>Mentorship and coaching roles</li> </ul>	<ul style="list-style-type: none"> <li>The person served in a wide range of leadership roles and had a clear impact on the communication profession</li> <li>The impact and leadership is clear across multiple areas</li> <li>The person served as a mentor and coach for communication professionals</li> </ul> <p><i>Potential indicators:</i></p> <ul style="list-style-type: none"> <li>Mentorship roles, coaching and leadership roles</li> <li>Speaker assignments</li> <li>Published thought-leadership articles and white papers</li> </ul>	<ul style="list-style-type: none"> <li>Evidence is provided of the person's contribution to and/or leadership in the communication profession</li> <li>The person served in communication leadership roles in organisations and professional bodies</li> <li>The impact of the person reached across disciplines and governing bodies</li> </ul> <p><i>Potential indicators:</i></p> <ul style="list-style-type: none"> <li>Leadership roles</li> <li>Speaker assignments</li> <li>Articles published</li> </ul>	<ul style="list-style-type: none"> <li>Contribution made to the profession and/or leadership was at a localized level</li> <li>The contribution to the profession and/or leadership only recently started or was limited</li> </ul>	<ul style="list-style-type: none"> <li>Examples provided of the person's leadership roles and/ or how this person has impacted the profession, but the scale of the impact is unclear</li> </ul>	<ul style="list-style-type: none"> <li>Little evidence of a contribution to and/or leadership in the communication field/profession</li> <li>Impact on profession is minimal or unclear</li> </ul>	<ul style="list-style-type: none"> <li>No evidence of a contribution to and/or leadership in the communication field/profession</li> </ul>

2. Career Achievement						
7	6	5	4	3	2	1
<ul style="list-style-type: none"> <li>An accomplished professional journey, from foundation to business advisor or academic leader</li> <li>An outstanding contribution to all organizations in/for which they've worked</li> <li>Dedication to professional dev't through certification, accreditation and training</li> <li>Significant impact on colleagues &amp; teams led</li> <li>Impressive recognition in professional global/regional awards of excellence</li> </ul> <p><i>Potential indicators:</i></p> <ul style="list-style-type: none"> <li>Senior accreditation or certification</li> <li>Awards of excellence at international level</li> <li>International recognition in career</li> </ul>	<ul style="list-style-type: none"> <li>A strong career journey, with increasing responsibility and scope in positions held</li> <li>Significant achievements evident across many positions</li> <li>Holds a professional accreditation/certification</li> <li>Evidence of professional awards of excellence</li> </ul> <p><i>Potential indicators:</i></p> <ul style="list-style-type: none"> <li>Accreditation or certification</li> <li>Awards of excellence at local or regional level</li> </ul>	<ul style="list-style-type: none"> <li>Professional trajectory is clear; some evidence of advancement across positions</li> <li>Impact of work is presented for most roles</li> <li>Evidence of commitment to professional development</li> </ul> <p><i>Potential indicators:</i></p> <ul style="list-style-type: none"> <li>Ongoing professional development</li> <li>Local awards of excellence</li> </ul>	<ul style="list-style-type: none"> <li>Some evidence of a professional journey</li> <li>Consistent level of responsibility within professional roles</li> <li>Some career achievements/impact provided</li> </ul>	<ul style="list-style-type: none"> <li>Positions held do not demonstrate a trajectory of increasing responsibility</li> <li>Limited evidence of impact on organizations</li> <li>Limited professional development indicators</li> </ul>	<ul style="list-style-type: none"> <li>Some background provided on career trajectory, but no overall progression clear</li> <li>☒ Some professional development indicators</li> </ul>	<ul style="list-style-type: none"> <li>Career journey and growth unclear</li> <li>No evidence of dedication to professional development</li> <li>Career advancement not evident</li> <li>Lacks professional accreditation /certification</li> </ul>

3. Authorship, Lecturing and Speaking						
7	6	5	4	3	2	1
<ul style="list-style-type: none"> <li>• A prolific contribution to the profession across the spectrum of avenues</li> <li>• A constant and reliable presence in the profession over a sustained period</li> <li>• Recognized as an industry icon</li> <li>• Ongoing willingness to share knowledge and experience</li> <li>• Frequent contributor to credible publications, lecturing and speaking at global conferences and institutions</li> </ul> <p><i>Potential indicators:</i></p> <ul style="list-style-type: none"> <li>• Published a book, contributed chapters or articles</li> <li>• Speaking engagements and lectures</li> <li>• Recorded or live messages (podcasts, webinars)</li> <li>• Training and facilitation</li> </ul>	<ul style="list-style-type: none"> <li>• Significant contributions across multiple avenues as author, lecturer and speaker</li> <li>• Recognition as a thought leader on a regional level</li> <li>• Evidence of authorship, lecturing and speaking at credible institutions</li> </ul> <p><i>Potential indicators:</i></p> <ul style="list-style-type: none"> <li>• Publication contributions</li> <li>• Speaker assignments</li> <li>• Articles published on various platforms</li> <li>• Lectures, training and facilitation</li> </ul>	<ul style="list-style-type: none"> <li>• Recognized at a regional or local level for thought leadership</li> <li>• Evidence of authorship, lecturing and speaking on a regional level</li> </ul> <p><i>Potential indicators:</i></p> <ul style="list-style-type: none"> <li>• Workshops</li> <li>• Lectures</li> </ul>	<ul style="list-style-type: none"> <li>• Localised evidence of authorship, lecturing and speaking</li> <li>• Only recently started on this journey</li> <li>• Limited themes and speaking assignments</li> </ul>	<ul style="list-style-type: none"> <li>• Some evidence of authorship, lecturing and speaking</li> <li>• Themes are limited</li> <li>• Exposure limited</li> </ul>	<ul style="list-style-type: none"> <li>• Minimal evidence of authorship, lecturing and speaking</li> </ul>	<ul style="list-style-type: none"> <li>• No evidence of authorship, lecturing and speaking</li> </ul>

4. Contributions to IABC						
7	6	5	4	3	2	1
<ul style="list-style-type: none"> <li>An outstanding level of commitment at all levels of the association</li> <li>Has gone above and beyond the call of a volunteer leader over a sustained period of time</li> <li>An advocate for the association; an IABC visionary</li> <li>A recognized presence within IABC</li> <li>Ongoing willingness to share knowledge and experience</li> <li>Filled leadership roles on an international level</li> </ul> <p><i>Potential indicators:</i></p> <ul style="list-style-type: none"> <li>International level involvement and impact</li> </ul>	<ul style="list-style-type: none"> <li>Involved over a period of time on international level in various committees and workgroups</li> <li>Contributed to IABC content and training</li> <li>Presented webinars on regional and international level</li> <li>Clear examples of leadership and impact</li> <li>A strong supporter of the association and its programs</li> </ul> <p><i>Potential indicators:</i></p> <ul style="list-style-type: none"> <li>Regional level involvement and impact</li> </ul>	<ul style="list-style-type: none"> <li>Involvement on chapter and regional level in various leadership roles</li> <li>Impacted on the way the chapter and the region are run</li> <li>Was a member of a committee or work group of the IABC on international level</li> <li>Presented at IABC regional conferences</li> </ul> <p><i>Potential indicators:</i></p> <ul style="list-style-type: none"> <li>Chapter and regional involvement and impact</li> <li>Member of a international work group or committee</li> </ul>	<ul style="list-style-type: none"> <li>Contribution on chapter level for more than one term</li> <li>Filled leadership roles on chapter level</li> <li>Involved on chapter level in various roles</li> <li>Presented at IABC workshops on chapter level</li> </ul>	<ul style="list-style-type: none"> <li>The contribution as on chapter level and for not more than one term</li> </ul>	<ul style="list-style-type: none"> <li>Limited contribution for a limited time</li> <li>The contribution is not clearly presented</li> </ul>	<ul style="list-style-type: none"> <li>Contributions very limited or not present at all</li> </ul>

5. Demonstrated alignment with IABC Shared Values, Ethics, Code of Conduct & Brand Personality						
7	6	5	4	3	2	1
<ul style="list-style-type: none"> <li>This person fully embodies IABC shared values, ethics and code of conduct</li> <li>A beacon for upholding the behaviors within IABC's brand personality</li> <li>This person reflects the values and the brand personality of the IABC in his/her leadership roles</li> </ul> <p><i>Potential indicators:</i></p> <ul style="list-style-type: none"> <li>Is an advocate for IABC globally</li> <li>Leading coaching and mentoring globally</li> <li>Demonstrates IABC values, ethics code of conduct to an outstanding degree</li> </ul>	<ul style="list-style-type: none"> <li>Examples that show that this person is a strong proponent of IABC's shared values, ethics and code of conduct</li> <li>Seen as a role model exemplifying the behaviors in IABC's brand personality</li> </ul> <p><i>Potential indicators:</i></p> <ul style="list-style-type: none"> <li>Leading coaching and mentoring locally and regionally</li> <li>Demonstrates IABC values, ethics code of conduct to a high degree</li> </ul>	<ul style="list-style-type: none"> <li>The examples reflect the behaviour of a keen promoter of IABC's shared values, ethics and code of conduct</li> <li>Good evidence of how this person lives the behaviors within IABC's brand personality</li> </ul>	<ul style="list-style-type: none"> <li>Examples of how most of the values are evident in the person's behaviour as communication professional</li> <li>Clear examples of how the person reflects the brand personality of the IABC</li> </ul>	<ul style="list-style-type: none"> <li>Examples of how some of the values of the IABC values are exemplified</li> <li>Not all the values are reflected in the examples provided</li> </ul>	<ul style="list-style-type: none"> <li>Limited or vague examples of how this person embodies IABC's shared values and brand personality</li> </ul>	<ul style="list-style-type: none"> <li>No evidence of alignment with values and the IABC brand personality</li> </ul>