

2018 Chapter Management Awards

CMA Manual



International Association
of Business Communicators

Contents

Contents.....	2
About the awards.....	2
At a Glance.....	4
How to enter.....	5
Work Plan.....	5
Work sample.....	5
Submissions.....	5
Categories.....	6
Strategic Planning.....	6
Membership Marketing.....	6
Professional Development.....	7
Financial Management.....	8
Student Involvement.....	9
Leadership Development.....	9
Communication Management.....	10
Community Involvement.....	10
Sponsorship.....	11
Event Management.....	11
Sample Winning Entries.....	12
The Do’s and Don’ts:.....	12
Checklist:.....	13
Key Dates:.....	13

About the awards

The IABC Chapter Management Awards are an annual awards program that measures the leadership, management, creativity and teamwork of IABC chapter leaders worldwide. Chapters may enter as many categories as desired, and have the chance to win awards of Excellence or Merit in each category, as well as the Small, Medium, Large and International Chapter of the Year awards.

The winner of the International Chapter of the Year is responsible for evaluating entries the year following their win. Thank you to the leaders from IABC Calgary, the 2017 International Chapter of the Year, who will complete the evaluations for the 2018 program.

- Merit winners receive a commemorative award. There can be multiple merit winners in each category.
- Excellence winners receive a commemorative award. There can be multiple excellence winners in each category.
- In order to be eligible for Chapter of the Year in each chapter division:
 - Small chapters need to submit at least two CMA entries.
 - Medium chapters need to submit at least three CMA entries.
 - Large chapters need to submit at least four CMA entries.

Winning chapters in these divisions receive a commemorative award and a USD\$200 stipend that can be applied toward a future chapter program. The more categories you enter, the greater your odds for winning Chapter of the Year.

- The International Chapter of the Year will receive one free 2018 IABC World Conference registration to be given to a chapter leader and an award commemorating their achievement.

At a Glance

Eligibility:

All chartered IABC chapters are eligible to enter.

Time Period:

Work done from 1 July 2016 through 15 November 2017 is eligible for entry. If you are submitting a multi-year project or program, only the results for the current year will be considered.

Deadline:

The deadline for entries is 11:59 p.m. PST, 6 December 2017.

Divisions:

Division 1: Large chapters (201 or more members)

Division 2: Medium chapters (76 to 200 members)

Division 3: Small chapters (15 to 75 members)

Note: member count excludes student members.

Categories:

Chapters that enter a single category can be a winner in that category. Chapters entering four or more categories will be eligible to win their division and potentially International Chapter of the Year.

Strategic Planning
Membership Marketing
Professional Development
Financial Management
Leadership Development
Communication Management
Student Involvement
Community Involvement
Sponsorship
Event Management

All entries are the property of IABC and may be reproduced in the Leader Center, Leader Letter and other IABC material as appropriate.

Evaluation:

Merit Award: Entries scored between 5.25-5.74

Excellence Award: Entries scored between 5.75-7.0

How to enter

Evaluators look for imaginative, innovative programs with clearly stated, measurable goals and objectives. The more complete your entry, the better your chances of winning an award.

For each entry you are required to submit a work plan and a work sample, both in PDF format.

Work Plan

The work plan outlines what you set out to do, how you implemented, and what outcomes resulted. The following

- Eight-page maximum (minimum 10-point type)
- Headings and bullet points are fine if you feel that they convey your message
- Work plan is a statement of your chapter's goals or objectives and how well your programs and projects met them
- Entries will be judged on the merits of the programs and projects described and the extent to which stated goals were met or analyzed
- You may want to review past CMA entries for reference. Past winning samples are available on Leader Centre.

There are five sections required to be covered in a work plan.

1. **Goals and Objectives:** State the purpose and desired results of each activity, project or program.
 - Include the chapter history, market environment, or other factors the evaluators should consider.
2. **Budget:** Provide budget for the program or initiative.
3. **Implementation:** Describe the strategies or tactics your chapter used to achieve these goals.
 - Include any obstacles encountered and how the chapter responded to them (if applicable).
 - Include methods of communications.
4. **Measurement:** How was the effectiveness of the initiative measured?
 - If the program did not meet its goals, provide an analysis of how the program or initiative could be improved.
5. **Results:** Evaluate the results, compared to your chapter's goals and objectives.

Work sample

- Submit up to five supporting documents per category.
- Label each sample and refer to it in your work plan.

Submissions

You will submit your entry/entries using Judgify: <https://www.judgify.me/IABCCMAs>.

Categories

Strategic Planning

Describe how your chapter has aligned with the #IABC1720 strategy and IABC's stated purpose to advance the profession, create connection and develop strategic communicators. What is your chapter doing to identify challenges and establish plans to tackle those challenges while planning for long term success?

1) Strategy Alignment

- Describe how your chapter aligned with IABC's new vision, purpose, and 17/20 strategy. For example, have you streamlined processes, updated your chapter bylaws, or taken other initiatives to ensure that your chapter is in alignment with the international strategy?
- What short term and long term plans has your chapter put in place in order to strengthen and grow your chapter?

2) Chapter Planning

- How has the chapter integrated its strategy planning into professional development and additional opportunities to support members?
- Describe how your chapter will use strategic planning to identify solutions to challenges that the chapter is facing. How have the three pillars of the 17/20 strategy (Advance the Profession, Create Connection, and Develop Strategic Communicators) been incorporated into your planning?

3) Metrics

- What measurements has the chapter put in place to gauge success? How will your chapter know it has achieved its goals?

Membership Marketing

Describe your membership marketing plan, along with recruitment and retention goals. Discuss efforts to recruit and retain members during the year, including efforts to engage current members, recruit prospects, and appeal to special interest groups. Discuss how these efforts are measured and whether adjustments were made to improve results. Compare the chapter's overall growth during the period (paid members at the beginning of the board year compared to paid members at the end of the year) to your goal.

1) Retention

- Describe programs to keep existing members engaged and encourage them to renew their memberships. Include descriptions of professional development and networking programs, membership surveys, program surveys, exit interviews, retention drive phone calls, letters and emails. Indicate what improvements were made to existing programs during the year.

- Evaluate whether the chapter attained its goals and objectives. How did you measure the program's success?
- 2) Recruitment
 - Describe membership drive activities and incentives, including marketing strategies. Provide samples of your work, and tell us what improvements were made to programs during the year.
 - Evaluate whether the chapter attained its goals and objectives.
 - 3) Member Onboarding
 - Describe how new members are welcomed. Include welcome calls or letters, breakfasts or lunches for new members, membership kits, and orientation activities about membership services or benefits. Indicate what improvements were made to programs during the year.
 - 4) Corporate package recruitment
 - Describe efforts made to work with companies and HQ staff to recruit corporate package memberships.
 - Evaluate whether the chapter attained its goals and objectives.
 - 5) Other Membership Services
 - Describe your job placement and freelance services, speaker's bureau, special interest group meetings, and information and publications exchange, and evaluate programs, chapter resource libraries, or other programs relevant to recruitment and retaining members. Explain how they meet the needs of your membership.
 - Describe any special member recognition programs.

Professional Development

Describe your program planning strategy, goals, objectives and measurement. Explain how your PD strategy fits your chapter's needs.

- 1) Regular Programs
 - Explain how your chapter approaches PD and describe the content of programs, speaker selections, experience level (entry, mid, senior), time and location of meetings, attendance figures (list members and prospective members separately), profitability and promotion.
 - Evaluate how you attained goals and objectives for your monthly programs. For example: feedback from program/meeting surveys indicating whether programs met diverse member needs, revenue and expenses for programs, attendance figures and number of programs/meetings per year.
- 2) Special Programs or Promotions

- Describe your overall planning strategy for workshops and seminars, chapter awards programs, distance learning, professional development grants, time and location of special programs, attendance figures and profitability. Share promotional material and vehicles.
- Evaluate whether you achieved the objectives for your special programs. For example: feedback from program/meeting surveys indicating whether programs met a variety of member needs, revenue and expenses, attendance figures and number of special programs/meetings per year. How did you measure the program's success?
- Describe how you promote IABC programs designed to provide professional development and career enhancement for members, such as regional conferences, the World Conference and IABC research reports.
- Describe how you identify, support and promote special interest groups to various audience groups such as senior communicators, young professionals, industry special interest groups, or geographic special interest groups.

Financial Management

Describe your financial management strategy and policies, including training for board members, sources and uses of income and special challenges.

1) Budgeting and Accounting Procedures

- Describe how your chapter's budget, financial policies, expenditure procedures and budget evaluations are created. Include these attachments:
 - Budget (income and expense) for the year entered and how it supports the chapter's goals.
 - One month's financial report (within same budget year) with budgeted and actual numbers, results of operations, and reconciled cash balance for the beginning and end of the period
 - Other internal reporting forms (income receipt form, check request form, financial policy manual)
 - Auditor's report, if available. If not, comment on your audit policy
- Describe how chapter leaders are kept informed about the chapter's financial position

2) Banking Procedures

- Describe your reconciliation procedures, cash flow management and other financial controls.

Student Involvement

Describe your strategies to connect with students and how you measure those efforts.

1) Engagement

- Describe how you encourage students to participate in your programming. For example, internship or mentoring programs, scholarship or grant programs, awards and recognition programs, student-focused events, career counseling, special interest groups, or initiatives to grow or support student chapters.

2) Promotion and Relationship Building

- Describe how you promote IABC to universities, professors, students and the educational community. For example, speaking engagements, meetings or discussions, curriculum support, fee discounts, advisory board service, or social media initiatives.

Leadership Development

Describe your chapter's leadership needs, your objectives for leadership development, and whether they were successful. Describe how you measure and evaluate those efforts.

1) Volunteer Recruitment Program

- Describe how you identify and recruit volunteers and board members. In addition, describe activities that encourage members to consider leadership roles on regional and international levels.

2) Training and Development Program

- Describe how you train leaders about IABC's structure, culture, brand and strategic priorities. For example: succession planning, board orientation, chapter policy manual, bylaws, job descriptions of chapter officers and committee chairs, and leader communication.
- Do you send leaders to the Leadership Institute and/or regional leadership training events annually?
- How do you encourage leaders to be engaged with IABC and familiarize themselves with the resources and materials available to them through IABC's Leader Centre?

3) Strategic Planning

- Describe how your leadership team sets goals. For example: long-term strategic planning, goal setting on an annual or project basis, and goal review and evaluation sessions.

4) Recognition Programs

- Describe how your chapter recognizes and rewards volunteers, chapter leaders, committee chairs and other volunteers.

5) Election Procedures

- Describe how your chapter nominates, elects and/or appoints members to leadership and committee chair positions. In addition, include the number of chapter members who hold officer and committee chair positions.

Communication Management

Describe your chapter’s communication objectives and your efforts to measure and evaluate their effectiveness. This can include social media, online newsletter, and other marketing campaigns.

1) Internal Program

- Describe how you communicate with your members. For example, your chapter, social media, newsletters, letters from the president and meeting promotion.
- Describe your feedback systems. For example, membership surveys, meeting and program surveys, open board meetings with member question-and-answer sessions and/or social media.

2) External Program

- Describe how you communicate with external audiences. For example, how you use media and/or social media to promote your chapter, market your events and services to prospective members, increase awareness of your chapter and the IABC brand, advertise within the profession and in the business community, build online communities, celebrate member accomplishments and address communication issues.

3) Branding

- Describe how the language and messaging in your marketing and communication efforts support the IABC brand.
- Describe how your chapter uses the visual aspects of IABC’s brand guidelines. Is the chapter following the guidelines on its social media sites, brochures, marketing copy and logos? Do you incorporate the values, visual elements and tagline outlined in the IABC brand guidelines?

Community Involvement

Describe your strategies to enhance the reputation of IABC in your community and how you evaluate those efforts.

1) Community Activities

- Describe your outreach programs. For example, volunteer PR or communication programs, assistance for nonprofit organizations, job placement services or literacy programs.
- Describe how you interact with other professional groups. For example, activities with IABC chapters, professional associations or business organizations.

- Describe your chapter’s efforts to increase IABC’s visibility and engage with your local business community/business leaders.

2) Measurement

- What are your objectives and how are they measured? What were your results?

Sponsorship

Provide an overview of your sponsorship activities, including your strategy, tasks, accomplishments and metrics.

1) Sponsor Identification, Recruitment and Management

- How do you identify and recruit sponsors?
- Provide an example of a sponsorship agreement.
- How do you manage your sponsor relationships?
- What steps do you take to protect your member data and the IABC brand?
- What opportunities do you provide to the sponsor to engage with your audiences?

2) Measurement

- What are your sponsorship objectives and how are they measured? What were your results?

Event Management

Describe your event planning strategy, goals, objectives, implementation, and measurement. Explain how your event fits your chapter’s needs and facilitates networking among chapter members.

1) Events

- How has this program created connection among chapter members?
- What has the chapter done to engage non-members to attend events?
- Attendance figures (list members and prospective members separately), profitability and promotion.

2) Measurement

- Evaluate how you attained goals and objectives for your event. For example: feedback from post-event surveys indicating whether programs met diverse member needs, revenue and expenses for events, attendance figures and number of programs/meetings per year.

Sample Winning Entries

2017 Excellence Award Winners

[Communication Management: IABC Dallas](#)

[Communication Management: IABC Wellington](#)

[Event Management: IABC London](#)

[Event Management: IABC Minnesota](#)

[Financial Management: IABC British Columbia](#)

[Financial Management: IABC Orange County](#)

[Leadership Development: IABC Calgary](#)

[Membership Marketing: IABC Orange County](#)

[Professional Development: IABC Orange County](#)

[Sponsorship: IABC Orange County](#)

2017 Merit Award samples and winning entries from past years can be found on Leader Centre.

The Do's and Don'ts:

- DO review past winning entries to get an idea of what the evaluators will be looking for.
- DO provide as much detail as possible and samples of your winning work.
- DO set a schedule that will help you stay on track with preparing your entry.
- DO task various board members with collecting data to support your entries. Submitting CMAs are a time commitment and it helps to split up some of the work.
- DO review your entries before submitting. Ask other board members to review as well.
- DON'T wait until the last minute to prepare your entry.
- DON'T forget to include key aspects of your entry. Review the Checklist below

Checklist:

- What is the purpose of your entry? What were the opportunities and challenges? Include thorough information about your chapter history to give the evaluator an idea of your chapter.
- What are the goals and objectives of this entry? Be sure to clearly state the purpose and desired outcome.
- Did you include proper budget information? Be sure to included totals for each component.
- How did your chapter implement this project/program/event? What strategies were used to achieve your goal?
- Be sure to tell the evaluator how the effectiveness of the project was measured.
- Evaluate the results clearly. This should clearly reflect the goals and objectives.
- Be sure to include samples of your work.

Key Dates:

- Program opens: 22 September 2017
- Program closes: 6 December 2017
- CMA Ceremony: 8 February 2018