

IABC Annual General Meeting

Saturday June 10, 2017

Washington Hilton



International Association
of Business Communicators

Ratification of 2017-18 IEB Positions

Vice Chair (automatic succession to 2018–2019 chair)

Ginger D. Homan, ABC, Tulsa, Oklahoma, U.S.

Secretary/Treasurer (one-year term)

Alain Legault, Montréal, Quebec, Canada

Director (one-year term)

Sherry Kennedy, Nairobi, Kenya



Director (three-year term)

Jill Vitiello, North Brunswick, New Jersey, U.S.

Sheila Carruthers, Calgary, Alberta, Canada

Leanne Nyirfa, Saskatoon, Saskatchewan, Canada

IABC Bylaws | Motion 1: Preamble Statements

CHANGE 1:

Existing Section

PREAMBLE – Section 1. Vision

The International Association of Business Communicators (IABC) enables a global network of communicators working in diverse industries and disciplines to identify, share, and apply the world’s best communication practices. IABC is recognized as the professional association of choice for communicators who aspire to excel in their chosen fields.

Change Proposed

To clarify the vision and align with the IABC brand, replace with –
‘Professional communicators at the heart of every organization.’

IABC Bylaws | Motion 1: Preamble Statements

CHANGE 2:

Existing Section

PREAMBLE – Section 2. Mission and Section 4. Purpose

Section 2. Mission

IABC's mission is to:

- (a) Provide lifelong learning opportunities that give IABC members the tools and information they need to be the best in their chosen disciplines.*
- (b) Share among our membership best global communication practices, ideas, and experiences that will enable the development of highly ethical and effective performance standards for our profession.*
- (c) Shape the future of the profession through ground-breaking research.*
- (d) Champion the communication profession to business leaders.*
- (e) Unite the communication profession worldwide in one diverse, multifaceted organization under the banner of the International Association of Business Communicators.*

IABC Bylaws | Motion 1: Preamble Statements

CHANGE 2: (cont.)

Existing Section

PREAMBLE – Section 2. Mission and Section 4. Purpose

Section 4. Purpose

IABC serves three principal constituencies in support of the IABC Mission:

- (a) Members of the Association. IABC serves members by providing products, services, resources, activities, learning and networking opportunities, awards programs, and other forms of professional and personal development.*
- (b) Chapters, Regions, and Other Subdivisions, and their Officers and Leaders. IABC serves its organizational subdivisions and leadership by providing services, management support, leadership development, conferences, and awards programs encouraging and recognizing innovation, creativity, and best practices.*
- (c) The Profession at Large. IABC serves the communication profession by establishing standards, principles, and recognition for high-quality, innovative, ethical, effective, technologically advanced communication practices; by encouraging and developing programs supporting professional certification; through research; and by working with communicators and communications organizations to improve the effectiveness of organizational communication worldwide.*

IABC Bylaws | Motion 1: Preamble Statements

CHANGE 2: (cont.)

Existing Section

PREAMBLE – Section 2. Mission and Section 4. Purpose

Change Proposed

Combine the mission and purpose statements into one strong statement and have Section 2. be revised Purpose statement reading *‘To advance the profession, create connection and develop strategic communicators.’*

IABC Bylaws | Motion 1: Preamble Statements

CHANGE 3:

Existing Section

PREAMBLE – Section 3. Philosophy

IABC is a volunteer-driven organization whose strength is derived from the dedication of its members to the advancement of their profession, with a commitment to improving the effectiveness of organizations through strategic, interactive, integrated business communication management. Its members are united in the belief that organizational communication is a high calling. They are drawn together to support their common goal of achieving excellence in their professional lives and the lives of the organizations they serve

IABC Bylaws | Motion 1: Preamble Statements

CHANGE 3: (cont.)

Existing Section
PREAMBLE – Section 3. Philosophy

Change Proposed

To align with the IABC Brand Guidelines that were approved in 2015, replace existing statement with:

'IABC pledges 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.'

IABC Bylaws | Motion 2: Alignment updates

CHANGE 4:

IABC Bylaws currently use 'Executive Board' terminology usage throughout document.

Change Proposed:

Add 'International' to Executive Board throughout Bylaw document to bring clarity.

IABC Bylaws | Motion 2: Alignment updates

CHANGE 5:

Existing Section

ARTICLE 3 ORGANIZATIONAL STRUCTURE. Section 4. Chapters

Chapter Affiliation. Chapters are groups of members, meeting the requirements of and chartered by the IABC Executive Board, and are affiliated with IABC and bound by its bylaws, policies, procedures, and by the IABC Code of Ethics for Professional Communicators.

Change Proposed:

Include 'All chartered chapters are required to sign the IABC Chapter Affiliation Agreement' following the last sentence.

IABC Bylaws | Motion 2: Alignment updates

CHANGE 6:

Existing Section

ARTICLE 3 ORGANIZATIONAL STRUCTURE. Section 4. Chapters

Chapter Organization. Chapters shall organize themselves to serve their members in any appropriate manner that does not contravene the bylaws, policies, procedures, or the IABC Code of Ethics for Professional Communicators.

Change Proposed:

Adjust 'any' to 'an appropriate manner' and adjust 'does not contravene' to 'does not contradict'.

IABC Bylaws | Motion 2: Alignment updates

CHANGE 7:

Existing Section

ARTICLE 8 EXECUTIVE BOARD NOMINATIONS. Article 8. Section (e) Proxy:

(e) Proxy. No Nominating Committee delegate who is unable to attend a meeting of the Executive Board may grant a proxy to another member of the Executive Board or to any other member

Change Proposed:

Adjust language to allow more flexibility to process and to read 'Shall a Nominating Committee delegate be unable to serve; the Region may appoint an acting officer of the regional board or a past regional chair as a proxy.'

IABC Bylaws | Motion 2: Alignment updates

CHANGE 8:

Existing Section

ARTICLE 6 EXECUTIVE BOARD OFFICERS. Section 3. Officers' Term of Office.

The Chair shall serve a single one-year term, or until a successor is duly elected and qualified. The Vice Chair shall serve a single, one-year term with automatic succession to Chair. The Secretary/Treasurer shall serve a one-year term, and may be elected for a second consecutive term.

Change Proposed:

In previous years, the application to serve as Secretary/Treasurer required serving one year on the Finance Committee. This change makes the Bylaws consistent and benefits IABC with an experienced Secretary/Treasurer. Adjust language in the last sentence to *"The Secretary/Treasurer shall serve at least one year on the Finance Committee before taking office and will serve a one-year term. They may be elected for a second consecutive term."*

IABC Foundation Bylaws | Motion 1: Mission Statement

CHANGE 1:

Existing Section

ARTICLE 1 NAME AND LOCATION. Section 2. Purpose.

The IABC Foundation is a charitable, 501(c)(3), not for profit supporting corporation, which is “controlled by” the International Association of Business Communicators (IABC), as defined in Section 509(a)(3) of the Internal Revenue Code. The mission of the IABC Foundation is to generate resources to fund IABC strategic initiatives that advance the practice, perception and effectiveness of the communication profession across the globe.

Change Proposed:

Adjust language in the last sentence to “ The mission of IABC Foundation is to generate resources to fund and support strategic initiatives in line with IABC’s mission and to demonstrate the power of professional communication as a force for good in business and society.”

Renewed Strategic Intent:

- **Vision:** Professional communicators at the heart of every organization.
- **Purpose:** To advance the profession, create connection and develop strategic communicators.
- **Philosophy:** IABC pledges 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.
- **Value Proposition:** IABC is the only global association connecting me with the people and insights I need to drive business results.

#IABC1720 Strategic Framework

We aim to advance the profession, create connection and develop strategic communicators through a proactive approach to thought leadership and by enabling communicators to prove their impact on the organizations they serve using insights and results.

PURPOSE



VISION: Professional communicators at the heart of every organization.

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.

VALUE PROPOSITION:

IABC is the only global association connecting me with the people and insights I need to drive business results.

Rubric for evaluating new initiatives:

- Does this support our purpose?
- Does this enhance the member experience?
- Does this help to align, develop or engage leaders?
- Does this advance organizational excellence?

Hashtags to launch the new year!

#IABC1720

#WeLeadIABC

#createconnection

#insightsandresults

Open Floor

Q&A



International Association
of Business Communicators

Enjoy #IABC17



Global Business:
Lead Communication—Make Real Impact

IABC World Conference
11–14 June 2017, Washington, D.C.

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