

IABC/BC Annual General Meeting: Minutes

June 12, 2018

- **Confirmation of Quorum:** Quorum attained (22+ members in attendance).
- **Motion to approve the minutes from 2017:** Gemma Lawrence, Denisa Orlandea. All in favour.
- **Motion to approve the proposed Board slate:** Glauce Fleury, Gillian Hobbs. All in favour.

President's Welcome (Jeanette LeBlanc)

- IABC/BC had a great year. As the third year in our three-year strategic plan (2015-2018), we built on learnings from each year and modified our objectives to suit needs of the year ahead.
- Two-fold focus for 2017-18:
 - Primary focus: Providing value and fulfilling experiences for our volunteers, members, and others in the industry. We continue to offer rewarding experiences for board and committee members, and provide for membership in our professional development programming and networking events.
 - Second focus: Operational effectiveness of the chapter. We looked closely at our business infrastructure, systems, and technology; and revenue streams with sponsorship, events, and membership dues. We remained financially and kept expenses contained.
- We continued to support the six strategies established at the onset of our three-year plan, which included: get ahead of the curve, be one IABC, think beyond membership, foster continuity, 'do less, better,' and 'do better, better.' In support of the strategies, we achieved:
 - An 8% increase in volunteers from 2016-17.
 - A Portfolio Manager level of volunteering.
 - A satisfied and engaged membership (measured through attendance at events, volunteerism, and renewal).
 - Steady membership at 425 members (a 3% increase).
 - 24 events (including networking, PD, SIGs, membership, student events, etc.), with more than 700 registered attendees across all events.
 - Better partnership: We collaborated with partners to help us reach new members, such as offering reciprocal member pricing and ticket offers.
 - Effective chapter management (measured through financial stability, ROI, CMAs and having a good volunteer base), winning two Chapter Management Awards.
 - Positive financial health: We entered the year with a small planned loss, and recovered this throughout the year.
- Board Structure changes: We centralized all Marketing and Communications activities, centralized all Events activities, and created two new portfolios – Special Interest Groups and Students & New Communicators.
- 2-year Board Term Bylaw change: At the 2017 AGM, we ratified a change in our Bylaws stating that new Board members would now serve a two-year term.
- Notes on operational efficiency:
 - Office Suites, our virtual office service provider, experienced new management and new staff, which led to some operational challenges between our teams. We have continued to work with them and maintain a positive relationship.

- CVENT has been a challenging event-management tool. There is no option to exit the agreement early despite our efforts to do so for increased operational efficiency and cost savings to the chapter.
- Basecamp is our central internal communication and project management tool for all of our chapter volunteers. This system has helped us continue to reduce volunteer email volume, support better documentation of the chapter's history and planning decisions, year-over-year.
- International and Regional Highlights:
 - We were the host chapter of the IABC Canada West Region's bi-annual conference, held in Kelowna, which was beneficial to our Chapter leadership.
 - IABC International launched a new Corporate Membership program, a new IABC Academy (online), an SCMP certification-level, and a new association-wide social network (The Hub).

IABC/BC Portfolio Highlights and Challenges

- *Executive*
 - Aligned its goals to support the greater board and the chapter three-year plan:
 - Ran the Board Buddy program again, for Executive Board members supporting the Board of Directors' experience
 - Brought on a Board Advisor role to add senior and strategic support at the Executive level
 - Emphasized recognition and team building by sharing kudos, additionally, Board members will be recognized for their chapter contributions at the Wave Awards
 - Held a mid-year social and a year-end social
 - Introduced new marketing tools: thank you cards, business cards, and branded umbrellas
- *Volunteers*
 - Our volunteers this year represented an equivalent of 15% of our membership (equal to 65 volunteers). Comparing year over year, this volunteer total represents an 8% increase from 2016-17.
 - Student recruitment was positive with thanks to the Student + New Communicator Services portfolio, attaining two student ambassadors.
 - We were not able to develop / implement a volunteer management system, but this tool remains a necessity for volunteer management.
 - Portfolio Managers (PM) were recruited to support the Board of Directors. We initially recruited for 20 Portfolio Managers (PM) across Board portfolio areas. We filled approximately 12 positions, achieving about 60% recruitment. The primary challenge was turnover and our inability to recruit for all the roles, for a variety of reasons specific to each area.
- *Membership*
 - We were one of the top three large chapters that saw significant membership growth during March's Membership Month. We also relaunched of the #MyIABCStory campaign to support Membership Month.
 - As of May 15, our chapter has 425 members, achieving 83% of our goal for membership growth targets this year.

- We held three Get Connected events over the course of the year. The third event in March had the strongest attendance. This third event followed similar format and promotions to one from the previous year and proves to be a successful format for our chapter.
- Our annual member survey features a revised format, improved questionnaire, and more respondent-focused experience thanks to a partnership with our sponsor, NRG Research Group.
- *Sponsorship & Advertising*
 - We retained six of our seven sponsors for the coming year. Base Two Media will complete their sponsorship at end of this term.
 - We set an objective to grow new sponsors by 25%, and with only able to bring on one new sponsor this year - NRG Research Group - we were not able to meet this objective.
 - Our sponsors from this year include: Odette Hidalgo (Addon Creative) – creative/design sponsor; Jeff Pelletier (Base Two) – video marketing sponsor; Vincent Chan (Invisionation Photography) – photography sponsor; Chris Wagner (Bananatag) – chapter sponsor; John Almond (Graphically Speaking) – website management support; Josh Lowen (Status Bureau) – data and digital analytics support; Roland Pajares (NRG Research Group) - Membership survey.
 - Jobline (Advertising): The improved workflow of Jobline and user experience for employers to post drastically reduced the amount of work needed to maintain the highly profitable section of the website. As of May 15, we posted 118 job opportunities. We set an objective to generate \$24,000 revenue for Jobline and achieved this two months before end of the year.
 - Door prizes: We brought back door prizes for our Winter Social event in December and it was a big hit.
- *Career Development*
 - Two successful initiatives held, Speed Mentoring for New Communicators event and the launch of pilot Peer-To-Peer Skill-Based Mentorship Program.
 - Certification: Hosted an exam in April 2018 and one new CMP in our Chapter. It was challenging to promote certification and grow interest in this program.
 - Awards: Participated in judging of the SAIL Award for annual Wave Awards program.
 - Gift of Communication: We are currently planning this program for a launch later in 2018.
- *Special Interest Groups*
 - Piloted two new Special Interest Groups: Post-Secondary Education and B2B both with initially strong responses.
 - Five SIG groups total this year, resulted in 12 SIG meeting/events for the year.
 - SIGs included: Health Communication, Post-Secondary Education Communication, Internal Communication, Digital Strategy Communication, B2B Marketing & Communication. Two other groups were unable to continue, due to no Chair or scheduling challenges: Senior communicators and Independent communicators.
 - We were not as proactive with marketing the overall program as intended at outset of the year, largely due to an unexpected leadership gap mid-year after the first Director resigned.
 - Our Internal Communication SIG alternated sessions in the Fraser Valley and Vancouver and both experienced good turn out with many attendees desiring more in the region.

- *Students & New Communicators*

- We started to build relationships with post-secondary institutions that had no prior involvement with IABC/BC (Langara College and Kwantlen Polytechnic University, and Douglas College to a lesser degree).
- Practical Skills Workshop was well received. Several attendees considered our offer super helpful (and they want more).
- Recruited two student ambassadors.
- Increased SAIL Award nominations by 70% over the previous year.
- We did not meet our objective to increase student membership by 10%; rather we saw a net loss.
- Overall, our student events were successful, with 100% of attendees saying they would recommend our events to a friend, and 88% saying they would attend similar events in the future.

- *Events*

- This year we combined the Networking and Professional Development events into one portfolio
- Over the 10-month IABC/BC program year, we hosted 8 events of the 10 we aimed for:
 - Networking Events: September Fall Kick-off – Black and White theme; Holiday Social networking event; 6th Annual Signature Storytelling Event; and the Wave Awards.
 - Professional Development or Speaker Events: Media Crawl; Go for Gold: Case Study Panel; Lead the Charge: Senior Communicators' Panel event; Crisis Communications Panel.
 - Signature Event: Our 6th annual signature storytelling event was a success. It was well attended and we almost broke even (with a small loss of \$137, not including the cash sponsorship from our event's lead sponsor Smart+Savvy Associates).
- Wave Awards: We had a 15% increase in nominations over last year. Reduced ticket pricing, encouraging members and nominees to bring non-member friends, and new promotions (like video) have helped increase attendance for the 2018 event.

- *Marketing & Communications*

- We combined this portfolio this year, from the previous Digital Marketing Communications and Digital Operations portfolios
- Instagram launched in October 2017, @IABC.BC with 142 followers (as of June 2)
- Social media channel performance as of June 2: Increased followers on Twitter by 3.3% and a maximum reach of 20.3K; increased followers on Facebook by 4.5% year on year; increased followers on LinkedIn by 28% year on year.
- Made progress on developing consistent brand creatives to support chapter events and initiatives.
- Paid promotions: We increased testing of paid promotions and experienced some success with spikes in event registrations as a result. We also ran a test on LinkedIn during Member Month in March, to promote the membership campaign.
- We were also unable to get the planned website refresh project underway.
- The portfolio saw three changes in leadership that has been a challenge for operational efficiency.

Financial report (John Almond)

- Review of year-to-date financials handout.
- In comparison from April 2017 to April 2018, we are profitable. Highlights of the financial year include major revenue from events, Jobline, and membership.
- Portfolio budget recap:
 - Events portfolio is on budget
 - SIGs have been profitable: we aimed for \$380 and attained \$600.
 - Sponsorship and Advertising:
 - Jobline is doing well: 100% of forecasted budget for revenue, likely to attain 20% over.
 - Cash sponsorship: Revenue was budgeted at \$750 and will likely be more than \$2,000 by fiscal year's end.
- Expenses: All portfolios are tracked individually, everything is on budget. We have some expenses for the Dare to Lead conference to account for, as well as AGM and Wave Awards expenses for May and June, but nothing unexpected.
- For year end 2017: We were profitable just over \$2,600 last year. This was a benefit - we had budgeted for breakeven. Smythe CPA reviewed the year end financials, and the cash reserve was raised slightly.
- Financial Question Period
 - What percentage of reserve is recommended? *There is no hard and fast rule, but we are approaching the high end of the range due to student scholarship and high-interest accounts. However, this gives us enough cushion to operate without hassle when we have bigger expenses. It is recommended not to go higher than what we have right now.*
 - What was the \$15,405 grant for? *We hosted Dare to Lead last year and this grant supplemented that event.*
 - What is a restricted budget? *We keep a restricted budget to keep us out of a dire situation or if we fall on hard times. Since it is not necessary for the ongoing cash needs of the chapter, it is set aside in a separate account. All bills are paid in a high interest account.*
- Motion to approve financial statements: Spencer Perry. All in favour.

Incoming President's Welcome: Gemma Lawrence

- Gemma Lawrence is the incoming President for the 2018-19 Chapter year.
- Gemma is a digital marketer from England and, new to the area, attended the Summer Kick Off in 2016. Gemma jumped in to volunteering with the Chapter by September and joining the Board in January 2017.
- Gemma loves innovation and trying new things and looks forward to advancing the chapter in new ways, including: advancing digital communication and tech efforts, leveraging our strong and dedicated membership (as well as attracting new members like students and newcomers to Canada), and building on strong partnerships with like-minded organizations and higher education institutions.
- As September marks a new three-year plan, she looks forward to working with Adam Brayford, incoming Vice President, in the coming year and embarking on a new strategy to lead the Chapter.

Motion to adjourn: Gemma Lawrence, Spencer Perry. All in favour.