



**International Association
of Business Communicators
Saskatoon**

2018-19
ANNUAL REPORT

Message from the President

Friends,

If you don't want to read this entire message, then let me summarize it by saying this: I love IABC. And I love IABC Saskatoon.

Now let's get on with my report.

I'll admit, it's hard for me to truly capture the amazing year we've had as a chapter. An annual report can only tell you so much, because in so many cases, you just had to be there. However, we will do our best to dazzle and dazzle you within these pages!

We've now completed our second year of our three-year strategy. We've maintained a resolute focus on our vision of professional communicators at the heart of every organization, which is fulfilled by our purpose to advance the profession, create connection, and develop strategic communicators.



Advance the Profession

This year we've really focused on sharing stories about professional communicators, and we will continue to do that. These stories help people understand what professional communicators do, but the next step is getting these stories into the hands of decision makers. As your professional association, we're called to be almost evangelical about the profession, and we will continue to do that as we roll into year three of our strategy. This year, we also conducted another Communication Management Professional (CMP) exam and had two people successfully receive their CMP certification. Certification is the gold standard for professional communicators – and the more people that write this exam, the more we are able to advance the profession.

Create Connection

In 2018 – 2019 we relentlessly provided opportunities for our members to connect. This was done through professional development events, the mentorship program, and now the newly launched special interest groups. Being a member of IABC means you belong in our community, and we will do what we can to facilitate those connections.

Develop Strategic Communicators

As your leading professional association for business communicators, it's a fundamental part of our work to ensure you stay on top of the latest trends through regular professional development programming.

We executed on this third priority by providing plenty of volunteer opportunities to our members, through professional development, and the launch of our very first, outrageously successful, all-day CommuniCon held in October 2018.

Our board is committed to delivering on these three pillars as we move into 2019-2020. However, the people responsible for delivering on this strategy around the board table are changing. I would like to extend a sincere thank you to all of the people who are leaving IABC Saskatoon (for now): Dan Gold, Andrea Lauder, Tracy Laschilier, Khusbu Shrestha, Veronique Loewen, and Colin McHattie. I would also like to say farewell to one of our key volunteers, Cat Bonner, who was instrumental in executing our social media activity this past year.

In closing, I want to extend a huge thank you to you, our amazing members, adherents, and the extended IABC family for your support during my time as Vice President and President of the chapter. I have been so honoured to serve the chapter in this capacity. My only wish is that I had more time to continue shaping this community – but alas we have an amazing new group of leaders joining our board who will take this chapter beyond what ever I could've imagined.

So let me say it again, I love IABC. And I love IABC Saskatoon.

Sincerely,

Ben Borne, CMP
President, IABC Saskatoon

Vision

Professional communicators at the heart of every organization.

Purpose

To advance the profession, create connection and develop strategic communicators.

Portfolio Highlights

Awards & Accreditation

This year saw a change in board structure leading to the Awards & Accreditation role being classified as a management level position, as opposed to a director seat on the board.

We were able to again host a certification exam, with two candidates successfully sitting and passing the CMP exam held in Saskatoon. This is in addition to another Saskatoon candidate who passed the exam elsewhere, for a total of three additional CMPs in Saskatoon in 2019.

Operations

Operations along with Communications and Member Services streamlined the process by which job opportunities were posted to the IABC website.

Operations also chaired IABC Saskatoon's inaugural conference, IABC CommuniCon. With support and help from current board members and a strong contingent of volunteers, the conference hosted 85 total attendees in October of 2018. IABC CommuniCon was recognized with a Chapter Management Award of Merit at Leadership Institute in February.

Sponsorship

IABC Saskatoon secured a few new sponsorship agreements this year both for the chapter and IABC CommuniCon. For the chapter, we brought on board ProAV and Homestyles Home Show. Our partnership with Homestyles was a unique agreement where we exchanged sponsorship dollars for providing some social media support.

CommuniCon was fortunate to bring aboard ProAV, Creative Fire, SIGA, UNO Printing Co., and Varial Hosting in support of our first conference. We raised over \$10,000 in sponsorship dollars for CommuniCon.

Finance

In 2018 IABC Saskatoon ended the year with a \$4,054.76 deficit. Part of this was due to outstanding balances owed to us from sponsorship agreements from CommuniCon which will be paid in 2019.

Our chapter also experienced a major setback financially involving funds from SPMA's FUZE Conference being transferred into our account in 2017 by accident through Stripe. This amounts to approximately \$12,000 that we paid back in 2019. On the bright side, we had this money on hand due to generally being responsible with spending.

In 2019, we'll be revamping our budget to bring it in line with IABC International reporting standards. Additionally, we'll be transitioning our accounting system from Google Docs to WAVE which is no-cost accounting software. This will create enormous efficiencies around reporting, and help us monitor our finances more carefully.

Communications

This year we focused on better communicating with our members to increase member engagement and grow member value. We saw the addition of two new positions to the portfolio, a Social Media Manager and a Marketing Manager, both non-board positions that report to the Director of Communications. These positions use social media and our monthly newsletter to provide members with ways to learn, help, and meet, such as sharing new job postings or volunteer opportunities and increasing awareness of our membership and PD events. Thank you to both Cat Bonner and Virginia Dakiniewich for their amazing support and dedication in fulfilling these roles.

A key highlight of the year was our launch of two websites: One for the chapter and the

other for IABC Saskatoon's flagship event IABC CommuniCon. We installed Google Analytics on both of these websites, a first for IABC Saskatoon. This will provide us with valuable insights about our website visitors to help us make more informed decisions going forward. We also had a record breaking 38 job postings on our website! Something we know our website visitors love. We are also experimenting with blogging and are open to your suggestions, if you have a topic that is of interest reach out to communications.saskatoon@iabc.com.

Another of the highlights of the year was the outstanding collaboration among board and non-board members to produce valuable content for our members. We worked with the Awards & Accreditation portfolio to set up an informative page on the website and to promote the GCCC Certification exam with interviews from past recipients. We also teamed up with the Membership portfolio to showcase the benefits of membership and paired it with interviews with long-standing members for the blog.

Member Services

The Mentorship Program has continued to its second year. Participant feedback via a post-program survey after last year's pairings finished up was very valuable in determining the type of enhancements to make this year. We have started offering Special Interest Groups (SIGs), starting with a Digital Analytics SIG for web and social media analytics. We are excited to watch this Special Interest Group grow and pave the way for other SIGs that members would like to participate in. Our annual member survey showed an overall satisfaction rate of 68%, up from 63% last year. Membership numbers saw a slight decrease, due to partially less membership uptake on a corporate level. We saw 22 new members this year, up from 17 in the previous comprising our member base of 23.4% new

members and 76.5% renewed members. We are very excited to see what the incoming Director of Member Services, Dallas Carpenter will bring to the role with his wealth of experiences and fresh ideas.

Professional Development

We held three professional development lunch and learns in 2019.

March 6: Phone Photography | Telling stories with just a phone, presenter Tyler Babiy from T Squared Social (15 members, five non-members attended)

April 3: Community Impact! Social Responsibility on 2019 (panel), presenters Cara Bahr from Infinity Credit Union, Jonathan Huntington from Cameco Corp., Natasha Ford from Federated Co-op, and Lillian Denton from Saskatchewan Indian Gaming Corp. (25 members, 22 non-members attended)

May 1: Oil and Water or Bread and Butter? | Get your business strategy and communications plan in sync, presenters Alex Fallon and Erin Lawson from Saskatoon Regional Economic Development Authority (15 members, four non-members attended)

Feedback in post-event surveys was positive for the most part. We moved from the Radisson Hotel to the Hilton Garden Inn, which was well-received.

For 2019-2020, we will continue meeting at the Hilton Garden Inn. The PD portfolio recommends that we move our lunch and learns from the first Wednesday of the month to the second Wednesday of the month. This will allow for one more opportunity to promote the event in the IABC Saskatoon newsletter.

Chapter Performance

2018-19 Financial Report

IABC Saskatoon Strategic Framework 2017 - 2020

IABC International Vision
Professional communicators at the heart of every organization.

IABC International Mission
To advance the profession, create connection and develop strategic communicators.

GOAL: NAMED INTERNATIONAL CHAPTER OF THE YEAR BY FEBRUARY 2021.			
PURPOSE	ADVANCE PROFESSION Advance awareness of communication as a strategic leadership function, demonstrating its impact on business performance.	CREATE CONNECTION Create global peer connections, facilitating ways for practitioners to interact and support each other.	DEVELOP STRATEGIC COMMUNICATORS Develop opportunities for learning, leadership and recognition to help communicators become trusted business advisers.
OBJECTIVES	Gain 2% growth across all digital channels between September 2018 and June 30, 2019.	Maintain 100 active members, target 110 by June 30, 2019.	<i>Benchmark:</i> Member satisfaction rate of 85% by June 30, 2019
APPROACH	<ol style="list-style-type: none"> Build relationships with business leaders to advance the awareness of communications as a strategic function. Develop and execute an annual communications plan that leverages traditional and social media to share IABC Saskatoon's story. 	<ol style="list-style-type: none"> Create peer connections with member focused events. Meeting members needs by following up and providing them with opportunities to advance their careers and the profession. Serve as a conduit to create connections locally and internationally. 	<ol style="list-style-type: none"> Provide professional development opportunities to our members and local business communicators. Recognize local communicators with a peer chapter awards program. Attract and retain volunteers through streamlined volunteer management processes across all portfolios.

IABC Saskatoon Strategic Framework 2018 - 2019 Evaluation, May 2019

Purpose	Objective	Target	Result	Comments
Advance Profession	Gain 2% growth across all digital channels between September 2018 and June 30, 2019.	Facebook: 388 Twitter: 1,625 Instagram: 151 Total: 2,164 (+2%)	Facebook: 445 (+14.6%) Twitter: 1,615 (-0.6%) Instagram: 251 (+66.25+) Total: 2,311 (+6.7%)	
Create Connection	Maintain 100 active members, target 110 by June 30, 2019.	110 Members <u>Stretch:</u> 115 Members	95 members.	Consider lowering target for next year, and change objectives to match purpose. Recommend applying a full balanced scorecard methodology.
Develop Strategic Communicators	<i>Benchmark:</i> Member satisfaction rate of 85% by June 30, 2019.	Satisfaction rate: 85% .	68%	Seeing increased gains towards our 85% satisfaction rate. Consider lowering to a more attainable 75% next year.

KEY:

Meeting / Exceeding	Progressing	10% or more below
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Region	Canada West	Region Name	Canada Western
Chapter Number	210-737	Chapter Name	IABC Saskatoon
Financial Statement for January 1, 2018- December 31, 2018			
Income:			Definition
Dues		\$ 3,862.40	Membership rebates rec'd from IABC International
Chapter Meeting		\$ 14,467.60	Monies obtained for chapter gatherings
Awards Program			Earmark activity of Chapter
Events - Chapter		\$ 1,053.50	Monies received for Chapter-held activities
Events - Intl Conf/LI		\$ 1,993.58	Monies received in behalf of HQ activities
Seminars			Earmark activity of Chapter
Sponsorship/Donations		\$ 1,000.00	Monies received to finance or pledge to a Chapter function
Ads			Revenue received from advertising
Placement/Job Bank		\$ 600.00	Revenue received from referrals or job postings
Interest & Dividends		\$ 18.57	Income earned on money deposited in Chapter's bank and on investments
Grants Received			Receipt of funding for a specific project/Award to aid in student expenses
Other (please, list singly)			Income not cited above - must be stated individually and the amount
		Total Income:	\$22,995.65
Expenses:			
Dues			Chapter dues to reimburse members, students
Meetings (Chapter, Regional , Board)		2611.83	Payments made to vendors/reimbursements to Board Member/s that were incurred for/during the meeting
Awards			Payments made to vendors that were incurred for/during the Award activity
Professional Development/Seminars		12488.28	Payments made to vendors that were incurred for/during the activity
Speakers' Fee & Expenses		5611.42	Payments made to speakers and their related expenses, speaker gifts
Printing			Payments made to vendors to print materials for Chapter usage, copying, stationery, design & production
Postage & Delivery		311.85	Purchase of stamp, postage meter, courier charges
Donation to IABC Foundation			Monies sent to IABC Research Foundation (HQ)
Travel		4409.45	Staff airfare, lodging, taxi, gas, meals and other transit charges
Bank Charges		10	Charges incurred to maintain bank account, wire transfer fees and credit card processing
Publications/Newsletters			Different from Printing - this is incurred for distribution to promote member awareness and happenings within the Chapter
Advertising		252.16	All Advertising Expenses
Office expense (telephone, supplies, administrative services)			Administrative includes facility rental, bookkeeping services, electric, water, bad debts, depreciation, etc.
Equipment & Computer Charges			Copier/Printer/Fax machine maintenance or rental of equipment
Website/Web-Hosting		123.42	Expenses incurred for maintaining Chapter website and Internet charges
Gifts			Staff recognition or unforeseeable event
Issuance of Grant/scholarship			Release of funds to the non-profit organization receiving the monies
Other (please, list singly):			Income not cited above - must be stated individually and the amount
Wire Fee		260	
Insurance		972	
		Total Expenses:	\$27,050.41
		Net Income as of:	12/31/18 (\$4,054.76)
		Bank Balances as of January 1, 2018	
		Checkin 1/1/18	30,245.93
		Savings 1/1/18	
		Investm 1/1/18	3,000.00
		Less Outstanding checks	
		Other: 1/1/18	
		Subtotal:	\$33,245.93
		Add: Net income (from above) as of 12/31/18	(\$4,054.76)
		Total balance as of 12/31/18	\$29,191.17 *
		Bank Balance as of December 31, 2018	
		Checkin 12/31/18	26,173.17
		Savings 12/31/18	
		Investm 12/31/18	3,018.00
		Less Outstanding checks	
		Other: 12/31/18	
		Total balance as of 12/31/18	\$29,191.17 *
			\$0.00
		*These two lines must be equal.	
The undersigned certifies that the attached financial statements reflects the activity of chapter/region for the period specified.			
Prepared by :	Khusbu Shrestha	Treasu	Khusbu Shrestha
Approved by:	Ben Borne	Preside	Ben Borne
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2018-19 Board of Directors



Ben Borne
President, and
Director of Sponsorship



Krystal Rudyk
Vice President



Dan Gold
Past President



Khusbu Shrestha
Director of Finance



Andrea Lauder
Director of Operations



Heidi Abramyk
Director of Member Services



Kailey Lavalley
Director of Communications



Lana Haight
Co-Director of
Professional Development



Colin McHattie
Co-Director of
Professional Development



Veronique Loewen
Senior Delegate

Special Thanks to our Volunteer Managers

Cat Bonner
Social Media Manager

Virginia Dakinewich
Marketing Manager

Tracy Laschilier
Awards & Accreditation
Manager