



International Association  
of Business Communicators  
Saskatoon

**2019-20**

ANNUAL REPORT

# Message from the President

## What a year!

I'll be honest: a little over a year ago, I was a little scared. Or, more accurately, vacillating between being incredibly excited and honoured to be at the helm of an organization that has been so helpful and inspiring to me on a personal and professional level, and terrified that I was going to somehow run into the ground this chapter that had been around for nearly 40 years and had helped so many accomplished professionals get to where they are today.

In hindsight, as is often the case with anxiety, that was silly; the strength and depth of roots of IABC Saskatoon are such that it would take a lot more than one person in one role for one year to undo all that work. More than that though, I see that the passion and dedication of IABC Saskatoon members and volunteers are powerful drivers of forward momentum - they inspire everyone, especially leadership, to be the best that they can. They lift one another up through good times and challenging times, constantly pushing the boundaries of growth and accomplishment in the field of communications.

And boy, did we have some challenging times this year to test that, or what? A year ago when I was asking myself "What's the worst that could happen?" it didn't even cross my mind to consider a complete (and surprise) restructuring of IABC International operations immediately followed by a global pandemic, but here we are! Still, through all of that, IABC Saskatoon managed to come out stronger than ever - chapter membership numbers are up in complete opposition to global trends, as are event engagement levels and interest in attaining CMP or SCMP certification.

I firmly believe that it's no coincidence IABC Saskatoon is starting summer 2020 in as strong of a position as we are. It's a testament to one of the biggest benefits of IABC membership: the community. When the times get tough, we have an advantage. We get to turn to a group of people who are going through or who have gone through similar struggles and who came out stronger. We help each other grow skillsets, find career opportunities, and provide emotional support when we need it. We share our successes so that others can learn from them, and share our mistakes so that maybe the next person doesn't need to make the same mistake in order to learn the valuable lessons that came out of it.

So thank you, IABC Saskatoon. Thank you for an amazing year, for contributing to the growth of everyone around you, and for pulling in to one another more tightly than ever even when we are mandated to stay 6 feet apart. Thank you especially to this year's IABC Saskatoon Board of Directors and volunteers - you busted your butts this year to create value for this chapter, and I'm extremely proud and grateful to have gotten to lead a team as dedicated and talented as yourselves. I want to send an extra special thank you out to Kailey Lavallee, our Director of Communications, who will be leaving our board (for now) after this year. You did amazing work in developing our Communications portfolio, and we're all better off for it.

Now that you've gotten through a full page of my personal ramblings, let's talk a bit about our third year in the the 3-year IABC Saskatoon strategic framework and how we did. You'll see more about that on the following pages as well, but there are a few highlights I want to discuss with you.



## Certification

Certification is a powerful tool in two pillars, advancing the profession and developing strategic communicators, which is why we decided to incorporate it into our goals for the year. While we got thrown a curveball with the whole COVID-19 situation and unfortunately had to cancel our exam sitting, I'm not feeling down about it. One of the most pleasant surprises for me this year was just how many people reached out proactively for a lunch or coffee date, specifically to discuss certification. We held a virtual "fireside chat" on the topic, and it was attended by more than a dozen members who have certification on their radar for the near future. I have faith in you all, and look forward to seeing all of the new CMP and SCMP certification holders who will be helping us in our work to advance the profession in the coming year.

## Create Connection

We know connection is important to IABC members, but the best way to provide that connection often changes. After feedback from members, we decided to give the mentorship program a bit of a rest in favour of connection opportunities that offered less time commitment and connection to more people. We had intended to launch this new program - a once-monthly intimate dinner party called Networking9 - this April, but for obvious reasons that didn't happen. Still though, we got the feedback and found that this type of format was exactly what the membership was craving (I had to get one pun in this letter), so I look forward to seeing it come to fruition next year.

A few last thank yous - thank you to David Stobbe for coming on as our photography sponsor this year and for making us all look so good. Huge thanks to Ben Borne, our Past President, for remaining so engaged in his final year and for helping us stay connected in these "uncertain times" (c'mon, I had to get that in there once). It was his idea to facilitate connection and commiseration through the "Wine About It" Zoom calls, and I know that it helped me stay sane while cooped up in my home office. I hope it did the same for you. Thank you Heidi for all your assistance and support this year. I know the chapter is in very capable hands next year with you as President.

And finally, again, thank you to each and every member of IABC Saskatoon. I've learned more from you in the past few years than I could have possibly anticipated, and I have a feeling I'm just getting started. You're in good hands next year with Heidi at the helm, and I look forward to seeing you all in person again soon.

**Sincerely,**  
Krystal Rudyk, 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

## Administration

The Administration portfolio, formerly known as Operations, managed the intake for 28 requests to post jobs on the IABC Saskatoon Careers page. The process was also streamlined this year, with templated information prepared and shared with those who posted jobs. Contact email addresses were simplified and updated on iabcsaskatoon.com to better facilitate the job posting process.

Administration also managed the agendas and logistics for all monthly board meetings in 2019-20, including a transition to Zoom meetings due to the COVID-19 pandemic.

Administration piloted a few event notices on the IABC Saskatoon LinkedIn presence this year, achieving additional engagement with the chapter.

## Communications

This year, we expanded our comms team to improve communication with our members, provide member value, and create connection. We saw the addition of a third volunteer position to the portfolio, a Visual Communications Designer, a non-board role that reports to the Director of Communications. This new role is responsible for the design and creation of visuals and graphics for the chapter. Thank you to our Marketing Manager Virginia Dakiniewich, Social Media Manager Brittany Stevens, and Visual Communications Designer Ryssa Mae Alarcon, for their amazing support and continued dedication in fulfilling their roles.

Throughout 2019-20, we promoted 7 networking and professional development events and contributed to the selling of over 160 tickets; posted almost 30 jobs that resulted in over 1,000 page views on our website and brought in over \$1,200 for the chapter; published almost 150 posts on social media and increased our overall social media following by more than 8% (2,419); delivered over 20 emails and grew email list to 596 subscribers (+4.03%);

generated almost 3,000 new users to our website resulting in over 6,300 page views.

We are always interested in hearing from you, so if you have any story ideas, topics or suggestions, please reach out to [communications.saskatoon@iabc.com](mailto:communications.saskatoon@iabc.com).

## Member Services

After receiving post-program feedback from members on the previous year's Mentorship Program and this 2019-2020 fiscal year's Digital Analytics SIG (Special Interest Group) for web and social media analytics, the Chapter decided to focus on shorter-term member value-add activities such as the Networking 9. The Networking 9 is a monthly dinner party event format where nine members meet for dinner to discuss various communications-related topics. Due to external events, Saskatoon's Networking 9 will be launch date has been delayed.

If demand resurfaces for a Mentorship Program, the Chapter will look at coordinating this benefit again. Our annual member survey showed an overall satisfaction rate of 69%, up from 68% last year. Membership numbers saw a slight increase with 9 new members joining the Chapter. As of the 2019-2020 fiscal close, our member base was comprised of 9% new members and 91% renewed members. We are very excited to see the fresh ideas and perspective our incoming Director of Member Services will bring to the role to provide member value.

## Professional Development

We held four lunch-and-learn events this year and cancelled our fifth event due to COVID-19 restrictions.

**Oct. 9:** Unbelievable! Science communication for a skeptical world, Michael Robin

Attendance: 10 (nine members, one non-member)

**Nov. 13:** Evolution of Crises: Law Enforcement and

Social Activism, Alyson Edwards and Kelsie Fraser with Saskatoon Police Service

Attendance: 43 (32 members, eight non-members, three students)

**Jan. 8:** Lessons from the Trenches, panelists Véronique Loewen (Orano and Verolingo), Ghislaine McLeod (Capital G Communications), Jason Aebig (Creative Fire), Lynn Redl-Huntington (Jim Pattison Children's Hospital)

Attendance: 60 (26 members, 32 non-members, two students)

**March 11:** How to Convince Your Boss That You are Awesome, Katrina German

Attendance: 26 (15 members, 10 non-members, one student)

Feedback was mostly positive. For some events, the response rate to the feedback survey was quite low. I recommend that the feedback survey be emailed to those in attendance within a day of the event.

Once restrictions are lifted on large gatherings, we will resume meeting at noon on the second Wednesday of the month at the Hilton Garden Inn.

## Major Events

This year saw the creation of a new Director role on the Board – Director, Major Events – to oversee our new biennial CommuniCon Conference and next year's upcoming Dare to Lead event in Saskatoon, while also giving support to other initiatives that have a similar scope or objectives.

Highlights included the fantastic group of people who came on board to support our CommuniCon planning committee! A big thank you to all involved for your hard work and dedication. Another highlight was the outstanding collaboration amongst the group in the early phases of planning for this major event.

However, while we made good progress on

# Portfolio Highlights

identifying the theme and draft program for the CommuniCon conference, which was to be hosted in October 2020, we faced a major challenge with the onset of the COVID-19 pandemic. Unfortunately, we halted our planning efforts after it became clear this pandemic and its impacts would be ongoing for quite a long time. Multiple considerations were taken into account and, ultimately, we made the decision to not have a traditional, physical event. The Board is considering having an online offering that would fit with the pre-existing CommuniCon theme, with more information to be released late summer/early fall of 2020.

Moving into this next year, we are looking forward to hosting the Dare to Lead (D2L) event slated for Saskatoon in 2021 – while we certainly may continue to experience similar challenges as we are with CommuniCon owed to COVID-19, we are excited to collaborate toward hosting a fantastic D2L, in whatever capacity that may look like.

## Educational Relations

In 2019, IABC Saskatoon created a Director of Educational Relations role and recruited a professional communicator from the Edwards School of Business. The purpose of the role is to build student awareness, interest and membership in IABC; and to coordinate various activities on campus. In the 2019-20 year, activities included implementation of student pricing for ticket sales, event promotion in the Edwards Career Services newsletter, and a hallway visit at Edwards School of Business on the University of Saskatchewan campus in January 2020. The IABC President also participated as a judge in the Marketing Student Society 2-minute pitch competition in October 2019.



# Chapter Performance

# 2019 Financial Report

## IABC Saskatoon 2017-2020 Strategic Framework

Revised September 2019

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

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

<b>GOAL: NAMED INTERNATIONAL CHAPTER OF THE YEAR BY FEBRUARY 2021.</b>			
<b>PURPOSE</b>	<b>ADVANCE PROFESSION</b> Advance awareness of communication as a strategic leadership function, demonstrating its impact on business performance.	<b>CREATE CONNECTION</b> Create global peer connections, facilitating ways for practitioners to interact and support each other.	<b>DEVELOP STRATEGIC COMMUNICATORS</b> Develop opportunities for learning, leadership and recognition to help communicators become trusted business advisers.
<b>OBJECTIVES</b>	Gain <b>8% growth</b> across all digital channels between September 2019 and June 30, 2020.  <b>Goals:</b> Facebook : 480 Twitter: 1755 Instagram: 163 Total: 2398	1. Maintain <b>90</b> active members, reach <b>100</b> active members by June 30, 2020. 2. Develop system for monitoring engagement rate, and reach the following standards of engagement by June 30, 2020:  >15% highly engaged (6+) >65% moderately engaged(3-5)+, >90% low engaged (1-2)+, <10% unengaged	1. <b>100% retention</b> of 10 current CMP/SCMP certification holders in Saskatoon by June 30, 2020 2. Reach <b>15% of membership certified</b> by June 30, 2020
<b>RESULT</b>	Facebook: 497 Twitter: 1622 Instagram: 300 <b>Total: 2419</b>  <b>ACHIEVED</b> - Despite a second consecutive annual loss in Twitter follows, IABC Saskatoon's other channels - especially Instagram, which doubled - grew enough to make up for it, meaning we still achieved the digital channel growth goal. It's worth re-examining our channels next year to ensure we're spending the most time on that which is most valuable to members.	1. <b>ACHIEVED</b> - IABC Saskatoon has <b>105</b> active members as of June 23, 2020. 2. <b>INCONCLUSIVE</b> - This proved challenging to measure this year, largely due to challenges and changes in IABC membership reporting based out of International and a mid-year vacancy in the Membership role. We will revisit next year, but increased attendance for PD events and post-COVID virtual events indicate an increase in engagement.	1. <b>ACHIEVED</b> - 11 current S/CMP holders in IABC Saskatoon. 2. <b>NOT ACHIEVED</b> - Due to COVID-19 we had to cancel the exam sitting, meaning a lot of those who intended on writing were not able to. That said, there was a lot of active interest and progress in connection, discussed in more detail in the President's report.

Region	Canada	Region Name	Canada West	
Chapter Number	C-0011	Chapter Name	Saskatoon	
<b>Financial Statement for January 1, 2019- December 31, 2019</b>				
<b>Income:</b>				<b>Definition</b>
Dues			\$ 3,205.00	Membership rebates rec'd from IABC International
Chapter Meeting				Monies obtained for chapter gatherings
Awards Program				Earmark activity of Chapter
Events - Chapter			\$ 7,240.33	Monies received for Chapter-held activities
Events - Intl Conf/LI/DTL			\$ 4,241.02	Monies received in behalf of HQ activities
Seminars				Earmark activity of Chapter
Sponsorship/Donations			\$ 2,483.35	Monies received to finance or pledge to a Chapter function
Ads				Revenue received from advertising
Placement/Job Bank			\$ 1,235.08	Revenue received from referrals or job postings
Interest & Dividends			\$ 27.16	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
			<b>Total Income:</b>	<b>\$18,431.94</b>
<b>Expenses:</b>				
Dues				Chapter dues to reimburse members, students
Meetings (Chapter, Regional, Board)			\$1,068.22	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			\$6,057.42	Payments made to vendors that were incurred for/during the activity
Speakers' Fee & Expenses			\$539.31	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			\$22.00	Purchase of stamp, postage meter, courier charges
Donation to IABC Foundation				Monies sent to IABC Research Foundation (HQ)
Travel			\$3,391.61	Staff airfare, lodging, taxi, gas, meals and other transit charges
Bank Charges			\$88.00	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			\$78.52	All Advertising Expenses
Office expense (telephone, supplies, administrative services)			\$318.15	Administrative includes facility rental, bookkeeping services, electric, water, bad debts, depreciation, etc.
Equipment & Computer Charges			\$27.74	Copier/Printer/Fax machine maintenance or rental of equipment
Website/Web-Hosting				Expenses incurred for maintaining Chapter website and Internet charges
Gifts			\$185.00	Staff recognition or unforeseeable event
Issuance of Grant/scholarship			\$601.83	Release of funds to the non-profit organization receiving the monies
Other (please, list singly)	Clearing cheque to SPMA (see "Note to the 2019 IABC Saskatoon Financial Statements" for details)		\$12,897.09	Income not cited above - must be stated individually and the amount
	D&O Insurance - Benson Kearly		\$972.00	
			<b>Total Expenses:</b>	<b>\$26,246.89</b>
		<b>Net Income as of: 2019-12-31</b>	<b>(\$7,814.95)</b>	NOTE: Once the distortion caused by clearing cheque for SPMA is accounted for, IABC Saskatoon turned a profit of \$5,082.14 for the 2019 year. (see "Note to the 2019 IABC Saskatoon Financial Statements" for details)
<b>Bank Balances as of January 1, 2019</b>				
	Checking:	2019-01-01	26,173.17	This should agree with prior year's ending balance/bank statement
	Savings:	2019-01-01		This should agree with prior year's ending balance/bank statement
	Investments	2019-01-01	3,018.00	This should agree with prior year's ending balance/bank statement
	Less Outstanding checks			
	Other:	2019-01-01		This should agree with prior year's ending balance/bank statement
	Subtotal:		\$29,191.17	
	Add: Net income (from above) as of 12/31/19		(\$7,814.95)	
	<b>Total balance as of 12/31/19</b>		<b>\$21,376.22</b>	
<b>Bank Balance as of December 31, 2019</b>				
	Checking:	2019-12-31	18,331.06	This should agree with current year's ending balance/bank statement submitted
	Savings:	2019-12-31		This should agree with current year's ending balance/bank statement submitted
	Investments	2019-12-31	3,045.16	This should agree with current year's ending balance/bank statement submitted
	Less Outstanding checks			
	Other:	2019-12-31		
	<b>Total balance as of 12/31/19</b>		<b>21,376.22</b>	This should agree with current year's ending balance/bank statement submitted
			<b>\$0.00</b>	
The undersigned certifies that the attached financial statements reflects the activity of chapter/region for the period specified.				
Prepared by :	Michael Robin	Treasurer	Michael Robin	
Approved by:	Krystal Rudyk	President/Director	Krystal Rudyk	
Phone Number:	306-251-0847	Fax Number:		
Email address:	finance.iabcxyz@gmail.com			

# 2019-20 Board of Directors



**Krystal Rudyk, CMP**  
President



**Heidi Abramyk**  
Vice President



**Ben Borne, CMP**  
Past President



**Michael Robin**  
Director of Finance



**Darby Semeniuk, CMP**  
Director of Administration



**Dallas Carpenter**  
Director of  
Member Services



**Kailey Lavallee**  
Director of  
Communications



**Lana Haight, CMP**  
Director of  
Professional Development



**Melody Lynch, CMP**  
Director of  
Major Events



**Natasha Katchuk**  
Director of  
Educational Relations

## Special Thanks to our Volunteer Managers

**Brittany Stevens**  
Social Media Manager

**Virginia Dakinewich**  
Marketing Manager

**Ryssa Mae Alarcon**  
Visual Communications  
Designer