



**International Association
of Business Communicators
Saskatoon**

2020-21

ANNUAL REPORT

Message from the President

The transition to maximizing value virtually

IABC International's most recent strategy was under development during this past year. Having said that, the board continued to craft our strategy under the same pillars of Advancing the Profession, Creating Connection, and Developing Strategic Communicators - and, despite being six feet apart, we achieved gains in these areas. We started off the board year with a non-traditional kick off. Rather than hosting a virtual social event, volunteers on the board created connection by phoning members personally to check in. Members provided insights into how they were doing and how the local chapter could support them. The phone-a-thon indicated the majority of members were craving more connection (not surprisingly), which informed our strategy focussing on high caliber PD events and more opportunities to network and check in.



With that strategic focus in mind, IABC Saskatoon took the opportunity remote events presented to focus more on collaboration among IABC chapters and a mix of our own networking events to provide relevant content and opportunities to create connection. Unfortunately, that meant postponing CommuniCon until we could reassess when and how it should be held when there is more certainty on the horizon with in-person events. Instead, we held a mix of late day "Wine About It" and early morning "Coffee Chats" with small groups of members to check in and connect. The chapter also worked closely with other chapters in the Canada West Region to offer higher caliber virtual professional development sessions with speakers from across North America. With less costs incurred, we were able to offer these events for a nominal fee! While it may not be the same as sitting and listening in a room with our local comms colleagues, we tried to make it possible for members to make the most out of their memberships in a different way.

Certification update

This year we continued to postpone certification exam sittings until they are safer to hold. However, according to our recent certification survey, members have indicated a significant interest in writing the exam within the next year. The board is looking to host two exams: one in the fall of 2021 and one the following spring. We will be sending information out to members who have declared interest in writing their certification and will be announcing upcoming examination dates and study groups in the near future.

Thank you to our IABC Saskatoon volunteers

I would like to extend a deep appreciation and thank you to our board members and volunteers. You are the lifeblood that keeps our chapter going. Without our volunteers, we would not be able to have a local chapter. I would also like to send some thank yous to some fantastic communicators who I have had the pleasure to get to know over the past few years and to call my colleagues:

- Thank you to Lana Haight, who has served as the Director of Professional Development for several years. During your time on the Board you have offered first-rate PD events with a fresh line up of fantastic speakers.

- Thank you to Michael Robin who has completed his term as our Finance Director. You have helped to keep the chapter organized and ensured the chapter is in good financial order.
- Thank you to Jana Al-Sagheer who took on the role of Member Services this year. Your perspectives as a new IABC member provided fresh insight to offering value to members.
- Thank you to Ben Borne for serving on the Board in various roles over the years and transitioning from a Board role to a non-board role to assist the Member Services Director.
- Thank you to Krystal Rudyk who served as our Past President. Krystal has shown strong leadership on the board these past several years.
- Thank you to Melody Lynch who was the VIP of VPs. The year offered many exciting twists and turns and you were a constant and steady force - always ready to lend a hand, roll up your sleeves, offer your expertise, and model the behaviour of a solid leader.

Please, reach out!

From our membership survey this year, we learned that many members are not aware of many of the benefits that IABC Saskatoon and IABC International offer. We will continue to focus on ways that we can communicate and convey value, and welcome and encourage your feedback!

Onwards and forwards

As the board year and my term comes to a close, I would like to thank our members for granting me this opportunity, albeit it a challenging one, to keep the ship running. IABC is a very special community. It is unlike any other I have witnessed and I am very proud to be a part of it. If you have the time to give back to this special group, I strongly urge you to volunteer in the capacity you are able. I promise you will get back what you give tenfold. For the 2021-2022 year, the chapter is poised well with an experienced leader such as Melody at the helm and I am excited to see where our chapter will grow.

Sincerely,

Heidi Abramyk
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

Administration managed the intake for 32 requests to post jobs on the IABC Saskatoon Careers page. We continued to streamline this process in 2020-21, with a triage system that provides the information to Communications for posting and to Finance for invoicing (if applicable), along with a response to the requestor to indicate how and when the job will be shared as part of their recruitment efforts. The rate to post a job opportunity on iabcsaskatoon.com and in our social media channels remains free for members and \$75 for non-members.

Multiple email addresses were discovered on iabcsaskatoon.com, directed to different inboxes, so the website was streamlined to include only one general contact address for IABC Saskatoon: iabcsaskatoon@gmail.com. Administration monitored the address throughout the year and responded or triaged it to the appropriate portfolio.

Communications

Throughout 2020-21 we promoted 13 networking and professional development events jointly hosted with various Canada West Region chapters; posted 37 jobs that 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 5%; delivered 11 emails to our 581 subscribers; and generated almost 800 new users to our website resulting in over 1,600 page views.

This year, the communications team was smaller due to a decreased workload as a result of partnering with Canada West Region chapters. Thank you to Amber Wilkie who joined the communications team as the newsletter volunteer.

We are always interested in hearing from you, so if you have any story ideas, topics or suggestions, please reach out to communications.iabcyxe@gmail.com.

Educational Relations

In the 2020-21 year, there was a shift in activities due to the COVID-19 pandemic. It temporarily paused our annual hallway visit at the Edwards School of Business on the University of Saskatchewan campus. Despite the pandemic, we still awarded the 2020-21 IABC Saskatoon Student Award, a scholarship valued at \$500, to Edwards student Kirsten Szwydky.

Finance

IABC Saskatoon entered fiscal year 2020 with a healthy balance of \$21,376 on the books. In 2020, pandemic restrictions precluded in-person events, including monthly professional development offerings and the planned CommuniCon conference. While our online events and job ads provided some marginal income, this did not replace income from sponsorships and fees from in-person events. Fiscal year 2020 ended with \$20,010 on the books, with net income down \$1,365 from the previous year. Two factors should be considered here. First, IABC Saskatoon events are offered as a member benefit as their primary focus rather than as a profit centre. As such, they are run on a cost-recovery basis. Second, IABC Saskatoon remains in a strong financial position. The chapter has the resources to continue to operate and pursue initiatives to benefit its members as pandemic restrictions lift.

Operationally, efforts to move IABC Saskatoon financial procedures away from paper to online solutions have been successful. For example, this year we adopted e-transfer for expense reimbursement, and created a PayPal account to help attend to chapter expenses.

We also created a set of standard operating procedures for all IABC Saskatoon financial operations, which includes all financial accounts and access information. This document is intended as a de facto "Director of Finance Manual" to ensure a smooth and comprehensive transition for volunteers to this position.

Portfolio Highlights

Major Events

With the COVID-19 landscape, the board had decided to postpone CommuniCon for another year to gauge interest in an in-person event when it was safe to do so. The Major Events director decided to shift their capacity to a non-board volunteer to support the membership portfolio with member events.

Member Services

This year's kick off consisted of a phone-a-thon to reach out to members. Volunteers on the board called membership and checked in to see how they were faring during the pandemic. This information provided input into how we could stay connected during the year. Member Services also arranged a holiday social where members gathered to connect and virtually spread the holiday cheer while networking and playing games. The Member Services portfolio also used virtual meetings to create connection with a series of Wine About It and Coffee Chats during the year, offering a mix of times, and opportunities to connect and check in. The Networking9 initiative was postponed during the pandemic and we will look at restarting once it is safe to meet again in person.

Our annual member survey showed a satisfaction rate of 66%, down from 69% last year. Despite the Chapter winning an award in October for a mid-size Medium Chapter Retention during member month, overall membership in the year declined slightly. As of the 2020-2021 fiscal close, our member base was comprised of 10% new members and 90% renewed members.

Professional Development

The COVID-19 landscape changed how we offer our professional development opportunities. Since meetings were held virtually, members were no longer restricted to physical location and were able to attend events held in virtually any chapter. IABC

International shared links to events that chapters were hosting all over the world. Closer to home, our chapter was grateful for the opportunity to team up with other chapters in the Canada West Region to offer professional development opportunities from top-notch speakers from around North America while still delivering relevant content for local communicators.

February 4: Master the Virtual Presentation with Rob Biesenbach

March 4: Treaty Acknowledgements: Why We Do Them & What is Next presented by Naheyawin

April 8: Rethinking Public Engagement in a Virtual World with Tannis Topolnisky

May 5: Engaging Indigenous Elders and Knowledge Keepers with Brad Bellegarde

May 26: Reaching Excellence as a Spokesperson Coach and Strategist with Jon Lovink

Once restrictions are lifted on large gatherings, we will resume meeting in person for our professional development events.

Chapter Performance

IABC Saskatoon Strategic Framework 2017 - 2020



International Association
of Business Communicators
Saskatoon

IABC International Vision

Professional communicators at the heart of every organization.

IABC International Mission

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

Chapter 2020-2021 Goal: Keep members engaged, make every event special.

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	Provide opportunities to advance the profession through virtual offerings that keep members engaged and make every event special.	Create ways for members to connect virtually for professional (related to work) connections and fun.	Develop local strategic communicators through support for and feedback on award applications. Work with CWR to identify exam-sitting opportunities.
APPROACH	<ul style="list-style-type: none"> Networking (fun events) Professional development (hone skills) - fewer but better quality, local content/context <ol style="list-style-type: none"> highlight current challenges as experienced by local communicators workshop, think tank - present problems to professional Leveraging existing learning opportunities acting as a hub - other chapter offerings Curation content/opportunities 	<ul style="list-style-type: none"> Social mixers/wine about it Directory - (highlight members first) <ol style="list-style-type: none"> comms vendors external vendors Vouching system Monetize opportunities for non-members	<ul style="list-style-type: none"> Award Pitch - panel to give direction/feedback on awards. Host an exam for CMP/SCMP certification, looking for opportunities to collaborate with CWR chapters (upon provincial guidelines? Late spring? Summer? Fall?) <ol style="list-style-type: none"> Nurture group Support application questions Keep them informed when exam may be
EVALUATION	<ul style="list-style-type: none"> Attendance at events 	<ul style="list-style-type: none"> Event attendance Satisfaction survey for events, members Traffic to directory page / downloads of PDF 	<ul style="list-style-type: none"> Award pitch attendance Local award applications Number of CMP/SCMP sittings and successful candidates (pending demand) or applications to write
RESULTS	Networking (fun events), PD events, leveraging existing learning opportunities, content curation - ACHIEVED Offered many PD and networking events, promoted other chapter learning opportunities, shared resources through the newsletter.	Social Mixers - ACHIEVED Directory - NOT ACHIEVED The board redirected efforts to PD and networking instead.	Award Pitch - NOT ACHIEVED Host Exam - DELAYED Hosting an exam was delayed due to COVID-19. Surveyed interest for exam in fall 2021 and spring 2022. Award pitch panel was dropped due to the member services position becoming vacant.

2020-21 Financial Report

Region	Canada	Region Name	Canada West	
Chapter Number	C-0011	Chapter Name	Saskatoon	
Financial Statement for January 1, 2020- December 31, 2020				
Income:				Definition
Dues			\$ 3,460.00	Membership rebates rec'd from IABC International
Chapter Meeting			\$ 40.00	Monies obtained for chapter gatherings
Awards Program				Earmark activity of Chapter
Events - Chapter			\$ 2,615.43	Monies received for Chapter-held activities
Events - Intl Conf/LI				Monies received in behalf of HQ activities
Seminars				Earmark activity of Chapter
Sponsorship/Donations				Monies received to finance or pledge to a Chapter function
Ads			\$ 515.08	Revenue received from advertising, including job ads on IABC Saskatoon job board
Placement/Job Bank				Revenue received from referrals or job postings
Interest & Dividends			\$ 33.50	Income earned on money deposited in Chapter's bank and on investments
Grants Received			\$ 1,500.00	Support from Canada West Region for Leadership Institute for Incoming IABC Saskatoon
Other (please, list singly)				Income not cited above - must be stated individually and the amount
		Total Income:	\$8,164.01	
Expenses:				
Dues				Chapter dues to reimburse members, students
Meetings (Chapter, Regional, Board)			2495.96	Payments made to vendors/reimbursements to Board Member/s that were incurred for/during the meeting
Awards			1000	Edwards School of Business Scholarship from IABC Saskatoon (2017 and 2019)
Professional Development/Seminars			2016.87	Payments made to vendors that were incurred for/during the activity
Speakers' Fee & Expenses				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				Purchase of stamp, postage meter, courier charges
Donation to IABC Foundation				Monies sent to IABC Research Foundation (HQ)
Travel				Staff airfare, lodging, taxi, gas, meals and other transit charges
Bank Charges			80	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			423.26	Advertising for IABC Saskatoon purposes. Example: Facebook ads for events.
Office expense (telephone, supplies, administrative services)			324.45	Administrative includes facility rental, bookkeeping services, electric, water, bad debts,
Equipment & Computer Charges				Copier/Printer/Fax machine maintenance or rental of equipment
Website/Web-Hosting				Expenses incurred for maintaining Chapter website and Internet charges
Gifts				Staff recognition or unforeseeable event
Issuance of Grant/scholarship			2000.04	Includes \$500 for Edwards scholarship, \$1,500.04 for LI for incoming president.
Other (please, list singly)			1189	Insurance for IABC Saskatoon Board of Directors
		Total Expenses:	\$9,529.58	
		Net Income as of:	12/31/2020	(\$1,365.57)
		Bank Balances as of January 1, 2020		
Checking:		1/1/2020	18,331.06	This should agree with prior year's ending balance/bank statement
Savings:		1/1/2020		This should agree with prior year's ending balance/bank statement
Investments		1/1/2020	3,045.16	This should agree with prior year's ending balance/bank statement
Less Outstanding checks				
Other:		1/1/2020		This should agree with prior year's ending balance/bank statement
Subtotal:			\$21,376.22	
Add: Net income (from above) as of 12/31/20			(\$1,365.57)	
		Total balance as of 12/31/20	\$20,010.65	
		Bank Balance as of December 31, 2020		
Checking:		12/31/2020	16,931.99	This should agree with current year's ending balance/bank statement submitted
Savings:		12/31/2020		This should agree with current year's ending balance/bank statement submitted
Investments		12/31/2020	3,078.66	This should agree with current year's ending balance/bank statement submitted
Less Outstanding checks				
Other:		12/31/2020		
		Total balance as of 12/31/20	\$20,010.65	This should agree with current year's ending balance/bank statement submitted
			\$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:	Michael Robin	Treasurer	Michael Robin	
Approved by:	Heidi Abramyk	President/Director	Heidi Abramyk	
Phone Numl	306-251-0847	Fax Number:		
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2020-21 Board of Directors



Heidi Abramyk
President



Melody Lynch, CMP
Vice President



Krystal Rudyk, CMP
Past President



Michael Robin
Director of Finance



Darby Semeniuk, CMP
Director of Administration



Jana Al-Sagheer
Director of Member Services



Kieran Kobitz
Director of Communications



Lana Haight
Director of Professional Development



Ben Borne
Director of Major Events



Natasha Katchuk
Director of Educational Relations

Special Thanks to our Volunteer Managers

Amber Wilkie
Marketing Manager