



IABC/Tulsa – 2018 Chapter Management Awards Entry
Category: Communication Management

WORK PLAN

IABC/Tulsa has consistently proven itself to be one of the premier professional organizations for Tulsa-area communicators with all of the capabilities of any larger metropolitan chapter. The chapter is focused on providing value to members through high-profile professional development events that develop not only skills but also confidence in leadership ability outside of communications.

While our chapter holds a small chapter status at 66 members, we have a very engaged group of members and nonmembers alike and average an attendance of 30 at our monthly events.

While the majority of our members are internal communicators, we understand the importance of appealing to the needs of other members and potential members as well (i.e. public relations, marketing, community relations, event planning, consulting, etc.). In 2018, we were able to accomplish this through creative networking events and a professional development program of dynamic topics featuring subject matter experts and thought leaders from the Tulsa area and beyond including international media coach and former ABC News journalist Teri Goudie, *Tulsa World* Deputy Managing Editor Jason Collington, award-winning author and blogger Sasha Martin, Tulsa City-County Library CEO Kim Johnson and many more.

GOALS AND OBJECTIVES

The executive board for IABC/Tulsa serves two-year board terms. The current board will serve through August 2019. Goals are set and evaluated each year at our annual board retreat, a half-day orientation/planning session held each August that allows us time to focus on what we want to accomplish for the upcoming term. The goals and objectives referenced in this entry were set in August 2017.

IABC/Tulsa Strategy: Provide IABC/Tulsa members with the greatest membership value by increasing member diversity and engagement, and strengthening the awareness of IABC in the community.

2018 Chapter Goals:

1. Increase member diversity.
 - a. Increase membership from organizations/industries not currently represented.
2. Increase member engagement.
 - a. Promote certification.
 - b. Increase nonboard member volunteers.
3. Create greater awareness and recognition of IABC.
 - a. Implement new IABC brand standards.
 - b. Collaborate with other professional organizations.
 - c. Promote chapter activities

Based on these overarching chapter goals, our vice presidents of professional development focused specifically on achieving or influencing the following objectives:

1. Diversify location, time and topics of professional development events.
2. Increase nonmember and average monthly attendance.
3. Offer at least one free, member-appreciation event.
4. Broaden the annual Communicators Summit to include other organizations and expand session offerings.



BUDGET

As a board, our philosophy is to spend the majority of our funds on professional development programming and networking opportunities for members. We are focused on a strong professional development program in which events break even or make a small profit. We have determined that bringing in high-caliber speakers, such as Teri Goudie, Darcy Eikenberg and Chuck Gose, has brought increased successes with attendance and overall satisfaction of both members and nonmembers.

For 2018, IABC/Tulsa budgeted \$10,000 for professional development. **[Exhibit I: PD Profit & Loss]**.

IMPLEMENTATION

Professional development is the cornerstone of successful membership engagement and the recruitment of new members. To meet our 2018 goals, IABC/Tulsa set a strong, consistent schedule of events that addressed topics identified by members and nonmembers as areas of interest, while also adding new locations and event times to meet the various needs of attendees. *[See chart on page 3-4 for supplemental data.]*

Monthly Professional Development Events:

- **Diversify location, time and day of the week for events:** While there are many benefits to hosting events at a consistent location and on a consistent day of the week, 21 percent of member respondents and 12 percent of nonmember respondents in the 2017 annual chapter survey identified location as a barrier to attendance **[Exhibit II: 2017 member and nonmember surveys]**. Additionally, 63 percent of member respondents and 50 percent on nonmember respondents cited work conflicts as the greatest barrier to attendance.

While this may be attributable to respondents living in northwest Arkansas, we still wanted to make a concentrated effort to introduce new venues to our line up to encourage attendance from those working outside of downtown where our meetings are usually held. In addition, we typically hold our meetings on the third Wednesday of each month. To capture attendees who may have standing meetings on this day, we also offered a Friday event, an after-hours event and events on other Wednesdays (not just the third Wednesday) to give people more options.

- **Align topics with member and nonmember survey results:** In the annual chapter survey, respondents identify potential topics of interest for professional development events. In 2018, we concentrated on these topics, aligning our offerings with those noted in the surveys. In 2017, members identified measurement/analytics, skill development and internal communications as their top choices. Nonmember ranked measurement/analytics and skill development as most important, followed by social media, technical skill development and branding. Each event offered focused on at least one of these topics.
- **Host at least one free event:** To promote awareness of the benefits of membership and encourage nonmember attendance, we hosted a free event during IABC Member Month. The speaker was an IABC/Tulsa board member who spoke about her tenure on the board and the career/leadership benefits attributable to knowledge she has gained at IABC conferences, chapter professional development events or through networking with other IABC members. The event was hosted at a casual, local golf venue in south Tulsa and IABC/Tulsa purchased rounds of golf for networking after the presentation.

We also offered a free summer event on the topic of digital communications. The event was hosted at the same south Tulsa golf venue for those that have cited travel distance from south Tulsa as an obstacle in the member survey.

Communicators Summit:

Each year, IABC/Tulsa partners with the Tulsa chapter of the Public Relations Society of American to host a multi-hour event focused on various aspect of communications. The purpose of the event and partnership is to pool resources, both financial and human, to bring in national speakers and offer an event where several hours of professional development credit may be earned locally for certification, eliminating costly conference and travel expenses.



Last year, we faced several challenges with this event, not the least of which was barely breaking even on expenses. Attendance was low, with just 60 attendees. Both organizations host the event and share costs equally but planning and coordination rotates between the two groups. 2018 was IABC/Tulsa's year to take on the bulk of the planning.

- **Broaden the event to include other hosting organizations:** Citing low attendance in 2017, we saw the potential in adding another hosting organization to expand not only our communications reach to meet a new audience but also additional resources for cost sharing and event planning. After some initial discussion, the Tulsa chapter of the American Marketing Association (AMA) came on board, agreeing to split costs evenly and join in the planning efforts. AMA has approximately 60 members.
- **Operate the event with greater transparency in planning between organizations:** One of the barriers in 2017 was a lack of communication between IABC/Tulsa and PRSA. To help eliminate this barrier, all planning documents, including budgets, speaker lists and checklists for logistics were shared in a Google document, accessible to all parties. Additionally, bi-weekly update meetings were held with action items clearly defined and post-meeting notes distributed to all committee members. This ensured that regardless of meeting attendance, everyone has equal access to information. Also all purchases were approved with input from at least one member of each hosting organization.
- **Increase number of sessions offered:** In 2017, six total sessions were offered, including a breakfast keynote and lunch keynote. To offer greater topic diversity, particularly given the addition of the professional marketing community, we added two additional breakout session options, bringing the total number of sessions offered to eight. Topics offered included: customer experience, social media, internal communications, branding, communication measurement, digital marketing, podcasts and employee engagement/motivation. [\[Exhibit III: 2018 Communicators Summit Speaker/Event Agenda\]](#)

2018 IABC/Tulsa professional development schedule illustrating event location, date, time and topic diversity.

DATE	DAY	EVENT TITLE	TOPIC	LOCATION	TIME
January 17, 2018	Third Wed.	Journey to Published Author: Practical Steps to Accomplishing Big Goals	Motivation, goalsetting, organization, writing	Magic City Books	11:30 a.m. to 1 p.m.
February 28, 2018	Fourth Wed.	Communicating Your Value (While You're Communicating Everything Else)	Promoting your value	Tulsa Country Club	11:30 a.m. to 1 p.m.
March 28, 2018	Fourth Wed.	Content That Earns Relationships: How to Use the Web and Social Media to Your Advantage	Digital content and marketing, social media	Tulsa Country Club	11:30 a.m. to 1 p.m.
June 22, 2018	Fri.	How to Create and Deliver the Ultimate One-Minute Elevator Pitch	Writing, messaging	Tulsa Country Club	11:30 a.m. to 1 p.m.
July 11, 2018	Second Wed.	Tricks and Trends for Digital	Digital communication and metrics	Flying Tee	11:30 a.m. to 1 p.m.
August 15, 2018	Third Wed.	Communication vs. Comprehension: Does Your Audience Truly Understand Your Message	Writing, messaging	Tulsa Country Club	11:30 a.m. to 1 p.m.



September 12, 2018	Second Wed.	Learning to Lead: What Executives Want from Their Communication Professionals	Motivation, leadership, business acumen, executive coaching	Tulsa City-County Library	11:30 a.m. to 1 p.m.
October 10, 2018	Second Wed.	Tee it Up with IABC	Benefits of IABC membership	Flying Tee	4:30 to 6:30 p.m.
November 7, 2018	First Wed.	Communicators Summit: Moments Matter	Creating customer experience	OU-Tulsa	8 a.m. to 2 p.m.
November 7, 2018	First Wed.	Communicators Summit: Programmatic Marketing and Digital Tactics to Drive Company Growth	Digital marketing and metrics	OU-Tulsa	8 a.m. to 2 p.m.
November 7, 2018	First Wed.	Communicators Summit: Employee Communication: Engaging Employees to Drive Business Results	Internal communications	OU-Tulsa	8 a.m. to 2 p.m.
November 7, 2018	First Wed.	Communicators Summit: Brand Fission: The Quik Print / Mingo Brand Story	Branding	OU-Tulsa	8 a.m. to 2 p.m.
November 7, 2018	First Wed.	Communicators Summit: Communications Measurement: How to Start Using the Numbers to Prove the Value of Digital Communications	Communication measurement	OU-Tulsa	8 a.m. to 2 p.m.
November 7, 2018	First Wed.	Communicators Summit: How to Use Podcasting to Grow Your Business	Podcasts	OU-Tulsa	8 a.m. to 2 p.m.
November 7, 2018	First Wed.	Communicators Summit: Reinventing Company Culture	Motivating employees	OU-Tulsa	8 a.m. to 2 p.m.
November 7, 2018	First Wed.	Communicators Summit: Mind Matters: Cognitive Bias and Communication	Internal communications	OU-Tulsa	8 a.m. to 2 p.m.

MEASUREMENT AND RESULTS

In addition to measuring the overall goals of the chapter, we measure our professional development efforts by evaluating:

- Individual event surveys.
- Annual member and nonmember surveys.
- Event attendance.



Individual Event Surveys

IABC/Tulsa conducts surveys following each monthly professional development event, as well as after Communicators Summit to identify opportunities for improvement and success that resonated with attendees.

Key 2018 event survey results:

- The 2018 event survey for the Communication Summit showed 91.66% are very likely or extremely likely to attend the event again in 2019. Keynote speaker selections brought in showed an increased number of attendance from the previous year from 60 to 115 - a more than 90 percent increase. **[Exhibit IV: 2018 event survey results]**
- Attendees asked throughout the year for digital downloads of the presentation to be sent out after events, which we have since then implemented.
- 85% of event attendees are likely to attend a future IABC event.

Annual Membership Surveys:

IABC/Tulsa also conducts an annual membership survey to determine areas for improvement, membership needs and professional development topic areas. Email surveys were issued to all current IABC/Tulsa members in November 2018. **[Exhibit V: 2018 member and nonmember surveys].**

Annual surveys consistently show that one of the main reasons people join IABC/Tulsa is for the professional development. Offering events focused on topics identified in surveys ensure alignment with existing member needs, as well benefits to nonmembers showing the benefit of membership. The surveys also are key in helping us better understand the barriers to membership and attendance.

Key 2018-member survey results:

- The 2018 survey achieved a 21 percent member response rate versus 19 percent in 2017.
- Networking and professional development ranked as the most valuable parts of membership.
- Nearly 62 percent of respondents were satisfied (highest rating) with professional development.
- Topic relevance improved from the previous year’s survey with analytics and sharpening skills identified as most interesting.
- Work conflicts and meeting location continue to be the top drivers for members not attending professional development events.

Key 2018 nonmember survey results:

- The 2018 nonmember survey increased response rate by eight respondents.
- 63 percent of respondents regularly attend monthly luncheon meetings.
- Most likely to attend Communicators Summit and professional development events.
- Conflicts with work commitments continued to be the largest reason people did not attend events.
- Internal communications, building leadership and analytics were the topics of most interest.
- Professional development was the largest encourager to join.

Event Attendance

Event attendance is one of the most clear-cut ways to measure event success. In addition to increasing nonmember attendance and overall average attendance for the year, we also stayed relatively consistent in member attendance, decreasing by only one attendee for the yearly average.

EVENT TITLE	ATTENDANCE (MEMBER)	ATTENDANCE (NON-MEMBER)	TOTAL
Journey to Published Author: Practical Steps to Accomplishing Big Goals	15	6	21
Communicating Your Value (While You're Communicating Everything Else)	17	14	32



Content That Earns Relationships: How to Use the Web and Social Media to Your Advantage	12	8	21
How to Create and Deliver the Ultimate One-Minute Elevator Pitch	13	10	26
Tricks and Trends for Digital	22	11	33
Communication vs. Comprehension: Does Your Audience Truly Understand Your Message	21	16	37
Learning to Lead: What Executives Want from Their Communication Professionals	21	19	40
Tee it Up with IABC*			22
Communicators Summit	64	49	115
2018 AVERAGE	23	16	38
2017 AVERAGE	24	9	33

*Member vs. nonmember stats were not collected for this event, so only total attendance was included in the averages.

OVERALL RESULTS

Successful and engaging professional development events are key to helping IABC/Tulsa achieve its overall goals. Over the past year, we have executed a schedule of events that reflected the needs voiced by our members, while also seeking out new venues. Many changes and improvements were made over the past year in the area of professional development, and all have helped to move our chapter forward. Consider these results:

OBJECTIVE	RESULT
Diversify location, time and topics of professional development events.	<ul style="list-style-type: none"> ✓ Introduced three new venues, including one outside of downtown. ✓ Added one event after work hours and switched to a new day of the week for another. ✓ Every event featured at least one topic identified in chapter surveys as interesting to members and nonmembers.
Increase nonmember and average monthly attendance.	<ul style="list-style-type: none"> ✓ Increased average monthly nonmember attendance by seven people to 16 from nine in 2017. [See page 5 of this entry for detail.] ✓ Increased average monthly attendance to 38 people from 33 in 2017, a 15 percent increase. [See page 5 of this entry for detail.]
Offer at least one free, member-appreciation event.	<ul style="list-style-type: none"> ✓ Free event hosted in July. Thirty-three people attended. ✓ Free event hosted in October to promote IABC Member Month. Twenty-two people attended.
Broaden the annual Communicators Summit to include other organizations and additional sessions.	<ul style="list-style-type: none"> ✓ Added new host organization in 2018 – AMA. ✓ Added two new breakout sessions for a total of eight sessions. ✓ Increased attendance to 115 people from 60, a more than 90 percent increase. ✓ In 2018, the event netted nearly \$6,000 in profit. In 2017, it barely broke even on expenses.



International Association
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IABC/Tulsa continues to excel in providing valuable professional development opportunities that drive member engagement. The overall focus remains on our members, and on creating the highest possible membership value for them. Continuing to identify relevant topics and recruit industry-leading speakers and communication professionals ensures that our chapter delivers our promise of value for membership and not-yet members alike.