



IABC/Tulsa – 2019 Chapter Management Awards Entry
Category: Professional Development

WORK PLAN

IABC/Tulsa has consistently proven itself to be one of the premier professional organizations for Tulsa-area communicators with all the capabilities of any larger metropolitan chapter. The chapter is focused on providing value to members through high-profile professional development events and unique networking opportunities. While Tulsa holds a small chapter status at 66 members, we have a very engaged group of members and nonmembers alike and average attendance of 37 at our monthly events with a high of 115 attendees.

While the majority of our members are communications generalists and/or 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 2018/19, we were able to accomplish this through creative networking events and a professional development programs featuring dynamic topics, subject matter experts, and thought leaders from local influencers and across the U.S. including Cox Communications Executive Vice President and Chief Strategy Officer Sujata Gosalia, KFC's Global Communications Director Kim Morgan, diversity author Dr. Therese Huston, IABC Fellow Stacy Wilson and many more.

High-quality professional development opportunities are the cornerstone of IABC, but the continuing success of the chapter is dependent on communication. Regular, clear communications are vital for a successful chapter and have been vital to IABC/Tulsa's success.

GOALS AND OBJECTIVES

The executive board for IABC/Tulsa serves two-year board terms. The board elected its new board for the 2019/20 planning years in August 2019. Goals are set and evaluated every two years at our annual board retreat. The goals and objectives referenced in this entry were set in August 2018.

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.

2018-19 chapter goals (applicable to professional development):

1. Increase member engagement.
 - Promote certification.
 - Increase non-board member volunteers.
2. Create greater awareness.
 - Collaborate with other professional organizations.
 - Host a networking event with two organizations.
 - Broaden Communicators Summit to include other organizations.

Additional professional development goals:

1. Align events with chapter goals, and member and nonmember survey results.
2. Host one event on the topic of diversity to promote IABC's Diversity and Inclusion Statement and Code of Conduct, as well as emphasize the role communicators play in ensuring equity.



BUDGET

As a board, our philosophy is to spend the majority of our funds on professional development programming and networking opportunities for members and potential members. Overall, the chapter finances are in a strong place, with more than one year's operating budget secured. Therefore, we focused on a strong professional development programming in which events break even or net a small loss.

For 2019, IABC/Tulsa budgeted \$8,100 for professional development. We closed the year with revenue attributable to professional development of \$12,656 and expenses of \$12,440. [Exhibit I: Statement of Activity]

IMPLEMENTATION

Professional development is the cornerstone of successful membership engagement and the recruitment of new members. To meet our 2019 goals, IABC/Tulsa set a strong, consistent schedule of events that addressed topics identified by members and nonmembers as areas of interest. Here are a few ways we aligned activities to meet chapter goals:

[See charts on page 3-5 for supplemental data.]

Promote certification: As a chapter, we were focused on offering the CMP and SCMP exams in Tulsa to help promote the accreditation locally but also support IABC globally. The more members who are certified, the greater impact and legitimacy for the organization. To help garner interest, we hosted the first event of the year on the topic of certification with Ginger Homan, ABC, SCMP and immediate past IEB chair. Attendees were able to ask questions about the application process and exam ahead of the application deadline a few weeks away.

We also coordinated the timing of the exam with the IABC/Oklahoma City chapter, who was hosting an exam as well. By coordinating timing, we ensured two opportunities to take the exam locally, which was helpful for those who did not pass the first time. Both chapters cross-promoted exam dates.

Increase non-board member volunteers: Hosting events is labor intensive for the chapter and traditionally has fallen solely to board members to execute; however, we see events as an entry point for greater engagement and a natural way to build a professional network. To help get more of our members and potential members involved, we recruited volunteers to assist with event duties at 3/9 professional development events. We recruited through asks at events, in our monthly e-newsletter and in person. By co-hosting events with other organizations, we also split event duties at three additional events. We also recruited a non-board member volunteer to help track event participation to assist with certification renewal for members.

Collaborate with other organizations: In Tulsa, there are six major organizations related to communications: IABC, Public Relations Society of America (PRSA), American Marketing Association (AMA), Association for Women in Communications (AWC), Art Directors Club of Tulsa (ADCT) and Tulsa Press Club. Time to attend events is a scarce commodity, so when topics and interests align, we are committed to collaborating and aligning financial resources to offer the best professional development possible.

At the beginning of 2019, IABC/Tulsa spearheaded a meeting with representatives from these organizations. We developed a shared calendar of events to align dates and identified potential events to co-host. One such event was a networking event, Spelling Beer, which we co-hosted with AMA and PRSA. Networking and sense of community is ranked highly by members and nonmembers as the most valuable part of an IABC/Tulsa membership in the annual chapter survey.



Align events with chapter goals, and member and nonmember survey results: In the annual chapter survey, respondents identify potential topics of interest for professional development events. In 2018, members identified technical skills, analytics/measurement and branding/company reputation as their top choices. Nonmembers prioritized internal communications, leadership skills and analytics/measurement. Each 2019 event offered focused on at least one of these topics. [Exhibit II: 2018 Member and Nonmember Chapter Surveys]

Communicators Summit: Each year, IABC/Tulsa partners with the Tulsa chapters of PRSA and AMA to host a multi-hour event focused on various aspects 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 was a record year for attendance, so in 2019, we looked to continue this success while making a few modifications to streamline logistics. We did not reach out to add another organization this year due to timing and changes in committee roles with the three existing organizations. We will evaluate adding partners on an annual basis.

- **Simplify sessions:** In 2018, eight total sessions were offered, including a breakfast keynote and lunch keynote. While this was a successful model, we received feedback that attendees did not like having to choose sessions. It was also difficult and time-consuming logistically. In 2019, the committee set out to simplify the schedule without compromising the value of the event since we did not lower the attendee cost. We offered three sessions on an overarching topic: the future of communications. We also brought in speakers from different communications disciplines to appeal to audiences from the three different organizations. Topics included: social media, crisis communications, artificial intelligence/machine learning, new technology for communicating, advertising and community engagement. [Exhibit III: 2019 Communicators Summit Agenda]
- **Add networking event:** To help create more value for attendees, we added a happy hour networking event after the summit. It was free for summit attendees and offered a valuable opportunity to collaborate in an informal setting.

Host an event on the topic of diversity: In late 2018, through one of our corporate partnerships, we had the opportunity to secure Dr. Therese Huston for an event on diversity. Dr. Huston’s strong research on workplace feedback made the event natural fit to co-host with the Tulsa Area Human Resources Association (TAHRA). Also, hosting Dr. Huston alone would have been cost prohibitive for IABC. TAHRA averages much higher monthly attendance, so it was a great platform to spread the message about IABC’s commitment to diversity, as well as educate more than 100 HR professionals and hiring managers on IABC’s certification.

2019 IABC/Tulsa professional development schedule:

| DATE | EVENT TITLE | EVENT TOPIC | SPEAKER | CO-HOST | ATTENDEES |
|-----------|--|--|--|---------|-----------|
| 1/16/2019 | You're Certifiable: The Ins and Outs of Achieving Professional Certification | Certification | Ginger D. Homan, ABC, SCMP, Past IEB Chair of IABC | | 25 |
| 2/13/2019 | Intranet and Digital Workplace Research That Drives Good Decisions | Internal comms, digital workplace and intranet | Stacy Wilson, IABC Fellow | | 22 |



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|------------------|---|---|---|-----------|-----------|
| 3/27/2019 | Why Josh is More Likely to Speak for His Group Than Jessica: Breaking Biased Habits at Work | Diversity | Dr. Therese Huston, Author and Founding Director for the Center of Excellence in Teaching and Learning for Seattle University | TAHRA | 14* |
| 5/7/2019 | Creating a Destination: Mother Road Market | Branding, internal comms and influencer marketing | Ashley Van Horne, Chief Communications Officer, and Breckyn Hudelson, Events Coordinator for Mother Road Market | | 43 |
| 6/19/2019 | Research and Communication: The Investigative Process | Conducting research and source validity | Leah Weitholter, Managing Director of Workman Forensics | | 22 |
| 7/17/2019 | How to Stay Positive and Turn Negativity into Possibility | Leadership, positivity, productivity and motivation | Sarita Maybin, motivational speaker, communication expert and author | TAHRA | 25* |
| 8/21/2019 | Communicating Across Global Audiences | Crisis communications, social media, engaging remote employees and brand management | Kim Morgan, Director of Global Communications for Kentucky Fried Chicken | AMA | 45 |
| 10/2/2019 | Writing Searchable Content: Growing Your Web Traffic | Measurement, analytics and writing | Natalie Bolton, Owner of Wise Penny Marketing | | 32 |
| 11/6/2019 | Communicators Summit: The Future Is Now | See sessions below | See sessions below | AMA, PRSA | 115 |
| 11/6/2019 | Communicators Summit: Future of Engagement | Social media, analytics, advertising and community engagement | Nicole Nascenzi, Senior Communications Specialist for Williams, and Melanie Christian, Vice President and General Manager for Saxum-Tulsa | | See above |
| 11/6/2019 | Communicators Summit: "Tech"nically Speaking | Artificial intelligence, machine learning, crisis communications and technology | Brian McGinness, Director of Corporate Applications for ONEOK | | See above |
| 11/6/2019 | Communicators Summit: Seizing our Future | Internal comms, crisis | Sujata Gosalia, Executive Vice | | See above |



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|--|--|---|---|--|--|
| | | communications, stakeholder engagement and technology | President and Chief Strategy Officer for Cox Communications | | |
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*Does not include TAHRA attendees.

MEASUREMENT AND RESULTS

In addition to measuring the overall goals of the chapter, we measure our professional development efforts by evaluating individual event surveys and 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 successes that resonated with attendees.

Key 2019 event survey results:

- The 2019 event survey for the Communication Summit showed 94.12% are likely to attend the event again in 2020. Keynote speaker selections maintained record attendance from the previous year at 115 attendees. [Exhibit IV: 2019 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.
- 88% of event attendees rated 2019 events as very good or excellent.

Event Attendance

Event attendance is one of the most clear-cut ways to measure event success. In 2019, we increased nonmember and student attendance. Member attendance decreased; however, overall average attendance remained flat with 2018 average attendance.

| | ATTENDANCE (MEMBER) | ATTENDANCE (NON-MEMBER) | ATTENDANCE (STUDENT) | TOTAL |
|---------------------|---------------------|-------------------------|----------------------|-----------|
| 2019 AVERAGE | 17 | 17 | 3 | 37 |
| 2018 AVERAGE | 23 | 14 | 0 | 37 |



OVERALL RESULTS

Key 2019 successes:

- Hosted one of two certification exams in Oklahoma, which resulted in a combined **nine** Oklahoma communicators getting certified: seven from Tulsa and two from Oklahoma City.
- Maintained record attendance at Communicators Summit while simplifying the event’s logistics and speaker lineup. We had 115 attendees in both 2019 and 2018, compared to 60 in 2017.
- Lessened sole reliance on board members to execute events by recruiting non-board member volunteers to help at six of nine events.
- Promoted benefits of IABC membership and certification to more than 250 non-IABC attendees at co-hosted events.
- Every professional development event featured at least one topic identified in either: chapter surveys as interesting to members and nonmembers; chapter goals; or IABC priorities.

Additional 2019 results:

| OBJECTIVE | RESULT |
|--|---|
| Promote certification. | <ul style="list-style-type: none"> ● Hosted a professional development event in January 2019 ahead of local certification exams in April (Tulsa) and May (Oklahoma City). ● Hosted one of two exams in the state, which resulted in a combined nine Oklahoma communicators getting certified: seven from Tulsa and two from Oklahoma City. ● Promoted the certification program to more than 100 Tulsa-area HR and recruiting professionals. ● Recruited a volunteer to assist with tracking participation in professional development events to assist with certification renewals. |
| Increase non-board member volunteers. | <ul style="list-style-type: none"> ● Lessened sole reliance on board members to execute events by recruiting non-board member volunteers to help at six of nine events. |
| Collaborate with other organizations. | <ul style="list-style-type: none"> ● Created a shared event calendar to coordinate with other local communications organizations. ● Co-hosted four professional development events and one networking event with other organizations. ● Promoted benefits of IABC membership and certification to more than 250 non-IABC attendees at co-hosted events. |



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| Align events with goals and survey results. | <ul style="list-style-type: none">• Every event featured at least one topic identified in either: chapter surveys as interesting to members and nonmembers; chapter goals; or IABC priorities.• Diversified event times and locations to meet needs stated in chapter surveys.• Added networking happy hour to promote collaboration and foster community among local communicators. Networking was rated as one of the most valuable parts of IABC/Tulsa membership in the chapter survey. |
| Broaden Communicators Summit. | <ul style="list-style-type: none">• Maintained attendance while simplifying the event’s logistics and speaker lineup. We had 115 attendees in both 2019 and 2018, compared to 60 in 2017.• More than 25 students in attendance. We offered a reduced rate to the university that paid for the students.• Event netted \$4,500, which was approximately \$1,500 less than 2018 due to fewer sponsorships. However, the goal was to break even, which we surpassed. |
| Host an event on diversity. | <ul style="list-style-type: none">• With TAHRA, we co-hosted Dr. Therese Huston, an author and leading researcher on equity in the workplace, for a discussion on biased habits.• More than 100 total attendees.• Used the platform to promote IABC’s commitment to diversity, as well as our certification program. |

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.