

IABC Heritage Region

Executive Summary

Business Plan 2006 – 2010

The Heritage Region's Business Plan is designed to provide details for the processes, services and operations of the region. This summary reviews the region's:

- ◆ Geographic scope
- ◆ Governance
- ◆ Management Team
- ◆ Vision and Mission
- ◆ Membership
- ◆ Chapters
- ◆ Customer Analysis
- ◆ Competition Analysis
- ◆ Planning

Heritage Region Analysis

The Heritage Region is one of eight regions of the International Association of Business Communicators (IABC), a not for profit organization.

Scope

The IABC Heritage Region is located in the United States and includes the District of Columbia (Washington, D. C.) and the following U.S. states: Connecticut, Delaware, Indiana, Kentucky, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, Virginia, and West Virginia.

Governance and Management Team

The Heritage Region is an integral part of the IABC governance structure. It derives its authority from the IABC Bylaws. The Heritage Region has established bylaws for the governance of the region. (See Appendix A for the bylaws.)

A Board of Directors, committee chairs, and committees and task forces carry out the Heritage Region's governance and activities. (See Appendix B for a copy of the board organizational chart.)

Vision and Mission

The Heritage Region's vision and mission are consistent with the vision and mission of IABC.

Vision

IABC Vision:

IABC links communicators in a global network that inspires, establishes and supports the highest professional standards of quality and innovation in organizational communication. We are recognized as the professional association of choice for communicators who aspire to excel in their chosen fields.

Heritage Region Vision:

We are a leader within IABC in promoting and implementing the IABC vision. As such, we serve as a primary conduit and resource between Heritage Region chapters and leaders and the international association.

Mission:

- ◆ Serve Region members, primarily through providing guidance, support, and development opportunities for Chapter leaders
- ◆ Foster Region growth
- ◆ Serve as a communication conduit between Members, Chapters and the IABC Executive Board

Membership and Chapter Sizes*

The Region includes 20 charter chapters. Membership in the Heritage Region is 3,408 members.

Large Chapters (more than 200 members): IABC/Detroit, New Jersey/IABC, New York/IABC, IABC/Philadelphia, IABC/Washington**, and Yankee/IABC

**IABC Washington includes members from the former IABC/Baltimore chapter that is now a SIG of the Washington, D.C. chapter

Medium Chapters (100 – 199 members): IABC/Cleveland, IABC/Columbus, Connecticut/IABC, IABC/Indianapolis, IABC/Kentucky, IABC/Pittsburgh***, and IABC/Richmond.

***IABC Pittsburgh includes members from the former IABC/Erie chapter that is now a SIG of the Pittsburgh chapter

Small Chapters (15-99 members):, IABC/Dayton, IABC/Delaware, IABC/Greater Cincinnati, IABC/Harrisburg, IABC/Lehigh Valley, IABC/Long Island, and IABC/West Fair

Members-at-Large: 122 (enough for a medium chapter)

*Based on membership data as of May 14, 2007

Analysis of Our Customers and Our Competition

The Heritage Region has identified both customers and competition. In some cases, the same organization may be considered both a customer (because it offers potential members or could benefit IABC within the Heritage Region) and a competitor (because it diverts members and resources from IABC within the Heritage Region).

Our Customers

The Heritage Region's primary customers consist of:

- ◆ Leaders of IABC chapters located within our geographic area
- ◆ IABC Executive Board (and its committees and task forces)
- ◆ IABC Accreditation Board
- ◆ IABC Research Foundation
- ◆ Potential members

The Heritage Region's secondary customers consist of:

- ◆ IABC members located within our geographic area
- ◆ IABC members and leaders located outside of the Heritage Region
- ◆ Employers of IABC Heritage Region members
- ◆ Commercial, educational, and not-for-profit organizations within our region that support, or have the potential to support, the vision and mission of the Heritage Region

Our Competition

The Heritage Region recognizes the following entities as our primary competition:

- ◆ Professional communications-related associations (local, regional and national) such as: Advertising Clubs of America, American Marketing Association, Association of Women in Communications, Public Relations Society of America
- ◆ Professional associations connected with a member's business affiliation (i.e., American Association of Association Executives, American Hospital Association, Bar Association, etc.)
- ◆ Community-based organizations (i.e., Rotary, Business Network, arts organizations, charitable organizations, political groups, etc.)

Planning

Strategic Plans

All of the region's planning is aligned with plans adopted by the IABC International Executive Board (IEB).

By developing regional efforts in areas where the IEB has yet to act, the Heritage Region has the opportunity to provide leadership and best practices to the global IABC association.

Heritage Region Response to IEB Strategic Plan 2006 – 2010

The Heritage Region board has developed broad-based strategic statements in response to the five-year IEB Strategic Plan. This plan also includes strategy statements that are specific to the Heritage Region. Board officers, portfolio directors, and chapter liaisons participated in establishing the strategy statements across all areas of the plan. (See Appendix D for a copy of the response plan.)

Heritage Region Response to 2006 IEB Action Plan

The Heritage Region board has adopted specific tactics (key actions, outcomes, and 2006-2007 actions) in response to the IEB Action Plan. This plan also includes specific tactics (key actions, outcomes and 2006 actions) that are specific to the Heritage Region strategy statements. Board officers, portfolio directors, chapter liaisons, and committee chairs participated in establishing tactics across all areas of the action plan. (See Appendix E for a copy of the response plan.)

Other Plans

The Heritage Region will develop appropriate responses to future plans adopted by the IEB. These plans include, but are not limited to: Annual Growth Plan, Marketing Communication Plan, and Branding Plan.