

**2015 WICT Model Chapter Business Plan**

**Revised 1/13/2015**

**Table of Contents**

**Overview of Model Chapter Business Plan (MCBP) 3**

**How to use the MCBP 4**

WICT staff roster

Other WICT resources

**Section 1: Membership 5**

WICT membership year

Membership goals

Chapter rebates

**Section 2: Programming 8**

Implementation

Curriculum

Mentoring

Program calendar

**Section 3: Financials 12**

Budgeted vs. actual revenue

Budgeted vs. actual expenses

Change in net assets

Year-end statements

**Section 4: Governance 14**

Strategic planning

Succession planning

Sarbanes-Oxley Act compliance policies

Chapter-to-chapter mentoring

Chapter physical address

**Section 5: Marketing & Communication/Branding 16**

**Section 6: Giving Back/PAR Initiative 17**

**Section 7: Bonus points 20**

**Submission Form and Deadlines 21**

**Overview**

The mission of Women in Cable Telecommunications (WICT) is to develop women leaders who transform the industry. With nearly 10,000 members, WICT is the oldest and largest organization serving women in cable media and stands at the forefront of an industry undergoing constant change. Since 1979, WICT has remained steadfast in its resolve to advance the position and influence of women through advocacy, research, and proven leadership programs and services at both the National and chapter levels.

The Model Chapter Business Plan (MCBP) is a measure of WICT chapter success in the following areas:

* Membership
* Programming
* Finance
* Governance
* Marketing and Communications/Branding
* Giving Back

The MCBP was created by WICT chapter leaders for WICT chapter leaders. Its purpose is to help provide guidance to incoming leadership by helping them achieve a level of continuity as a result of board succession. It is designed to align WICT chapters with the overall mission of WICT National as chapters are a key component of the organization’s ability to deliver on that mission.

The MCBP also provides an organizational and procedural framework for WICT chapters and should be referenced as a guide for inclusion and compliance by WICT chapters throughout the year. It is revised annually to ensure each WICT chapter is meeting new industry standards and fulfilling WICT’s expectations and objectives.

**Does Your Chapter Exceed WICT's Expectations?**

In addition to providing a framework for compliance, the MCBP provides a point-based system for completing all requirements to be awarded the WICT “Chapter of the Year” and WICT “Inspire” recognitions. Chapter leaders will use this tool to self-evaluate and monitor achievements throughout the year.

WICT “Chapter of the Year” recognizes the WICT chapter(s) with the most points out of a possible 100.

**What are the tiers for achieving Model Chapter Success?**

**Inspire** - **(90 points or above)**

**CONGRATULATIONS!** You have achieved Model Chapter Success.

#### Catalyst - (85-89 points)

#### GOOD JOB! You are well on your way to the Inspire level.

### Connect - (79-84 points)

### KEEP STRIVING! Chapter evaluation is needed to help boost your score.

**How to use the Model Chapter Business Plan**

The Model Chapter Business Plan provides guidance to incoming leadership to help them navigate their chapter throughout the year. It provides details of documents and requirements for a chapter to be in compliance. Here are five easy steps 0n how to use this document.

**Step 1**: Share a copy of the MCBP with the full chapter Board during your first transition meeting.

**Step 2:** Review the deadlines early in the year and assign the appropriate board member to review, lead and complete the requirement.

**Step 3:** Review the MCBP at the beginning of each Board meeting for any upcoming deadlines.

**Step 4:** Within each section of the MCBP, track your progress throughout the year.

**Step 5:** Use **page 21** of the MCBP to tally scores and submit this page only to National by **November 15.**

**WICT Staff Contact**

**WICT Main number: 202-827-4794**

**Membership Team**

Kathleen McNally

Manager, Membership & Chapter Relations

[kmcnally@wict.org](mailto:kmcnally@wict.org)

202-827-4784

Robin Burke Zahory

Sr. Director Membership

[rzahory@wict.org](mailto:rzahory@wict.org)

202-827-4781

Nicole Edmund

Associate VP, Membership & Chapter Relations

[nedmund@wict.org](mailto:nedmund@wict.org)

202-827-4783

**All MCBP submissions and any chapter**

**requests should be sent to:**

[chapters@wict.org](mailto:chapters@wict.org)

**Membership questions should be sent to:**

[membership@wict.org](mailto:membership@wict.org)

**Other Resources**

All Chapter leaders should have access to WICT Connects. This is an online resource community which chapter leaders should use for:

* Retrieving samples, guidelines and templates.
* Retrieving chapter management tools.
* Sharing chapter best practices and key learnings.
* Understanding board roles and responsibilities.
* Chapter Program Library and other valuable resources.

**Section 1 - Membership**

**Maximum -13 points**

**Overview**

A valuable benefit to becoming a WICT member is being able to build relationships in order to connect, unite, and join industry peers to learn, share, and be inspired.

The chapters bring the local connection and provide the primary opportunity for members to access WICT.

One of the most important reasons for creating the Model Chapter Business Plan criteria is to ensure the work of WICT National and WICT chapters are coordinated in order to attract, engage, and grow membership within the organization.

**The WICT membership year?**

* Membership is by calendar year, January 1 – December 31. The internal dues year begins on November 1 and runs through October 31. The last two months of the year, allow for the chapters to transition their teams.
* Members can join at any time throughout the year and pay full dues.
* The renewal grace period runs through March 31, all members must renew by this time in order to remain active.

**How often do I receive membership updates?**

* Bi-monthly membership updates are emailed to the membership chairs and presidents and include the latest current roster, non-renewal list and goals status. Ongoing membership campaigns and other related information will also be included.

**How are chapter membership goals determined?**

* Retention is a fundamental measure of how relevant WICT is to its members. Chapter membership goals are determined based on maintaining memberships from the previous year. For a professional industry association, a strong membership retention is 84%, but with the industry landscape changing due to consolidations and restructuring, chapter goals will be established based on feedback from chapters and meeting the National Board of Directors budgeted goals.
* Dues collected November 1 through October 31 reflect the dates when memberships are counted toward the WICT chapter goals.

**How are chapter rebates calculated?**

* 15% membership dues are returned back to WICT chapters three times per year in the form of a rebate and sent to the treasurer in April, July and November. When rebate checks are mailed, an email will be sent to the treasurer and president. International rebates will be wired. See dues rebate incentive chart below.
* WICT chapters who meet 100% of goal will receive an extra percentage increase rebate, which is calculated retroactively on all members that year and included in the final rebate check in November.

**DUES REBATE INCENTIVE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Annual Rebate Awards** |  |  |  |  |  | |
| Under 100 % of goal – no change | **% of Dues** |  |  |  |  | |
| 100-109 % of goal | 15% |  |  |  | |  | |
| 110-119 % of goal | 15.5% |  |  |  |  | |
| 120-129 % of goal | 16% |  |  |  |  | |
| 130% or more | 16.5% |  |  |  |  | |
| Awarded to one (1) WICT Chapter with highest WICT Chapter achievement that must exceed 130% of overall goal. | 17% |  |  |  |  | |

**How are members invoiced?**

* WICT sends individual invoices to all members with the exception of companies requesting a group invoice.
* Members who joined between February 1 and October 31 pay full years’ dues and automatically receive a pro-rated dues invoice in the following year. For example a member joining in February, will be pro-rated one month or 1/12 of the year.
* All member applications received directly at the chapter level should be sent to WICT at 2000 K Street, NW, Suite 350, Washington DC 20006.
  + The function of processing all WICT memberships resides with the WICT National office.

**Membership Points Criteria**

Note: After the internal membership year concludes, the member services team will provide both the membership chairs and presidents the points earned in early November.

|  |
| --- |
| **Membership Plan & Membership Summaries - maximum 5 points**    February 15 - Submit Membership Plan to [membership@wict.org](mailto:membership@wict.org) by February 15 – **2 points**  **Membership plans should, at a minimum, include these initiatives:**   * Outreach specifically with non-members, MSOs, programmers, and other companies, in-person meetings, newsletters, emails, phone, word of mouth, website, social media, etc. * Conduct regular membership drives/professional industry opportunities that encourage member connections throughout the year.   **Submit three summaries tracking membership efforts and activities to retain, attract, and engage members.**  April 15 (efforts so far this year) – **1 point**  June 15 (cumulative efforts since April) – **1 point**  September 15 (cumulative efforts since June) – **1 point** |
| **Earned Points in Section: 5** |

|  |
| --- |
| **Retention – maximum 4 points**  The overall percentage of members that a WICT chapter retains from the previous year.  WICT National will provide each chapter their end of year retention calculations in early November for their performance during the previous November 1 – October 31.  *Refer to % found on the “Renew” row of the Chapter Goals Worksheet*  **Inspire** = 95% or higher - **4 points**  **Catalyst** = 83% – 94% - **3 points**  **Connect** = 71% - 82% - **1 point** |
| **Earned Points in Section: 3** |
| **New Membership Recruitment – maximum 4 points**  In addition to existing recruitment efforts, membership chairs should focus on growing the membership base by targeting existing member companies with low engagement, current NCTA member companies not yet engaged with WICT and vendor and technology companies supporting the cable industry. A listing of these companies can be found on WICT connects in the membership folder.  *Refer to the new member goal found on the Chapter Goals Worksheet.*  **Inspire** = 100% of goal - **4 points**  **Catalyst** = 95% of goal - **3 points**  **Connect** = under 95% of goal - **0 points** |
| **Earned** **Points in Section:** |
| **Total Points Earned in Membership Section – Maximum 13**  **\_\_\_\_8\_\_\_\_\_** |

**Section 2 – Programming**

**Maximum - 26 points**

|  |
| --- |
| **Overview**  WICT’s programs and events, both at the National and chapter levels, are a vital part of the overall organization and are critical to the mission of developing women leaders. Successful WICT chapters have well-developed and balanced programs and activities that contribute to the professional and personal growth of each WICT chapter member.  WICT chapters should focus on:   * Creative, diverse program topics and formats. * Innovative approaches to help attendees get the most out of the program content. * Program attendance. * Effective reflection and support of the WICT mission.   To ensure each WICT chapter is meeting industry needs and fulfilling WICT expectations, WICT chapter leaders **must** engage in the following **(14)** actions:  **SCAN:**  The WICT Chapter Board should thoroughly review and discuss existing WICT program guidelines early in the year to ensure understanding and compliance. Be flexible and adaptable when making the necessary changes. What worked in the past may need to be revised to meet the current needs of your members.  Coordinate meetings with key stakeholders (e.g., industry leaders, local sponsors, etc.) early in the year to ensure company awareness and support of planned events.  Programming Chairs will attend WICT National programming webinar early in the year.  Network with other WICT chapter leaders via WICT Connects > Chapter Leadership Group to engage in best practices and share program suggestions and ideas.  Consult your WICT Chapter Advisor, Ambassador, Executive Champion and Corporate Stakeholders to enlist advice and assistance with company outreach utilizing only your member or prospect roster locally.  **PLAN:**  Appoint a program committee to assist WICT chapter Programming Chair in outlining definite and proposed programs and activities to incorporate goals, takeaways, and value proposition of each.  Focus on program outcomes and incorporate takeaways and member benefits into your programs and promotional material.  Incorporate at least two virtual learning programs/webinars into your programming calendar to help broaden your audience and your membership outreach. (If the chapter wishes to have WICT National host its webinars, these will need to be scheduled well in advance with Greg Hickman at WICT National – [ghickman@wict.org](mailto:ghickman@wict.org))  Refer to the Event Planning Guidelines (available on WICT Connects) in preparation for a WICT chapter event. \*Look for inexpensive locations to host your programs and events whenever possible.  **IMPLEMENT:**  To ensure branding, content and programming compliance, forward all promotional and WICT chapter-related material (e.g., newsletters, membership and mentoring letters, press releases, etc.) to [chapters@wict.org](mailto:Chapters@wict.org) for review and final approval prior to formal distribution. (Allowing for turnaround time of **3 business days** is requested by WICT National.)  Follow proper channels and communication process within your WICT chapter. If you don’t have an established formal process, your WICT chapter must implement one to ensure proper oversight.  As appropriate, expand your programming into other states, areas or locations to broaden membership outreach.  In lieu of sending WICT National regular post program reports, WICT chapter regularly fills out and stores chapter program and event data on program summary template to use as a running repository of historical information.  **EVALUATE:**  Survey your members twice a year to determine professional development interests and to help gauge program success. Survey your members during Q4 to help determine your programming strategy for the upcoming calendar year. A follow-up survey timed for distribution during Q2 is recommended to gauge interest and success in the program plan. |
| **Programming Points Criteria**   |  | | --- | | **Program Quality – maximum 13 points**  As a WICT chapter leader, are you doing all you can to ensure your WICT chapter events and programs add value (i.e., provides takeaways and benefits) for your members? Are you meeting the expected industry guidelines?  Check all that apply from the above list of **(14)** actions.  **Inspire** = All 14 - **13 points**  **Catalyst** = 11-13 - **10 points**  **Connect** = Less than 10 - **5 points** | | **Earned Points in Section: 13** |  |  | | --- | | **Program participation** – **maximum 3 points**  Involvement is gauged bythe percentage of WICT chapter members who attend at least one WICT chapter program (either physically or virtually) in a calendar year. \*This may be compiled via member survey (e.g., surveymonkey.com or using onsite/electronic/manual tracking).  WICT chapters are urged to capture and retain accurate and thorough event data regularly as WICT National will require this data on an ad-hoc basis throughout the year. Keeping good records also helps streamline succession planning for the WICT chapter.    **Inspire** = more than 30% - **3 points**  **Catalyst** = 19% - 29% - **2 points**  **Connect** = less than 19% - **1 point** | | **Earned Points in Section: 3** |  |  | | --- | | **Curriculum – maximum 5 points**  All WICT chapter programs should adhere to WICT Touchstones. Each varied program will count as 1 point. If your WICT chapter conducts the same type of program more than once, only 1 point will be awarded unless it was conducted in another geographic location i.e. another state.  The curriculum for each program needs to focus on a key leadership skill or business need, such as one of the following topics:   * **PAR Advocacy** * Business Case Study * Business Negotiations * **Communication, Customer Service and Leadership Skills** * Social Media * **Community Awareness or Support/Charitable** * Diversity/Multicultural Awareness * **Financial Management/Net Worth** * Industry-Specific Education * Legal/Ethical Issues * Managing Conflict/Resolution * **Mentoring/Coaching/Sponsorship** * **Personal/Professional Branding/Development** * Technology Webinar only * Visionary Leadership * **Relationship/Team Building** * **Work/Life Integration** * Health and Well Being * Ambassador/Executive Outreach * Signature WICT chapter recognition program (optional – gauge profitability of event)   **Inspire** = more than 4 - **5 points**  **Catalyst** = 3 - **4 points**  **Connect** = less than 2 - **0 point** | | **Earned Points in Section: 5** | |

|  |
| --- |
| **Mentoring – maximum 2 points**   * Implemented a mentoring program this year (1 point for yes) * Does your chapter have an established mentoring program for your members? (1 point for yes) * Does your established mentoring program incorporate all levels of membership? (1 point for yes) * Is your chapter active in the Chapter to Chapter Mentoring Program established in 2015? (1 point for yes)   **Inspire** = more than 3 - **2 points**  **Catalyst** = 2 - 1 **points** |
| **Earned Points in Section: 2** |

|  |
| --- |
| **Chapter Programming Calendar – maximum 2 points**  Outlines proposed WICT chapter events and programs (includes date, time, curriculum, Touchstone, takeaways, speakers etc.)  The calendar can be revised as needed by the chapter board during the year, and resubmitted with no penalty.  Submitted to WICT National by **January 30:**  Yes - **2 points**  Submission by **February 15** - **1 point** |
| **Earned Points in Section: 2** |

|  |
| --- |
| **Total Points Earned in Programming - Maximum 26**  **\_\_\_\_25\_\_\_\_\_** |

**Section 3 – Financials**

**Maximum - 19 points**

**Overview**

To determine success, a nonprofit organization must measure progress against its goals. Financial indicators are powerful tools when used in pursuit of those meaningful goals as outlined throughout the MCBP.

Perhaps the most commonly used financial indicator is a comparison of budgeted revenue to actual revenue, and budgeted expense to actual expense. Significant variations from either budgeted revenue or budgeted expense to actual revenue and actual expense should be reviewed by the WICT Chapter Treasurer and WICT Chapter President to ensure that variances are analyzed and explained, and any miscalculations and/or other errors are detected and corrected. Financial transparency and communication are key to ensuring minimal oversight.

**Financial Points Criteria**

|  |
| --- |
| **Budgeted Revenue versus Actual Revenue for FY 2014 – maximum 3 points**  Your chapter must set revenue goals as a part of your budgeting process. You receive points based on whether or not you achieve those revenue targets. How did your chapter perform at the end of 2014?    **Inspire** = Raised more than 110% of budgeted revenue – **3 points**  **Catalyst** = Raised basically the amount of budgeted revenue - **2 points**  **Connect** = Raised less than 90% of budgeted revenue – **0 point** |
| **Earned Points in Section: 2** |

|  |
| --- |
| **Budgeted Expense vs. Actual Expense – maximum 3 points**  Your chapter must set expense thresholds as a part of your budgeting process. You receive points based on whether or not you exceeded those expense targets. How did your chapter perform at the end of 2014?  **Inspire** = Spent less than 90% of budgeted expense – **3 points**  **Catalyst** = Spent basically the amount of budgeted expense - **2 points**  **Connect** = Spent more than 110% of budgeted expense – **0 point** |
| **Earned Points in Section: 3** |

|  |
| --- |
| **Change in Net Assets for FY2014 – maximum 3 points**  (does not include PAR contribution)  WICT chapters should be tracking revenue and expense all year and posting a surplus in order to ensure sustainability and future ability to meet chapter goals. Based on FY2014 what is your change in net assets (total revenue MINUS total expense)?  **Inspire** = 5% increase in net assets (surplus) - **3 points**  **Catalyst** = Zero to 4.99% increase in net assets (surplus) - **2 points**  **Connect** = Decrease in net assets (deficit) **- 0 points** |
| **Earned Points in Section: 0** |
| **Diverse revenue stream – maximum 3 points**  Each identified area below counts toward having a diverse revenue stream.   * Membership rebates from National. * Program registration fees. * Sponsorship/fundraising. * Community service/charitable events (clothing drives, food banks etc.) . * Individual donations (i.e., monetary check donations to the WICT Chapter). * In-kind donations (for example, value-added services, meeting space, materials, gifts, giveaways or logistics). * Commercial advertising (e.g., banners, crawlers for website, newsletter etc. and/or bringing in other ads from non-cable entities, educational institutions/partnerships etc.).   **Inspire** = 4 or > identified areas – **3 points**  **Catalyst** = 3 identified areas – **2 points**  **Connect** = 2 or < identified areas – **0 points** |
| **Earned Points in Section: 3** |

|  |
| --- |
| **Year-end Financial Statements and Budget - maximum 6 points**   * **2015 WICT Chapter Budget:** WICT chapter submits their annual current year budget to WICT National for proposed monies and resources WICT chapter will need during the calendar year. * **2014 Year-End Financial summary:** WICT Chapter submits their year-end financials for prior year, reporting overall fiscal health of the WICT chapter. Template can be found on WICT Connects. * **2014 Year-End and 2015 current bank statements.**   December 31, 2014 –Submit 2015 chapter budget - **2 points**  January 15 – Submit 2014 year-end bank statement and current 2015 bank statement– 2 **points**  March 2 – Submit 2014 year-end financial summary – **2 points** |
| **Earned Points in Section: 6** |

|  |
| --- |
| **Internal Controls – maximum 1 points**  Does your WICT Chapter Treasurer exercise the proper procedures when managing WICT chapter monies?  Attendance at WICT National Financial webinar in 2015 or mandatory audio webinar review.  Review and comply with WICT National Internal Controls document.  Implementation of proper backup to aid in minimal oversight.  Yes to first (3) above – **1 point**  No – **0 points** |
| **Earned Points in Section: 1** |
| **Total points earned in Financial section – Maximum 19 points**  **\_\_\_\_\_15\_\_\_\_\_** |

**Section 4 – Chapter Governance**

**Maximum - 13 points**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Overview**  Governance adheres to the principal focus, structure and process of each WICT chapter as it relates to the expectations of the WICT National office.  It takes the entire WICT Chapter Board to exercise sound discipline, accountability, communication and timeliness in order to ensure successful governance.  The documents outlined below are a testament to the good work, successful development and responsible planning of each WICT chapter.  **Governance Requirements and Points Criteria**   |  | | --- | | **Required Documents – maximum 4 points**  **2015-2016 Chapter Strategic Plan:** Discusses how WICT chapter will convert strategic objectives of the organization as a whole into realistic, actionable plans for the WICT chapter and in alignment with WICT National.  **2015-2016 Chapter Succession Plan:** Facilitates effective transition of current 2014 leadership to 2015 leadership at all levels and functions within WICT chapter. Plan should include steps to confirm that knowledge and familiarity with processes and procedures are transferred successfully to new chapter leaders, ensuring a smooth transition from year to year.  **2015-2016 Chapter Bylaws:** Outlines the chief operating guidelines by which each WICT chapter is governed. In terms of ideologies, bylaws should be in direct correlation to WICT National but pertinent to specific WICT Chapter hierarchy and activities.  **2016 Officer Positions:** WICT Chapter Board members for the upcoming calendar year are announced and forwarded to WICT National.  Submit copies of all documents to [chapters@wict.org](mailto:chapters@wict.org).  **Deadlines**  **February 15** = Chapter Bylaws - **1 point**  **March 16** - Strategic Plan = **1 point**  **May 15** - Succession Plan - **1 point**  **November 2** = 2016 Officer Positions – **1 point** | | **Earned Points in Section: 4** |  |  | | --- | | **NEW! Sarbanes-Oxley Compliance Requirements – maximum 6 points**  **This is a mandatory requirement.** The below written policies are required for all organizations to exhibit practicing sound governance. Templates can be found on WICT Connects and need to be signed and submitted by every chapter president after being discussed and adopted by the chapter board. A designated person at each chapter must collect and retain a signed Conflict of Interest Disclosure from each volunteer leader in that chapter.   * Document Retention & Destruction policy * Whistleblower policy * Conflict of Interest policy   **All three (3) documents are due by March 30.**  Document Retention & Destruction policy - **2 points**  Whistleblower policy - – **2 points**  Conflict of Interest policy – 2 **points** | | **2015 Chapter to Chapter Mentoring Progress Report – maximum 2 points**  Working in partnership with assigned chapter in an effort to learn from, give back and/or mentor one another.  **Submit two reports detailing plan and relationship by:**  First Report - April 30 - **1 point**  Second Report - September 15 – **1 point** | | **Earned Points in Section: 8** |  |  | | --- | | **Chapter physical address – maximum 1 point**  Submit the physical address used for conducting your chapter business.  Submitted by January 30 - **1 point**  Submitted after January 30 - **0 points** | | **Earned Points in Section: 1** |  |  | | --- | | **Total Points Earned in Governance Section – Maximum 13**  **\_\_\_\_\_\_13\_\_\_\_\_\_\_** | |

**Section 5 – Marketing and Communication/Branding**

**Maximum - 11 points**

**Overview**

Maintaining WICT’s powerful image has become even more important as the organization expands and the cable landscape continues to change. When a potential member, sponsor or company views an ad or reads promotional material from WICT, they do not necessarily differentiate between National and chapters. Therefore, brand consistency is very important. As an organization, we must ask ourselves the following questions:

1. How do we continue to distinguish WICT’s position in the marketplace?
2. How do we continue to grow our events while maintaining a level of exclusivity at the same time?
3. What must National and the WICT chapters do to reinforce WICT’s positive brand attributes now and into the future?
4. How does your WICT chapter raise the bar of brand excellence within the WICT organization?
5. How would the President of our own company view WICT through our marketing and communications/branding?

|  |
| --- |
| **Identity** – **maximum 11 points**  How does your WICT chapter consistently and uniformly express the universal WICT brand while maintaining WICT chapter individuality?  Signage – visible and plentiful at programs and events.  Giveaways or prizes by respective companies.  Member recognition or industry accolades.  Verbal/written recognition and thank you to sponsors, companies, new members, volunteers, etc.  To ensure branding, content and programming compliance, forward all promotional and WICT chapter-related material (e.g., newsletters, membership and mentoring letters, press releases, etc.) to [chapters@wict.org](mailto:Chapters@wict.org) for review and final approval prior to formal distribution. Allow turnaround time of **3 business days** by WICT National.  Marketing and Communications chairs will attend WICT National Marketing and Communications webinar early in the year.  **Unique packaging/graphics/info via:**  Website/web pages/WICT Connects.  Monthly/quarterly WICT Chapter Newsletter or Chapter President address.  Email communications/marketing blasts/Portfolio of Sponsorship Opportunities.  Brochures/recruitment letters.  Regular participation in social media (Facebook/LinkedIn/Twitter, etc.).  **Check all that apply from the above list. 1 point per selection.** |
| **Total Points Earned in Marketing/Branding Section – Maximum 11**  **\_\_\_\_\_11\_\_\_\_\_\_** |

**Section 6 – Giving Back**

**Maximum - 12 points**

**Overview**

“Giving Back” is about WICT chapters helping to support: **Members, Community and the WICT organization and its Strategic Initiatives.**

As the majority of overall WICT membership (nearly 10,000 members) originates and is driven at the WICT chapter level, it is critical for WICT chapters to realize and benefit from the fruits of their labor in their own local area. It is vital that each WICT chapter plans and prepares for its own future sustainability and growth.

**What is PAR?**

Since 2003, the WICT PAR Initiative has measured the status of women employees in the cable industry based on three main criteria: **P**ay equity, **A**dvancement opportunities and **R**esources for work/life integration.  A comprehensive advocacy program helping companies to set goals, institutionalize policies, measure progress and achieve results, the PAR Initiative showcases best practices in achieving stronger gender diversity.  With a goal to improve diversity metrics for women, the PAR Initiative is supported by all of WICT's local chapters and underwritten by the Walter Kaitz Foundation. The PAR Survey is administered in partnership with the NAMIC AIM Survey.

**WICT chapter contributions enable:**

* WICT to continue the PAR Initiative to focus on issues important to our membership: pay equity, advancement opportunities and resources for work/life integration.
* WICT to conduct the PAR Initiative Survey biennially and report on the state of gender diversity. This provides data to support advocacy.
* WICT to create and distribute the ***Path to PAR*** reportsas a best practice tool for the industry to fully leverage PAR and raise their diversity track records within the gap year.
* WICT to create ***PAR at Work*** webinars that further promote the results of the PAR Initiative by sharing best practices of what makes a company a great place to work within the gap year.

|  |
| --- |
| **WICT PAR Initiative – maximum 3 points**  The goal is to have 100% of WICT chapters participate in providing monetary contributions to WICT in support of PAR.  **The FORMULA for PAR contribution is:** Net WICT Chapter Revenue = Total WICT Chapter Revenue less Total WICT Chapter Expenses before PAR contribution.  **Inspire** = 35% or more of net WICT chapter revenue is given in support of PAR - **3 points**  **Catalyst** = 25-34% of net WICT chapter revenue is given in support of PAR - **2 points**  **Connect** = 15-24% of net WICT chapter revenue is given in support of PAR - **1 point** |
| **Earned Points in Section: 2** |

|  |
| --- |
| **WICT Chapter Provisions – maximum 7 points**  The goal for all WICT chapters should be to perform a needs assessment and take a % of their year-end reserves to **invest** back into their own WICT chapter’s future security.  Identify/implement additional educational/scholarship opportunities for members.  Target additional sponsorship and/or advertising areas/packages for growth (e.g. add membership opportunities in sponsorship packages as incentive for smaller companies).  Identify opportunities and/or implement additional community involvement and/or awareness projects.  Co-sponsor/partner programs and events with other WICT chapters or other organizations.  Purchase or partner to arrange for additional giveaways, recognition, educational and/or promotional material etc. for members.  Award chapter memberships to speakers or members and/or monies to attend internal mentoring programs.  Hold additional (non-paid) events.  **Check all that apply from the above list. Allocate 1 point per selection.** |
| **Earned Points in Section: 6** |

|  |
| --- |
| **Participation – maximum 2 points**  Objectives are: 1) to expose and encourage WICT members to attend and learn about WICT National programs and, 2) promote and inform WICT Chapter members about the WICT organization as a whole.  WICT National visibility at the local level will help build synergies and strengthen communications across the board.  WICT will provide a roster of National participation to WICT chapters at the end of 2014, if needed. To earn a point in the first identified area, WICT chapters will use the roster to determine if 2015’s % has either stayed the same or increased from 2014’s %. If so, they will get 1 point.   * **National program attendance – may include: WICT webinars, events at WICT Leadership Conference/Diversity Week, .Executive Development Series (EDS), Rising Leaders (RLP), etc.** * **Promotion and listing of WICT National programs on WICT chapter website.** * **Promotion and listing of WICT National programs in chapter newsletter or chapter letter from the President.** * **Promotion and listing of WICT National programs on WICT chapter membership material.** * **Become a WICT advocate by relaying and discussing WICT National programs, information and upcoming opportunities at the beginning of WICT chapter program or event.** * Become an active and involved participant of WICT Connects. * **Package/bundle marketing blasts and emails to incorporate WICT National programs and/or links to** [**www.wict.org**](http://www.wict.org)**.** * **Expose WICT chapter members to WICT by displaying flyers, calendars, materials, magazines, brochures, giveaways and/or signage incorporating the WICT National brand.** * **Word of mouth - keep your WICT chapter members in the know by relaying and sharing important information to them as communicated by WICT National.** * **Be visible by meeting with and keeping in regular contact with WICT National staff – good communication between both WICT chapters and WICT National are paramount to overall success.** * Other ways to generate interest in WICT and/or WICT National programming? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   **Inspire** = More than 9 identified areas – **2 points**  **Catalyst** = 8 identified areas – **1 point**  **Connect** = Less than 7 – **0 points** |
| **Earned Points in Section:** |
| **Total Points Earned in Giving Back Section – Maximum 12**  **\_\_\_\_\_7\_\_\_\_\_\_** |

**Section 7 – Bonus Section**

**Maximum - 6 points**

**Chapter Leader Conference Calls:** Regular conference calls will be held with WICT National staff and chapters to learn from each other and share best practices.

We understand it may not always be possible for the chapter leader responsible for a specific area (programming, membership, marketing/communications, etc.) to attend these conference calls; therefore, an appropriate delegate should be identified to fill in. **Add 1 bonus point if participated on 8 or more calls.**

**Bonus Point(s) \_\_\_\_1\_\_\_**



**Annual Chapter Awards Participation – maximum 2 points**

**Chapter Awards, Parts I and II:** TheWICT Chapter Award submissions are split into two parts to add flexibility of time and resources at the chapter and National level, as well as for the chapter to give careful consideration to its submissions.

September 30 – Part I submitted – **1 point**

October 15 – Part II submitted – **1 point**

**Bonus Point(s) \_\_\_1\_\_\_\_**



**Programming – maximum 2 points**

Offer your membership and/or board members applicable program scholarships to attend chapter or national events, as reserve monies allow. **1 point**

If your chapter has implemented a brand new WICT Tech It Out or STEM initiative and/or you have continued to add value to your programming by partnering with universities or other organizations to offer cable technology information. **1 point**

**Bonus Point(s) \_\_\_\_1\_\_\_**



**Membership Growth – maximum 1 point**

Help WICT grow its database of contacts. Provide 20 or more non-member contacts to WICT throughout the year. This can be gathered from your existing business contacts, attending industry events or non-members attending chapter events. **1 point**

**Bonus Point(s) \_\_\_\_1\_\_\_**

|  |
| --- |
| **Total Bonus Points – Maximum 6**  **\_\_\_\_\_\_4\_\_\_\_\_** |

**WICT Chapter Name: \_\_\_Pacific Northwest­\_\_\_\_\_\_\_ Date: \_\_\_\_\_11/11/15\_\_\_\_\_\_\_\_\_**

**Submitted by: \_Joni Pierce\_\_\_\_\_\_\_\_\_\_\_ Email: \_\_Joni\_Pierce@cable.comcast.com\_\_\_**

**Form due to WICT National by November 16 to** [**chapters@wict.org**](mailto:chapters@wict.org)**. Spreadsheet found on WICT Connects for easy input.**

