

**2016 WICT Model Chapter Business Plan**

 **Revised 11/17/2015**

**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

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

**Section 6: Philanthropy/Giving Back 17**

PAR Initiative

**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 headquarters and chapter levels.

The Model Chapter Business Plan (MCBP) provides guidelines for WICT chapter success in the areas of:

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

The MCBP was created ***by*** WICT chapter leaders ***for*** WICT chapter leaders. Its purpose is to help incoming leaders achieve a level of continuity as a result of board succession and align WICT chapters with the overall mission of the organization.

The MCBP also provides an operational and procedural framework for chapters, and should be referenced throughout the year. It is revised annually to ensure the requirements are up to date, allowing each chapter to fulfill WICT’s expectations and objectives in an industry that experiences constant change.

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

In addition to providing a framework for compliance, the MCBP provides a point-based system to receive the WICT “Chapter of the Year” and WICT “Inspire” awards. Chapter leaders should consider the MCBP a tool they can use to assess their efforts and monitor achievements throughout the year.

WICT “Chapter of the Year” recognizes the WICT chapter with the most points out of a possible 100. There is a process in place in the event of a tie.

**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! Evaluation is needed to help boost your score.

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

The Model Chapter Business Plan (MCBP) provides guidance to incoming leaders 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(s) to review, lead and complete the requirements.

**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 chapters@wict.org by **November 15.**

**WICT Membership & Chapter Relations Team Contacts**

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

**Membership Team**

Robin Burke Zahory

Senior Director, Member Services

rzahory@wict.org

202-827-4781

Nicole Edmund

Associate VP, Membership & Chapter Relations

nedmund@wict.org

202-827-4783

Greg Hickman

VP, Member & Chapter Development

ghickman@wict.org

202-827-4774

Kathleen McNally

Manager, Membership & Chapter Relations

kmcnally@wict.org

202-827-4784

**All MCBP submissions and any chapter-related requests should be sent to:** chapters@wict.org

**Membership questions and roster requests should be sent to:**

membership@wict.org

**Other Resources**

Chapter board members have access to the Chapter Leaders Group on WICT Connects, our online resource community, which should be used for:

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

*All MCBP documents and templates are in the 2016 Model Chapter Business Plan folder on WICT Connects.*

**Section 1 - Membership**

**Maximum -17 points**

**Overview**

Chapters provide the local connection and are the primary opportunity for members to participate in WICT.

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

**When is 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. Note: First-time members receive a discount in their second year of membership in the form of a credit for those months they were not a member in their first year.
* 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, a non-renewal list and an update on the chapter's progress toward meeting its goals. News of 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. For a professional industry association, a strong retention rate is 84% or higher. The staff works with each chapter to establish goals that recognize the unique challenges each chapter faces, based on maintaining a certain number of memberships from the previous year.
* Only dues collected November 1 through October 31 are counted toward the WICT chapter goals.

**How are chapter rebates calculated?**

* 15% of membership dues are returned back to WICT chapters three times per year in the form of a rebate check 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.
* Chapters who meet 100% of their 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  | **% 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 mails individual invoices to all members with the exception of companies requesting a group invoice.
* New members who join between February 1 and October 31 pay the full year’s 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 the following 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.
	+ All memberships are processed through the WICT Headquarters 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** [x]  February 15 - Submit Membership Plan to membership@wict.org by February 15 – **2 points****Membership plans should, at a minimum, include these initiatives:*** Outreach specifically to non-members, MSOs, programmers, and other eligible 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 membership summaries tracking membership efforts and activities to retain, attract, and engage members.**[x]  April 15 (efforts so far this year) – **1 point**[x]  July 15 (cumulative efforts since April) – **1 point**[x]  September 15 (cumulative efforts since June) – **1 point** |
| **Earned Points in Section: 5** |

|  |
| --- |
| **Retention – maximum 4 points**This is defined as the overall percentage of members that a WICT chapter retains from the previous year. *Refer to % found on the “Renew” row of the Chapter Goals Worksheet*[x]  **Inspire** = 95% or higher – **4 points**[ ]  **Catalyst** = 83% – 94% – **3 points** [ ]  **Connect** = 71% – 82% – **1 point****Please note:** Per National’s report, we only hit 89%, or catalyst level, however, it was determined earlier in the year that 9 of our returning members were being listed as new. Robin had asked us to keep track of this and indicated that it would be corrected by year’s end.  |
| **Earned Points in Section: 4** |
| **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 that support the cable industry. A list of these companies can be found on WICT Connects in the membership folder.*Refer to % found on the “New” row of the Chapter Goals Worksheet*[x]  **Inspire** = 100% of goal – **4 points**[ ]  **Catalyst** = 95% of goal – **3 points**[ ]  **Connect** = under 95% of goal – **0 points** |
| **Earned** **Points in Section: 4** |

|  |
| --- |
| **Prospective members – maximum 4 points**Help WICT grow its database of contacts by providing your non-member contacts to WICT throughout the year. These can be gathered from your existing business contacts, attending industry events or non-members attending chapter events.Use the template found on WICT Connects or simply email us the information you have collected.[x]  Shared more than 25 prospects – **4 points**[ ]  Shared up to 25 prospects – **3 points**  |
| **Earned Points in Section:**  |
| **Total Points Earned in Membership Section – Maximum 17****\_\_\_\_17\_\_\_\_\_** |

**Section 2 – Programming**

**Maximum - 25 points**

|  |
| --- |
| **Overview**WICT’s programs and events, both at the headquarters and chapter levels, are critical to the mission of developing women leaders. Successful WICT chapters have well-developed, balanced programs and activities that contribute to the professional and personal growth of each WICT member.WICT chapters should focus on:* Creative, diverse program topics and formats.
* Innovative approaches to help attendees get the most out of program content.
* Maximizing program attendance.
* Effective reflection and support of the WICT mission.

Programming chairs should attend the WICT Headquarters programming webinar early in the year to ensure each chapter is meeting industry needs and fulfilling WICT expectations. WICT chapter leaders should engage in the following **(13)** actions:**SCAN:**[x]  WICT Headquarters recommends that you survey your members twice a year to determine professional development interests and to help gauge program success. A survey in Q4 helps to determine 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.[x]  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. [x]  Network with other WICT chapter leaders via WICT Connects > Chapter Leaders Group to engage in best practices and share program suggestions and ideas.[x]  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:**[x]  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.[x]  Appoint a program committee to assist the WICT chapter programming chair in outlining goals, takeaways, and value proposition of all definite and proposed programs and activities.[x]  Focus on program outcomes and incorporate takeaways and member benefits into your programs and promotional material. [x]  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 Headquarters host its webinars, these will need to be scheduled well in advance. Send request to chapters@wict.org.) [x]  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:**[x]  To ensure branding, content and programming compliance, forward all promotional and WICT chapter-related materials (e.g., newsletters, membership and mentoring letters, press releases, etc.) to chapters@wict.org for review and final approval prior to formal distribution. (Allow for a turnaround time of **3 business days)** [x]  Follow proper channels and communication processes within your WICT chapter. If you don’t have an established process, your WICT chapter must implement one to ensure proper oversight.[x]  As appropriate, expand your programming into other states, areas or locations to broaden membership outreach.**EVALUATE:**[x]  WICT chapters should store chapter program and event data on program summary template to use as a running repository of historical information for future chapter leaders.  |
| **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 **(13)** actions. [x]  **Inspire** = All 13 – **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 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. Keeping good records also helps streamline succession planning for the WICT chapter.[x]  **Inspire** = more than 30% – **3 points** [ ]  **Catalyst** = 19% - 29% – **2 points** [ ]  **Connect** = less than 19% – **1 point** |
| **Earned Points in Section: 3** |

|  |
| --- |
| **Program curriculum** – **maximum 5 points**All WICT chapter programs should adhere to the [WICT Touchstones](https://www.wict.org/about/touchstones). 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 and Interpersonal Skills
* Customer Care
* Social Media
* Community Awareness or Support
* Diversity/Multicultural Awareness
* Financial Management/Net Worth
* Industry-Specific Education
* Leadership and Management Skills
* Legal/Ethical Issues
* Managing Conflict/Resolution
* Mentoring/Coaching/Sponsorship
* Personal/Professional Branding/Development
* Technology
* Visionary Leadership
* Relationship/Team Building
* Work/Life Integration
* Health and Well Being
* Ambassador/Executive Outreach
* Signature WICT chapter recognition program

[x]  **Inspire** = more than 4 – **5 points**[ ]  **Catalyst** = 3 – **4 points** [ ]  **Connect** = less than 2 – **0 point** |
| **Earned Points in Section: 5** |

 |

|  |
| --- |
| **Chapter Mentoring Program – maximum 2 points*** Implemented a mentoring program this year.
* Chapter has an established mentoring program for your members.
* Established mentoring program that incorporates all levels of membership.

[x]  **Inspire** = All 3 implemented – **2 points**[ ]  **Catalyst** = 2 implemented – **1 point**  |
| **Earned Points in Section: 2** |

|  |
| --- |
| **Chapter Programming Calendar – maximum 2 points**Provide WICT Headquarters with an outline of proposed WICT chapter events and programs (including date, time, curriculum, Touchstone(s), takeaways, speakers, etc.) The programming calendar can be revised as needed by the chapter board during the year. The template located on WICT Connects in the MCBP folder. The chapter program chair must submit the calendar to WICT Headquarters by **January 30:** [x]  Yes **–** **2 points**  |
| **Earned Points in Section: 2** |

|  |
| --- |
| **Total Points Earned in Programming** – **Maximum 25****\_\_\_\_\_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 chapter board members or volunteers that do not have access to the financials 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 FY2015 – 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 2015? [x]  **Inspire** = Raised more than 110% of budgeted revenue – **3 points**[ ]  **Catalyst** = Raised approximately the amount of budgeted revenue – **2 points**[ ]  **Connect** = Raised less than 90% of budgeted revenue – **0 points**  |
| **Earned Points in Section: 3** |

|  |
| --- |
| **Budgeted Expense versus 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 2015?[ ]  **Inspire** = Spent less than 90% of budgeted expense – **3 points**[x]  **Catalyst** = Spent approximately the amount of budgeted expense – **2 points**[ ]  **Connect** = Spent more than 110% of budgeted expense – **0 points**  |
| **Earned Points in Section: 2** |

|  |
| --- |
| **Change in Net Assets for FY2015 – 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 FY2015 what is your change in net assets (total revenue MINUS total expense)?[x] **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: 3** |
| **Diverse Revenue Stream – maximum 3 points**Each identified area below counts toward having a diverse revenue stream: * Membership rebates from Headquarters
* 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 (i.e., value-added services, meeting space, materials, gifts, giveaways or logistics)
* Commercial advertising (i.e., banners, crawlers for website, newsletter, etc., and/or bringing in other ads from non-cable entities, educational institutions/partnerships, etc.)

[x] **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*** **2016 WICT Chapter Budget:** Each WICT chapter must submit their annual current year budget to WICT Headquarters for proposed monies and resources the chapter will need during the calendar year.
* **2015 Year-End Financial summary:** Each WICT chapter must submit their year-end financials for prior year, reporting overall fiscal health of the WICT chapter. This template can be found on WICT Connects.
* **2015 Year-End and 2016 current bank statements** must be submitted to WICT Headquarters**.**

[x]  December 31, 2015 = Submit 2016 chapter budget – **2 points**[x]  January 15, 2016 = Submit 2015 year-end bank statement and current 2016 bank statement**– 2pts** [x]  March 31, 2016 = Submit 2015 year-end financial summary – **2 points** (Template on WICT Connects) |
| **Earned Points in Section: 6** |
| **Internal Controls – maximum 1 points**Does your WICT chapter treasurer exercise the proper procedures when managing WICT chapter monies?[x]  Attendance at WICT Headquarters Financial webinar in 2016 or mandatory audio webinar review.[x]  Treasurer and President review and comply with ***WICT Headquarters Internal Controls***.[x]  Implementation of proper backup to aid in minimal oversight.[x]  An internal controls policy regarding credit card use was created and shared with WICT Headquarters.[x]  Yes to all (4) above – **1 point**  |
| **Earned Points in Section: 1** |
| **Total points earned in Financial section – Maximum 19 points****\_\_\_\_\_18\_\_\_\_\_** |

**Section 4 – Chapter Governance**

**Maximum - 14 points**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Overview**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****2016-2017 Chapter Strategic Plan:** Describes how the chapter will convert strategic objectives into realistic, actionable plans for the chapter in alignment with the overall WICT Strategic Plan.**2016-2017 Chapter Succession Plan:** Facilitates effective transition of current 2016 leadership to 2017 leadership at all levels and functions within the chapter. Plan should include steps to confirm that knowledge and familiarity of processes and procedures are transferred successfully to new chapter leaders, ensuring a smooth transition from year to year.**2016-2017 Chapter Bylaws:** Outlines the chief operating guidelines by which each chapter is governed. While the bylaws should be closely correlated to those of the headquarters organization, there may also be certain state requirements and other language that reflect the chapter hierarchy and activities. **2017 Officer Positions:** The new WICT chapter board members for the upcoming calendar year are announced and forwarded to WICT Headquarters.Submit copies of all documents to chapters@wict.org.**Deadlines**[x]  **February 15** = Chapter Bylaws **–** **1 point**[x]   **March 16** = Strategic Plan **–** **1 point**[x]  **May 15** = Succession Plan **–** **1 point**[x]  **November 2** = 2017 Officer Positions **–** **1 point**  |
| **Earned Points in Section: 4** |

|  |
| --- |
| **Sarbanes-Oxley Compliance Guidelines – maximum 6 points**The below guidelines are required for all organizations that practice sound governance. Templates can be found on WICT Connects and must be signed and submitted by each chapter president after being discussed and adopted by the chapter board. * Document Retention & Destruction policy – adopted by the chapter board
* Whistleblower policy – adopted by chapter board
* Conflict of Interest policy – must be signed by all chapter board members

**All three (3) documents are due by March 31.**[x]  Document Retention & Destruction policy **–** **2 points**[x]  Whistleblower policy – **2 points**[x]  Conflict of Interest policy – **2 points**  |
| **MANDATORY: IRS 990 Information Request – maximum 2 points**Each year, WICT collects financial activity and other data to file the Group IRS Form 990. This is an IRS requirement for each chapter.* The form is located on WICT Connects in the MCBP folder and will be emailed to the chapter treasurer at the appropriate time.

[x]  March 31 = Completed forms submitted to chapters@wict.org **–** **2 points** |
| **Earned Points in Section: 2** |
| **Chapter physical address – maximum 1 point**Submit the physical address used for conducting your chapter business. This is required for submission to the IRS each year.[x]  Submitted by January 30 **–** **1 point** |
| **Earned Points in Section: 1** |
| **Insurance renewal – maximum 1 point**For insurance purposes, and to ensure adequate coverages, please indicate any special athletic events scheduled between **9/15/2016 – 9/15/2017** for your chapter. This is an event where someone could potentially get hurt. Send an email to chapters@wict.org no later than **July 15** with the type of event and proposed dates. Special events can include: golf, fun run or walk, building a house, etc. [x]  Submitted by July 15 **–** **1 point**  |
| **Earned Points in Section: 1** |

|  |
| --- |
| **Total Points Earned in Governance Section – Maximum 14** **\_\_\_\_\_\_14\_\_\_\_\_\_\_** |

 |

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

**Maximum - 11 points**

**Overview**

Maintaining WICT’s identity 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 its Headquarters 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 WICT Headquarters 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?[x]  Signage – visible and plentiful at programs and events.[x]  Giveaways or prizes by respective companies.[x]  Member recognition or industry accolades.[x]  Verbal/written recognition and thank you to sponsors, companies, new members, volunteers, etc.[x]  To ensure branding, content and programming compliance, forward all promotional and WICT chapter-related materials (i.e., newsletters, membership and mentoring letters, press releases, etc.) to chapters@wict.org for review and final approval prior to formal distribution. Allow turnaround time of **3 business days** by WICT Headquarters.[x]  Marketing and communications chairs will attend WICT Headquarters marketing and communications webinar early in the year.**WICT Branding guidelines can be found on WICT Connects in the Marketing section.****Unique packaging/graphics/info via:**[x]  Website/web pages/WICT Connects[x]  Monthly/quarterly WICT Chapter Newsletter or Chapter President address/Event updates[x]  Email communications/marketing blasts/Portfolio of Sponsorship Opportunities [x]  Brochures/recruitment letters/New member webinar[x]  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 – Philanthropy/Giving Back**

**Maximum - 9 points**

**Overview**

“Giving Back” is about WICT chapters helping to support: **Members, their local 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.
* Conduct the PAR Initiative survey biennially and report on the state of gender diversity. This provides data to support advocacy.
* 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.
* Create ***PAR at Work*** webinars within the survey gap year that further promote the results of the PAR Initiative by sharing best practices of what makes a company a great place to work.

|  |
| --- |
| **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. C**ontributions can be based on merit or on a percentage of your chapter’s net revenue:** **To calculate your net revenue, use this formula:** Net chapter revenue = Total chapter revenue **Minus** Total chapter expenses (before PAR contribution)[ ]  **Inspire** = 35% or more of net WICT chapter revenue is given in support of PAR **–** **3 points**[x]  **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 4 points**The goal for all WICT chapters should be to perform a needs assessment and take a percentage of their year-end reserves to **invest** back into their own WICT chapter’s future security. [x] Identify and implement additional educational/scholarship opportunities for members.[x] Target additional sponsorship and/or advertising areas/packages for growth (i.e., add membership opportunities in sponsorship packages as incentive for smaller companies).[x] Identify and implement additional community involvement and/or awareness projects.[ ] Co-sponsor/partner programs and events with other WICT chapters or other organizations.[ ] Purchase or partner with companies 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.[x]  Hold additional (non-paid) events.**Check all that apply from the above list.** [x] **Inspire** = 4 or > identified areas – **4 points** [ ] **Catalyst** = 1-3 identified areas – **3 points** |
| **Earned Points in Section: 4** |

|  |
| --- |
| **Participation in WICT Headquarters Events – maximum 2 points** Objectives are: 1) to expose WICT members to WICT Headquarters programs and, 2) promote and inform WICT chapter members about the WICT organization as a whole.WICT Headquarters visibility at the local level will help build synergies and strengthen communications across the board.If requested, WICT can provide a roster of Headquarters participation to WICT chapters at the end of each year. To earn a point in the first identified area, WICT chapters will use the roster to determine if the previous year’s percentage has either stayed the same or increased in the current year. If it has increased, they will get 1 point.* WICT Headquarters program attendance – may include: WICT webinars, events at WICT Leadership Conference during Diversity Week, Executive Development Series (EDS), Rising Leaders Program (RLP), etc.
* Promotion and listing of WICT Headquarters programs on WICT chapter website.
* Promotion and listing of WICT Headquarters programs in chapter newsletter or chapter letter from the president.
* Promotion and listing of WICT Headquarters programs on WICT chapter membership material.
* Become a WICT advocate by relaying and discussing WICT Headquarters programs, information and upcoming opportunities at the beginning of WICT chapter program or event.
* Package or bundle marketing blasts and emails to incorporate WICT Headquarters programs including links to [www.wict.org](http://www.wict.org).
* Display flyers, calendars, materials, magazines, brochures, giveaways and/or signage incorporating the WICT Headquarters brand.
* Word of mouth **–** keep your WICT chapter members in the know by relaying and sharing important information to them as communicated by WICT Headquarters.
* Be visible by meeting with, and keeping in regular contact with WICT Headquarters staff. Other ways to generate interest in WICT and/or WICT Headquarters programming? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[ ] **Inspire** = More than 9 identified areas – **2 points**[ ] **Catalyst** = 8 identified areas – **1 point**[x] **Connect** = Less than 7 – **0 points**  |
| **Earned Points in Section:**  |
| **Total Points Earned in Giving Back Section – Maximum 9****\_\_\_\_\_6\_\_\_\_\_\_** |

**Section 7 – Bonus Section**

**Maximum - 4 points**

|  |
| --- |
| **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 Headquarters level, as well as for the chapter to give careful consideration to its submissions. [x]  September 30 – Part I submitted – **1 point**[x]  October 15 – Part II submitted – **1 point** |
| **Bonus Point(s) in this Section \_\_2\_\_\_** |
| **Programming – maximum 2 points**[x] Offer your membership and/or board members applicable program scholarships to attend chapter or headquarters events, as reserve monies allow. **1 point**[x]  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) in this Section \_\_\_2\_\_\_\_** |
| **Total Bonus Points – Maximum 4****\_\_\_\_\_4\_\_\_\_\_\_** |

**WICT Chapter Name: \_\_\_Pacific Northwest Chapter\_\_\_\_\_ Date: \_11/14/16\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

**Form due to WICT Headquarters by November 16 to** **chapters@wict.org****. Spreadsheet found on WICT Connects for easy input.**

