

WICT VA 2015 Board Handbook
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WICT Value Proposition

Women in Cable Telecommunications' (WICTs') paramount objectives are to provide the cable industry with actionable data, to deliver to the cable industry measurable value and to fulfill an essential need for targeted and effective, supplemental leadership development programs, advocacy initiatives and customized, responsive support.

Our Value Proposition is determinedly constructed around strong, efficient leadership and both National and Local forces dedicated to providing value, business impact and relevance. We attract, foster and filter top talent directly to you and market your corporate assets to women who are carefully and methodically choosing to impart their professional aptitudes to companies that equitably consider their comprehensive worth. WICT is the cable industry's primary, certifiable resource to assure top female talent is accessible and retained, providing leadership development, training, assessment and tracking tools and business solutions that position companies competitively.

From strategic initiatives and services that provide transparency into your business deficiencies and resolutions that support successful efficiencies, to consolidating and sharing best practices that compel women to explore cable industry opportunities above a multitude of corporate contenders, we are committed to enhancing your ability to be a competitive industry leader and accountable for protecting the cable industry from litigious vulnerabilities and legislative intervention.

This resilient support, combined with nationwide resources of knowledgeable staff, consultants, advisors and a stringent quality standards platform, interconnect you with WICT, a critical, advantageous resource that directly links to cable company profitability.



**Women in Cable
TelecommunicationsSM**

The WICT Touchstones of Leadership form the foundation for all of WICT's initiatives. They serve as our compass along the path of strategic and effective leadership development. We encourage members to leverage the WICT Touchstones as a motivational tool and Chapters to look to the Touchstones as the basis for their local program offerings.

KNOW YOURSELF and what you stand for and where you are headed.

You must understand who you are before you can decide who you want to be. Take stock of your strengths and weaknesses, and understand your limitations. Set realistic goals for yourself, keeping in mind that a balance between work and life makes for a healthy leader. Maintain your own morals, values and ethics, so you can hold yourself to the high standards you set. Unleash the leader within you, taking control of your career and steering it in the precise direction you want to go.

COMMUNICATE with passion and poise, in writing and in-person.

The strongest communicators do more than just talk. Aspire to deliver a speech powerful enough to inspire an entire auditorium or to put pen to paper in such a way that others can be rallied into action through the power of your words. Learn to negotiate for the best possible outcomes with both logic and compassion. The ability to do all this will make you a communicator who embodies conviction and passion - qualities a great leader needs to succeed.

LISTEN with more than just your ears.

Strive to be an active listener who processes what is being conveyed and learn from people through their words. It is by listening with your heart, as well as your head, that you will build lasting relationships strengthening your cohort and helping others around you to grow along the way.

CONNECT to your peers, your industry, and everything around you.

You cannot move forward without a keen understanding of your network – the people you work with and the industry you work in. Immerse yourself in the economics and business practices that affect your company, clients, and colleagues. Keep your ear to the ground. Be aware of your competition and gain the upper hand. Build a support system for yourself and those within your community. Great leaders get connected and stay connected, using every ounce of information to their advantage.

BE A CATALYST and set the wheels of change in motion.

Progress is never made by standing still or by relying on the same old ideas. As a leader you must push the envelope to transform our industry with innovative concepts that are bigger and better than ever before. Take initiative. Raise the bar. Demand equality on all fronts and embrace diversity. Above all, never accept less respect than you offer others, because change can only take hold if it is grounded in respect.

BE FEARLESS and confident in your convictions as you take risks and bring others along.

To be a great leader, look fear in the eye and turn it to your advantage as the force driving you into uncharted territory. Use the adrenaline to keep climbing the corporate ladder. Don't surrender or retreat. Commit to your vision and believe in it above everything else. Others will sense your conviction and be willing to follow - without fear.

INSPIRE and others will follow.

Rally those around you to support your vision. Be a mentor, a guide, and a role model - one who learns from what she teaches. Help those around you achieve their full potential with a helping hand that paves the way for future leaders. Be dynamic and strong, and you will inspire others to embrace your vision as the one they want to be part of, and the one they choose to follow.

2014 Chapter Leadership Roundtable

Sunday, September 14, 2014

2:30pm – 5:30pm

Marriott Marquis, Liberty Room

Total attendees: 61

Roundtable focus – “How to take your Chapter to the next level...”

Topic #1: Succession Planning

- Create sub-chairs/junior chairs to build a pipeline
- Have volunteers at the board level
- Have board members recruit and vet members before inviting them to join the board
- Require board members to reach out to potential candidates
- Gain a diverse board – don't keep all your eggs in one basket
- Encourage board members to “do less” so they do not burn out – share the work amongst volunteers
- Flexibility with tenure of position to help lure potential board members
- Use value of WICT to demonstrate the value of participating
- Communicate the requirements of being a board member – also, the expectation may be more than what is needed
- Ask National to reevaluate time limit if laid off from job (6 months – 1 year) = support

Topic #2: Programming

- What types of programs generate higher attendance?
 - Greater Philadelphia – TIO, WICT Philly Gives Back (partner with non-profit Girls Inc.) – had over 300 attendees
 - Northern California – Warriors of America (non-profit), LEO – leadership education
 - Added raffle items – What is allowed?
 - Spa package, wine, golf, handbags, beach house, iPad/iPhone, DVDs, network items, sports teams items, tickets donated, frequent flyer miles, photo for headshot
 - Silent auctions
 - Example: auctioned off a puppy
 - Canned food collected at events
 - Dress for Success events
 - Executive member events
 - Added new events: Example Coffee talk – speaker, 15-25 people @ 1 hour
- Changed up the venues of events
 - Hotels
 - Nascar Hall of Fame
 - Restaurants

- Coffee shops
- Local theater
- What challenges do you face with program attendance?
 - Executive participation
 - Low attendance
 - Competing organizations (Women's Network)
- **Best Practices** that worked in 2014
 - Charities
 - Golf event
 - Pay for an executive to golf, get a sponsor that gets to ride in golf cart with the executive
 - Switch out/trade speakers from one market/chapter to another
 - Leverage WICT Connects
- How has programming changed over 2013 & 2014?
 - More webinars
 - Membership/programming event – onsite events
 - SCTE partnership event/tie-in WICT Midwest Awards Ceremony
 - New England – joint event with New York Chapter
 - Brainstorming teams: hear from members and non-members
 - Southeast – vendor board members – speakers provided faculty member for event
 - Women-executive leaders panel discussions – all BMLI
 - Knoxville “Mind the Gap” – personal, talking about their skills gap, inspirational
 - Nutritionist/fitness expert consider doing a part II
 - Learn about WICT – passport event
 - Local/free programming platforms (lunch & learn, book clubs)
 - Themes: multi-purpose, two for 1, communication/marketing, time of day – make morning or evening and mix it up
 - Attendance challenges/ project ROI
 - Free programs for members and non-members pay
 - Pay for bigger events
 - Program focus – what is the educational focus?
 - **Best practice:** free events for members
 - Challenge: who pays for it?
 - Possibly early bird reduced fees
 - Lunch & learns, Google hangouts, TED Talk style
 - Informal/personal and creates greater engagement
 - Group reads same book/same TED Talk then virtually discusses it – free and easy
 - Focus: practical topics – utilize existing contacts
 - Idea: tap other chapters for topic SMEs
 - Create a database
 - Utilize WICT Connects

Topic 3: Demonstrating the Value of WICT

- Lunch & Learns
- Webinars – TED Talk style
- Leverage network when asking for sponsorship
- Communicate true value of an event in the marketing communications
- Junior/student board members
- Keep an event blog
- Share value before, during and after event (to members & non-members)
- Survey target members
- Appeal as leadership organization
 - Don't focus on "women" or "cable"
- Gain executive support
- Share your WICT story
- Think outside the box (golf)
- Send marketing materials to existing and potential members
- Education value (SCTE)
- \$ worth of programs
- Access to senior leadership
- Access to industry partners
- Showcase skills by serving on BOD
- Collect and analyze data

Topic #4: Strong Leadership

- Challenges
 - Board membership jobs in jeopardy/flux
 - Geograpny
 - Repeat "volunteers" – need more member engagement
 - Technological limitations (ability to televise workshops across geographical area)
 - Leadership lacking structure
 - Executive Level member commitment/participation
- Best Practices
 - Provide scholarships to events
 - Rotate programming between cities
 - Technological accommodation
 - "Ambassador" program lunch-n-learn
 - Participation at every level of membership – executives
 - Set programming where executive members sit
 - Provide data on participation
- Create a pipeline
 - Volunteers take on leadership roles that can translate into value for the companies themselves
 - Identify strategy partners to be advocates

- Creating committees to give opportunities to help Board members seek out future Board members
- Look at gaps in membership /representation and seek executive advocates
- Review your pipeline year long – make an ongoing process
- Geography: more diverse boards for different regions of the chapter
 - Post positions just for those areas
- Look at having junior boards members as part of our boards
- Guidelines for succession planning
 - Have 2 board members in one (1) position
 - One rotates out and one stays so there is always someone with knowledge
- More defined roles for board members

Topic #5: Strong membership

- Programming: Mix with non-gender sepcs or why would it interest men
- Challenge: Spread out chapter or plan programs outside of primary area
- Tap into under-represented groups within our organization
 - Taste of WICT/Roadshow with stations for information
 - Highlight keynote speakers
- Data Event: Outreach to non-traditional new members
- Increased participation from members?
 - “volunteer” curtesy participation
 - Ask what members want to see
 - Remind, remind, remind
 - Video tape events
- Expand definition of “telecommunications”
- Challenge: Grow outside of core “cable”
 - Best practice: Sponsor “Technology” events that will attract these people (PICT)
- LinkedIn Webinar
- Keeping touch with members through social media etc.
- Email in centralized location
- Create process for displaced members
 - Multiple email address
 - Phone numbers – voice blasts/texts
- Tailored programming
 - Different level of events
 - “get to know”/ Taste of WICT
 - Golf tournaments
 - Mentor/Inspire
 - Scholarships – for front line employees
 - Reach out to budget owners

What did you like about the Roundtables?

- Townhall
- Pre-networking
- Brainstorming
- Don't take anything away from this year
- Add time if possible

What would do enhance upon for future Roundtables?

- Chapter name on badges
- Individual position collaboration
- Operation best practices
- Case studies with chapter challenges
- List of chapter leaders
- Willing to help – ex. Webinars

TAB 1

GOVERNANCE

2015 WICT VA Board Member Contact Sheet

Board Position	First	Last	Company	Title/Dept.	Address	City	St	Zip	Phone	Cell	E-mail
President	Angela	Washington	Shentel	Marketing Manager	500 Shentel Way	Edinburg	VA	22824	540.984.5117		Angela.Washington@emp.shentel.com
Vice President	Lashone	Sanders	Comcast	Fulfillment Manager	5401 Staples Mill Road	Richmond	VA	23228	804.915.5222	804.332.4569	Lashone_Sanders@cable.comcast.com
Treasurer	Nathalie	Capelluto	Cox Communications	Director, Field Financial Analysis	3080 Centerville Rd.	Herndon	VA	20171	703.480.4968	703.731.7228	Nathalie.Capelluto@cox.com
Assistant Treasurer	Cliona	Robb	Christian & Barton, LLP	Partner	909 East Main Street, Suite 1200	Richmond	VA	23219-3095	804.697.4140	804.938.2934	CRobb@cblaw.com
Secretary/Operations	Sarah	Krasley	Shentel	Legal	500 Shentel Way	Edinburg	VA	22824	540.984.3273	540.325.6161	Sarah.Krasley@emp.shentel.com
Marketing Chair	Shinese	Collins	Cox Communications	Product Manager – Internet, Telephone & WiFi	1341 Crossways Blvd.	Chesapeake	VA	23320	757.222.8519		Shinese.Collins@cox.com
Social Media Chair	Jennifer	Zeile	Comcast Spotlight	Local Account Executive	3957 Westerre Parkway, Suite 300	Richmond	VA	23233	804.420.1423	804.347.4637	Jennifer_Zeile@cable.comcast.com
Programs	Ashley	Glading	Shentel	Marketing	500 Shentel Way	Edinburg	VA	22824	540.984.5023	540.335.6497	Ashley.Glading@emp.shentel.com
Programs	Felicia	Townsend	Cox Communications	Manager, Technical Support	1341 Crossways Blvd.	Chesapeake	VA	23320	757.222.8272		Felicia.Townsend@cox.com
Membership	Christine	West	Cox Communications	Customer Advocate Supervisor	1341 Crossways Blvd.	Chesapeake	VA	23320	757.321.6042	757.630.3881	Christine.West@cox.com
Membership	TBD										
Sponsorship	John	D'Antonio	AETN	Manager Affiliate Sales	235 E. 45th Street 11th Floor	New York	NY	10011	212.424.7263		John.D'Antonio@aetn.com
Sponsorship	Hyun	Berglund	Fox News Channel	Manager Affiliate Sales	1185 Avenue of the Americas, 22nd Floor	New York	NY	10036	212.301.3184	646.884.4495	Hyun.Berglund@foxnews.com
Mentoring	Kirsten	Sweet	Cox Communications	Sr. Product Marketing Manager	3080 Centerville Rd.	Herndon	VA	20171	703.480.5162	703.856.3892	Kirsten.Sweet@cox.com
Mentoring	Kim	Mosley	Comcast SportsNet	Sr. Marketing Manager	7700 Wisconsin Avenue, Suite 200	Bethesda	MD	20814	301.718.3282	240.460.2694	KMosley@comcastsportsnet.com
Event Chair	Terry	Ellis	VCTA	VP of Government Operations	1001 E. Broad Street, Suite 210	Richmond	VA	23219	804.780.1776	804.536.7840	TEllis@VCTA.com
Event Chair	Becky	Mullings Crosetto	Discovery Communications	Account Director	One Discovery Place	Silver Spring	MD	20910	240.662.2835	301.204.1384	Becky_Crosetto@discovery.com
Event Chair	Pam	Tapscott-Lassiter	Comcast Cable-Beltway Region	Senior MDU Marketing Specialist	11101 University Blvd.	Manassas	VA	20110	703.789.8297	703.853.5085	Pam_Lassiter@cable.comcast.com
Event Chair	Sherry	Valenza	AMC Networks		11 Penn Plaza	New York	NY	10001	917.542.6215		Sherry.Valenza@amcnetworks.com
Event Chair	Teresa	Truong	Cox Communications	Events & Sponsorships Marketing Manager	3080 Centerville Rd.	Herndon	VA	20171	703.480.5197		Teresa.Truong@cox.com
Immediate Past President	Mary K.	Butler	Comcast Spotlight	Director of Sales	3957 Westerre Parkway, Suite 300	Richmond	VA	23233	804.420.1430		MaryK_Butler@cable.comcast.com
Member At-Large	Kim	Voxland	VCTA	Director of Public Affairs	1001 E. Broad Street, Suite 210	Richmond	VA	23219	804.780.1776	804.912.3660	kvoxland@vcta.com
Member At-Large	Toni	Stubbs	Cox Communications	VP, Technology, Engineering & Operations	1341 Crossways Blvd.	Chesapeake	VA	23320	757.222.2023	757.256.6601	Toni.Stubbs@cox.com
Chapter Advisor	Gary	McCollum	Cox Communications	Senior VP and General Manager	1341 Crossways Blvd.	Chesapeake	VA	23320	757.222.8450	757.256.6605	Gary.McCollum@cox.com

WICT VA MISSION STATEMENT

Creating Leaders together. WICT develops women leaders who transform our industry.

Purpose. Empowering women through Leadership, Education, Advocacy.

Goals of WICT. The objectives of the Chapter shall be those of Women in Cable & Telecommunications, Inc. – a professional society, which shall be the sole policy-making body.

The objectives are:

- To advocate women in the cable and telecommunications industry by developing their leadership and management skills.
- To be in the forefront of the industry as a respected advocate and catalyst for new productivity in a diverse and changing work force.
- To encourage women to understand, celebrate and communicate their career and life choices.
- To establish a synergy between the chapters and national that ensures a strong and viable organization supporting WICT's mission.

CHAPTER BOARD JOB DESCRIPTIONS

Updated from WICT.org 10/22/2014

President (Mandatory)

- Serves as the leader and spokesperson of designated chapter and at chapter events.
- Maintains effective working relationships with chapter/executive boards and with WICT National.
- Primary liaison with WICT National ensuring visibility, responsiveness and communication with WICT staff, as requested.
- Works to involve chapter in activities and programs that will further enhance overall WICT goals and objectives.
- Ensures all chapter events adhere to the needs of its members and supporting companies by providing quality, value and relevance in programming (as outlined in the Model Chapter Business Plan or MCBP).
- Serves as an advocate for ensuring chapter consistently adheres to the WICT mission statement, vision elements and strategic plan.
- Presides at all chapter board meetings, as necessary.
- Presides on all WICT National conference calls, as requested, and as per the MCBP.
- Regularly monitors progress of chapter goals and objectives based on the Model Chapter Business Plan.
- Appoints committee chairs and task forces, as necessary. Serves as an ex officio member of all committees.
- Collaborates with others (i.e. chapter secretary) in preparing agenda for board meetings.
- Ensures that all chapter protocols (i.e. communications, operations, marketing etc.) are followed so that the chapter is professionally and credibly represented to membership, to national, to regional leaders of industry organizations and to the industry as a whole.
- Spearheads, delegates, reviews and ensures timely submissions of all necessary documents (i.e. MCBP, financial, membership and strategic/succession plans etc.) to WICT National.
- Responsible for the implementation of specific section of the MCBP, as assigned.
- Serves as liaison and communicates with other local chapters, industry associations, and member organizations or senior leadership on behalf of the chapter.
- As a member of the Executive board, participates in chapter spending decisions.
- Leads Executive board meeting and/or conference calls.
- Maintains the exclusive authority to execute agreements on behalf and in the best interest of the chapter, and oversees that all decisions of the Board are faithfully executed.
- Other duties, as specifically outlined by designated chapter.

Vice President (Mandatory)

- Assumes and accepts the responsibilities as designated by the chapter president in his/her absence.
- Attends 80% of all chapter board meetings and chapter events.
- As a member of the Executive board, participates in chapter spending decisions.
- Participates in Executive board meeting and/or conference calls, as necessary.
- Assists and/or oversees governance with the Strategic planning process.
- Provides continuity for the Succession planning process and formulates plans for his/her term by organizing the Succession planning committee.
- Develops action plan to further identify and add clarity to all roles and responsibilities prior to annual transition. Ensure appropriate follow up and effective transitioning of all chapter duties.
- Organizes the financial review process by identifying 3 volunteers to independently audit previous year's finances.
- Responsible for the implementation of specific section of the MCBP, as assigned.
- Other duties, as specifically outlined by designated chapter.

Immediate Past President (Mandatory)

- Serves ex officio as a member of the Executive board.
- Regularly attends and participates in chapter board meetings, as necessary.
- Regularly attends and participates in Executive board meetings and/or conference calls, as necessary.
- Advises the succession planning committee.
- Acts a chapter resource for continuity and counsel.
- Reviews the chapter bylaws, and provides input and oversight to the Model Chapter Business Plan, strategic plan, and budget. Submits suggestions for positive changes/improvements/revisions, as necessary.
- Provides leadership and oversight of Executive C-level relationships, partnerships and sponsorships.
- Responsible for the implementation of specific section of the MCBP, as assigned.
- Monitors progress of the MCBP throughout the calendar year to ensure targets are being met.
- Other duties, as specifically outlined by designated chapter.

Treasurer (Mandatory)

- Maintains the accounting and other financial records of the designated chapter.
- Works in unison with the chapter president to implement the annual budget and strategic plan.
- Ensures the review and complete understanding of WICT National's internal control document.
- Attends the WICT National Financial webinar held at the beginning of the year.
- Works in unison with WICT National to ensure timely submissions and document records, as requested.
- Monitors all chapter bank accounts.
- Deposits all income and writes checks in timely fashion.
- Manages all finance-related accounts (pay pal, etc.).
- Provides written monthly financial report in preparation for regular chapter board meetings.
- Keeps board members informed as to the chapter's financial status on a regular basis.
- As a member of the Executive Board, participates in chapter spending decisions.

- Thorough planning, monitoring and working with the board, assures that adequate resources are available to fund chapter programs.
- Participates in Executive Board meetings and/or conference calls, as necessary.
- Works with incoming president and treasurer to assure smooth transition of financial matters.
- Responsible for filing YE financial report, budget and financial summary with WICT National by stated deadline.
- Responsible for overseeing the reporting and revenue generating areas of the chapter.
- Implements shadowing of duties by designating assistant and/or mentor to ensure internal controls and processes are being met and documented.
- Ensures thorough understanding of 501c6 status.
- Responsible for the implementation of specific section of the MCBP, as assigned.
- Other duties, as specifically outlined by designated chapter.

Assistant Treasurer

- Assist Treasurer with duties as assigned.
- Attends the 2014 WICT National Financial webinar in February.
- Writes checks in timely fashion and monitors all chapter bank accounts.

Secretary (Mandatory)

- Works in collaboration with the chapter president to prepare and distribute agenda in a timely manner for all Board meetings (including executive board meetings).
- Maintains, files, and distributes minutes of all Board meetings (including executive board meetings). *If the secretary cannot be present at any meeting, he/she ensures proxy is able to keep minutes. Asks for motion to read/approve minutes.
- Works in collaboration with the chapter president to process all/any ad-hoc communications to chapter members or to board members as directed by chapter president.

Membership Chair (Mandatory)

- Responsible for developing, implementing and communicating the chapter's annual membership plan in a timely manner to the national office and the chapter membership.
- Become familiar with WICT national membership program and with renewal/new member goals and regularly monitor chapter membership.
- Maintains consistent visibility and working relationship with WICT National.
- Coordinates the current local membership list with WICT National to assure the highest possible accuracy.
- Consistently reviews and follows the Model Chapter Business Plan to ensure actual membership goals are being tracked.
- Develops and carries out new member acquisition and renewal campaigns that are within budget and designed to achieve the chapter goals.
- Assists members with renewals, member communications to include contact updates, online process, etc., and forwards to WICT National to assure database accuracy for all chapter membership rosters.
- Responsible for sharing membership campaign successes with chapter and membership committee representatives.
- Responsible for the design, plan and implementation of new member orientation programs as agreed upon by the Board.

- Reviews monthly the most current membership roster and non-renewal roster and assures all chapter communications are being sent to the most current list of chapter members.
- Assures chapter events and programs include membership recruitment information and any member updates, as well as, track and follow-up both member and prospect activity at chapter events.
- Assures all completed membership applications and dues collected at chapter events are forwarded to WICT National for immediate processing.
- Attends the WICT National Membership webinar held at the beginning of the year.

Program Chair (Mandatory)

- Manages the overall planning and execution of chapter programming at annual events.
- Ensures post program reports, event pictures and other relevant information is sent to WICT National for review.
- Oversees the chapter programs calendar for the year ensuring programs are properly aligned with the Model Chapter Business Plan and oriented to the programming needs of the chapter, members and of the industry.
- Possess a clear understanding of budgeting, staffing and follow-up.
- Sets guidelines and processes for chapter programs and monitors progress.
- Holds regularly scheduled meetings with all program directors (if any).
- Creates and submits an annual program budget.
- Negotiates discounted rates from hotels on behalf of the chapter.
- Creates and monitors a formal feedback process for programs. Collects feedback (i.e. surveys) from participants and uses data to improve processes, streamline efficiencies and gauge program success.
- Ensures marketing and communication of programs are completed on a timely basis.
- Works with the chapter president, vice president and/or executive board to set program strategy for the year.
- Attends the WICT National programming webinar held at the beginning of the year.
- Responsible for creating and leading an active committee involved in planning and executing chapter programs.

Event Chair (aka Program Director)

- Works closely with the Program Chair, Chapter Treasurer and the Executive Board to assure that financial objectives with respect to particular programs are met.
- Communicates with other board members to ensure professional and timely delivery of program and event plans.
- Responsible for ensuring each program is fiscally responsible prior to incurring expenses and approvals for all programs are obtained from the Executive Board before moving forward with an event.
- Prepares event summary recap after each event and assist with all program surveys in an appropriate timeframe.
- Attends the WICT National programming webinar held at the beginning of the year.

Sponsorship/Fundraising Chair (Mandatory)

- Manages the chapter sponsorship efforts which provide the primary source of funding for all chapter activities.
- Responsible for creating, keeping and updating target/actual sponsor lists/database with contacts and annual sponsorship amounts. *Going forward, WICT National will request this information from year to year.
- Adheres to consistent brand messaging and guidelines as outlined by WICT National and the Model Chapter Business Plan.

- Responsible for obtaining sponsorships and coordinating benefits with other members of the chapter board.
- Responsible for ensuring best in class sponsor relations.
- Develops new and innovative sponsorship opportunities to ensure the financial success of the events and chapter.
- Cultivates and pursues sponsorship leads.
- Ensures timely collection of pledged sponsorship monies.
- Works closely with the chapter treasurer to ensure proper invoicing and payment procedures are met.

Social Media Director

Social media provides an opportunity to connect with chapter membership on a timely and concentrated basis. The Social Media Director posts to and engages with chapter membership on strategic social media which may include: WICT Connects, LinkedIn, Facebook, Twitter and others, as appropriate.

The Social Media Director performs the following functions:

- Evaluates appropriate social media for engagement in accordance with WICT National guidelines and expectations (especially focused on WICT Connects).
- Initiates, monitors and engages in social media on behalf of the chapter regarding key programs, events, tidbits of interest and more, as appropriate.
- Watches the WICT National social media feeds to ensure coordination.
- Acquires content from external sources (in keeping with chapter goals) and from communications Liaisons.
- Tracks and stays current with social media trends.
- At end of term, develops a transition plan for new position holder and hands off materials.
- *MEASURE OF SUCCESS: Demonstrated use of social media platforms with engagement measured by fans added, new members added as a result of communications, new sponsorship/partner opportunities gained, conversations held and posting of information of relevance.*
- Communication and reporting requirements to WICT National, as necessary and TBD.

Marketing and Communications Chair (Mandatory)

- Responsible for ensuring that a consistent, professional and credible chapter identity is presented to the public and to the membership in all communications.
- Responsible for invitations, one sheets, signage and all public facing collateral materials for all programming events.
- Responsible for ensuring that all materials are reviewed and approved by executive board prior to publication.
- Responsible for overall coordination and updating of all website and/or chapter web pages' content, information and functionality.
- Manages relationship with webhosting vendor or with WICT National, as appropriate.
- Coordinates with chapter board to ensure accurate distribution of event and chapter information.
- Responsible for all email correspondence to chapter membership with regards to programming, events etc.
- Responsible for coordination, compilation, proofing and distribution of e-newsletters to promote chapter and organizational awareness, member benefits and opportunities.
- Works with programming chair, treasurer or other to set up event registration, as appropriate.

- Creates a communications calendar for the year. Ensures that timely communications are sent out by the chapter board.
- Ensures that content on website, in newsletters and email campaigns are branded within the guidelines set by WICT National.
- Works with other chapter board leaders in helping to populate and promote WICT Connects.
- Works with other chapter board members to ensure promotional ads for chapter events are approved by WICT National prior to formal distribution.
- Attends WICT National monthly conference calls for marketing and communication chairs.
- Attends the WICT National MARCOM/Webmaster webinar held at the beginning of the year.
- Ensures that members have easy access to working materials.
- Scouts new ways of distributing and housing content on website i.e. video, audio, etc.
- Works with the chapter secretary or other to create communications strategy for the year.

Chapter Advisor (Mandatory)

- Facilitator, advocate, counselor, and coach for the local WICT chapter.
- VP or SVP level at respective company is preferable, yet not mandatory.
- Primary liaison and “voice” to senior executives at participating companies.
- Able to “open doors” and “champion” efforts at chapter events.
- “Hands” on mentor and advisor to chapter president and chapter board.
- Maintains an effective working relationship with chapter president and chapter board.
- Maintains an effective working relationship with WICT National and the National Board of Directors.
- Able to assist chapter president in removing “non-performers” in certain chapter positions, as needed, or assign “non-performers” to the alumni committee, if available.
- Participates in, at least, four conference calls with WICT National (with option of ad-hoc conference call or webinars TBD) of various substantive topics of interest to the chapters (e.g. setting expectations, membership, programming, succession planning, orientation and transition).
- Attends as many chapter board meetings (at least 4 or as applicable to your chapter) in the calendar year (in person or via phone) and attend as many local chapter events as you can.
- Be available for conference calls, read minutes and be on chapter mailing lists. Review and comment on materials you receive from chapters.
- Reviews monthly and/or quarterly statistics from National to ascertain chapter progress with the Model Chapter Business Plan and membership goals.
- Reviews and respond to regular correspondence and emails as sent by WICT National throughout the year.
- At the end of the third quarter, be available to nominate candidates for either the Chapter Leader and/or Emerging Leader seat on the National Board of Directors.
- Able to assist in task force sessions and/or working groups, as needed.
- The chapter advisor is, at least, a one-year commitment by calendar year yet, in order to provide as much consistency to the chapter president and chapter board as possible, a two-year commitment. Two + year terms are acceptable and encouraged in some cases.

Mentoring Chair/Director

- A trusted friend, teacher, guide and role model.
- Has knowledge that he or she is prepared to transfer to others.
- Is an expert or has advanced status in their field and is acknowledged as such by their peers.
- Shows enthusiasm while maintaining perspective and focus.
- Is inspirational, nurturing by nature, non-competitive and supportive.
- Is patient but prepared to challenge their protégé.

- Upholds the virtues of his/her chosen employment, trade or profession.
- Is loyal to their company or organization while recognizing its weaknesses and constructively helps their protégé deal with those same weaknesses.
- Supports another individual and is concerned with his/her growth.
- Concerned for the individual as a person, not just as an employee. A mentor is concerned for their protégé's development as a whole.
- Has an independent relationship with his or her protégé, not one based on authority or power. He/she will listen, question and only then advise. His/her advice will be given without judgment or criticism of the person as an individual.
- Person-focused. A mentor will have no stake in the relationship, other than wanting to see the development of the individual.
- Assumes primary responsibility for developing, implementing, and managing the components of the chapter's mentoring program.
- Serves as liaison with mentoring partner(s), such as colleges, participating companies, and other industry associations as deemed appropriate by the chapter board.
- Attracts and recruits committed members to the mentoring program.
- Develops and manages a 2-3 year long range chapter mentoring plan.

Operations Chair

- Works with Programming Chair, Event Chair. Marketing Chair and Treasurer on all on-site event logistics.
- Distributes and collects event summaries to program attendees.
- Assist Marketing Chair with taking event photos.
- Creates name badges and coordinates posting event signage with Marketing Chair.

Director-at-Large (up to 2 but limited to 6)

- Each Director at Large position is assigned to address **a specific chapter need or stated objective** for the assigned year. This is developed under the direction of the chapter president.



**Women in Cable
TelecommunicationsSM**
Virginia

**Virginia Chapter Bylaws
(Amended 2011 Bylaws)**

Article I – Name and Area

Sec. 1 The name of the Chapter shall be Virginia chapter of Women in Cable & Telecommunications – a professional society (hereinafter referred to as “WICT” of the “Chapter”).

Sec. 2 The area covered by the Virginia Chapter is the Commonwealth of Virginia.

Article II – Mission Statement, Purpose, Objectives

Sec. 1 Mission Statement. Creating Leaders together. WICT develops women leaders who transform our industry.

Sec. 2 Purpose. Empowering women through Leadership, Education, Advocacy.

Sec. 3 Goals of WICT. The objectives of the Virginia Chapter shall be those of Women in Cable & Telecommunications, Inc. – a professional society, which shall be the sole policy making body.

The objectives are:

- To advocate women in the cable and telecommunications industry by developing their leadership and management skills.
- To be in the forefront of the industry as a respected advocate and catalyst for new productivity in a diverse and changing work force.
- To encourage women to understand, celebrate and communicate their career and life choices.
- To establish a synergy between the chapters and national that ensures a strong and viable organization supporting WICT’s mission.

Article III – Membership

Sec. 1 Eligibility: Membership is open to employees of cable television companies, including multisystem operators (“MSOs”) and systems, programmers, and suppliers of equipment and services to the cable

television industry, but not including direct broadcast satellite, incumbent local exchange carriers, electric utilities or municipally owned cable systems and subsidiaries and affiliates of the foregoing.

Sec. 2 No one shall be admitted to membership in the Chapter or retained as a member of the Chapter unless recognition of such membership for the then current year shall have been issued to them by Women in Cable and Telecommunications.

Sec. 3 Classes of Memberships. The classes of membership are as follows:

- a. Regular Membership. A non to mid-management professional employed full-time in any facet of the cable television and telecommunications industry is eligible for Regular membership. Such members shall remain current with the dues and shall be entitled to one vote regardless of the number of systems or corporations the individual may represent. Regular members may hold office and serve on the Chapter or National level of Board of Directors.
- b. Executive Membership. A senior management professional who otherwise qualifies for Regular membership is also eligible for Executive membership. Such members shall remain current with the dues and shall be entitled to one vote regardless of the number of systems or corporations the individual may represent. Executive members hold office and serve on the Chapter or National level of Board of Directors.
- c. Entry-level Membership. Any person employed in an entry level, full !or part-time position, with less than two years experience in any facet of the cable television and telecommunications industry is eligible for Entry level membership. An entry level position is defined as an hourly (non-salaried) employee with no supervisory or direct budgetary responsibilities and/or a student. (part time students working at other than an entry level position do not qualify for entry level membership).
- d. Honorary Membership. The National Board of Directors in its sole discretion may confer an Honorary membership upon an outstanding person or corporation who has contributed to the success of the organization and/or the well-being of the cable television and telecommunications industry, or who otherwise has received recognition in the industry. Honorary members shall not be required to pay dues nor shall they be, entitled to vote or serve in an appointed or elected office. The granting of an Honorary membership to corporation does not affect the membership status or membership requirements of any employees or such corporation.

Article IV – Officers

Sec. 1 The officers shall consist of a President, a Vice President, Secretary and Treasurer. An officer may be re-elected to the same office only twice consecutively. Officers must be voting members of Women in Cable & Telecommunications.

Sec. 2 Each officer shall serve for one term of two years until his or her successor shall have been chosen and qualified or until his or her death, resignation or removal. The term of office for officers shall commence on January 1 of the first year and end on December 31 of the second year.

Sec. 3 A list of officers must be maintained with the National Women in Cable & Telecommunications, and changes must be reported within ten days of election or appointment.

Sec. 4 The powers and duties of the officers shall be as follows:

- a. President. The President shall preside at all meetings of the members and the Board of Directors, shall appoint all committees; shall be an ex-officio member of all committees; be responsible for notifying Board members of the times and place at which Board meetings are to be held; execute such agreement on behalf of the Chapter as authorized by a vote of the membership and Board of Directors and shall perform such duties as may be vested in the President by the Board of Directors.
- b. Vice President. In the absence of the President or in the even of the President's inability or refusal to act, the Vice President shall perform duties of the President, and when so acting shall have all the powers of, ad be subject to all the restrictions upon, the President. The Vice-President shall perform such other duties and have other powers as the Board of Directors may from time to time, including interfacing with committee chairs in keeping the President advised of committee progress.
- c. Membership Officer. The membership shall be thoroughly familiar with WICT National's membership program and with renewal/new member goals for the chapter; develop and carry out new member acquisition and renewal (campaigns that are within budget and designed to achieve the chapter goal; coordinate the current local membership list with staff at WICT National to assure the highest possible accuracy.
- d. Secretary. The secretary shall attend all meetings of the Board of Directors and shall record all proceedings of such meetings; distribute to the Board of Directors; forward copies of minutes to WICT National; keep a roster of the board members and committee chair peoples.
- e. Treasurer. The treasurer shall receive all funds and make all disbursements as authorized by the Board of Directors; present a financial report at each meeting of the Board of Directors and submit an annual financial report to the national treasurer of Women in Cable & Telecommunications as required by the national organization.
- f. Immediate Past President. The outgoing President of the chapter shall automatically assume the office of Immediate past President when a new President assumes office. The past President shall oversee committees as directed and assist the President as required.

Article V – Board of Directors

Sec. 1 The Board of Directors shall consist of the Officers and at least four Board members in addition to the immediate past-president who becomes a member of the Board of Directors.

Sec. 2 The Board of Directors shall have general charge and control of the affairs, funds.

Sec. 3 The Board will hold a minimum of six regular meetings per year. Members of the Board of Directors are expected to attend all Board meetings. If three meetings are missed without reasonable cause and notice, the Board will have the option to appoint a successor.

Sec. 4 A simple majority of the Board of Directors shall constitute a quorum. The vote of the majority of the Board present at a meeting at which a quorum is present shall constitute action of the Board.

Sec. 5 There shall be an Executive Committee, composed of the officers, which shall have all powers of the Board of Directors between meetings. The minutes of the Executive Committee shall be submitted to the Board of Directors at its next meeting.

Sec. 6 Whenever it is necessary to fill a vacancy among officers or directors, the President shall call for recommendations to fill the vacancy. A majority vote of the remaining members of the Board of Directors shall determine the person selected. Persons so elected shall serve until the expiration of the regular term of office.

Sec. 7 All Board members, upon retiring from office, shall deliver to the President all money, accounts, record books, papers or other properties belonging to the chapter.

Sec. 8 If a personal conflict arises with any elected Chapter Board officer causing plausible disruption amongst Board and/or Chapter board members, the following is suggested prior to formal dismissal:

- Chapter President speaks one on one with individual outlining the problem in detail.
- Action steps are discussed and given to the individual along with appropriate benchmarks for resolution.
- If conflict is not resolved within stated benchmarks, both the Chapter President and Chapter Advisor will conference call or meet with the individual.
- Prior to scheduling a formal vote by the Chapter, the Chapter President must notify the WICT National Chapter Development Chair, the WICT National President and CEO and the WICT National Director of Chapter Services.
- If no visible progress is made as a result of the above and if the individual does not resign, a formal vote should be taken by the remaining Chapter Board opting to remove the individual from his/her present Chapter role.
- A 2/3 Board approval and Chapter membership approval following the voting procedure set forth by bylaw amendments in Article X of these bylaws is needed to remove the individual from his/her position.
- A suitable replacement may be selected as set forth in Article V, Section 6 above.
- WICT National must be kept informed of developments related to this Section 8, and if the individual has falsified information or has taken Chapter monies, WICT National must be notified immediately. If the officer causing such disruption is the President, then all previous references to "Chapter President" in this Section 8 shall be deemed to be references to "Chapter Vice President."

Personal conflict may include any of the following:

- Unprofessional conduct and/or language displayed at events and programs
- Unprofessional conduct and/or language in written form
- Spreading unsubstantiated rumors amongst Chapter leaders and members
- Personal agenda by individual causing dysfunction due to lack of honesty
- Falsifying information
- Taking Chapter monies

Potential reward if resolved:

Elected to a different or reinstated to the same Board position after demonstrated ability to move forward into productive decision making and team building.

Article VI – Elections

Sec. 1 The election of officers and members of the Board of Directors will be conducted by e-mail or fax of all voting chapter members.

Sec. 2 A Nomination Committee of three members shall be appointed by the President and approved by the Board of Directors. The Nomination Committee shall call for nominations, contact those nominated and prepare an official slate for approval by the Board of Directors.

Sec. 3 The Secretary shall prepare and send the official ballot to all voting chapter members in time to permit the receipt of ballots by approximately the third Wednesday of October.

Sec. 4 Ballots shall be returned to and tabulated by the chair of the Nominating Committee. A plurality of all returned ballots shall be necessary to constitute elections. In the event of a tie vote, the Board of Directors reserved the right to cast the deciding vote.

Sec. 5 The Board of Directors shall have the authority to fill all vacancies in its body and among the elected officers for any unexpired term.

Article VII – Committees

Sec. 1 The President, with approval of the Board of Directors, shall appoint chairpersons for the committees. The Chapter President reports regularly to the national Women in Cable & Telecommunications Board of Directors regarding committee activities.

Sec. 2 Depending on need, the following committees may be formed:

- a. Membership: Shall be responsible for finding qualified professionals and students for membership and securing their membership for the chapter. This committee shall maintain an accurate membership roster and keep the Secretary and Treasurer informed of membership changes. The committee shall also encourage prompt renewal of memberships.
- b. Program: Arranges programs for the memberships which meet the mission of Women in Cable & Telecommunications and works with other committees to assure publicity, location and hospitality.
- c. Publicity: Publicizes activities of chapter through local and trade media.
- d. Others: The board may establish such other committees or subcommittees as deemed appropriate to help fulfill the Chapter's mission.

Sec. 3 Committee chairpersons shall report committee activities at Board meetings.

Article VIII – Finances

Sec. 1 The fiscal year of the Chapter shall be the same as the national Women in Cable & Telecommunications.

Sec. 2 The President and the Treasurer are the chapter's chief executive and financial officers, respectively, and shall be responsible for sound financial planning and fiscal integrity.

Sec. 3 All bank accounts shall be in the name of the Chapter and require the signature of both the President and the Treasurer.

Article IX – Dissolution

Sec. 1 At a meeting duly called for the purpose of considering the question, the chapter shall be dissolved upon receiving at least two thirds (2/3rds) vote of the votes entitled to be cast by members present at such meeting, and all assets shall be distributed as authorized by the Articles of Incorporation and directed by the national Board of Directors.

Article X – Amendments

Sec. 1 These by-laws may be amended, repealed or altered in whole or in part, and new by-laws adopted by a two-thirds (2/3rds) vote of the Board of Directors provided thirty (30) days' notice of the proposed amendments has been sent to all members of the Board, unless such timely notice is duly waived by every such member. Amendments to the by-laws must be ratified by the voting membership as specified in Section 2.

Sec. 2 A resolution to amend the by-laws, duly approved by the Board of Directors as specified in Section 2, shall be submitted to the voting membership for ratification within thirty (30) days of adoption by the Board of Directors as described in Section 1 and will be adopted by a two-thirds (2/3rds) affirmative vote of the membership.

Voting members shall respond consistent with the written instructions included within such notice and within the time frame specified. Any voting members who do not vote within the time frame specified or according to any other instructions included with such notice shall be considered as casting his or her vote in confirmation of the proposed amendments.

Sec. 3 A resolution to amend the by-laws, duly accepted by the Board of Directors as specified in Article X, Section 1 and ratified by the membership as specified in Article X, Section 2, shall become effective on the date specified in the resolution to amend these by-laws.



**Women in Cable
TelecommunicationsSM**
Virginia

**Virginia Chapter Bylaws
(Amended 2014 Bylaws)**

Article I – Name and Area

Sec. 1 The name of the Chapter shall be Virginia chapter of Women in Cable & Telecommunications – a professional society (hereinafter referred to as the “Chapter”).

Sec. 2 The area covered by the Chapter is the Commonwealth of Virginia.

Article II – Mission Statement, Purpose, Objectives

Sec. 1 Mission Statement. Creating Leaders together. WICT develops women leaders who transform our industry.

Sec. 2 Purpose. Empowering women through Leadership, Education, Advocacy.

Sec. 3 Goals of WICT. The objectives of the Chapter shall be those of Women in Cable & Telecommunications, Inc. – a professional society (“WICT National”), which shall be the sole policy-making body.

The objectives are:

- To advocate women in the cable and telecommunications industry by developing their leadership and management skills.
- To be in the forefront of the industry as a respected advocate and catalyst for new productivity in a diverse and changing work force.
- To encourage women to understand, celebrate and communicate their career and life choices.
- To establish a synergy between the chapters and national that ensures a strong and viable organization supporting WICT’s mission.

Article III – Membership

Sec. 1 Eligibility: Membership is open to employees of cable television companies, including multisystem operators (“MSOs”) and systems, programmers, and suppliers of equipment and services to the cable television industry, but not including direct broadcast satellite, incumbent local exchange carriers, electric utilities or municipally owned cable systems and subsidiaries and affiliates of the foregoing.

Sec. 2 No one shall be admitted to membership in the Chapter or retained as a member of the Chapter unless recognition of such membership for the then current year shall have been issued to them by WICT National.

Sec. 3 Classes of Memberships. The classes of membership are as follows:

- a. Regular Membership. A non to mid-management professional employed full-time in any facet of the cable television and telecommunications industry is eligible for Regular membership. Such members shall remain current with the dues and shall be entitled to one vote regardless of the number of systems or corporations the individual may represent. Regular members may hold office and serve on the Chapter or National level of Board of Directors.
- b. Executive Membership. A senior management professional who otherwise qualifies for Regular membership is also eligible for Executive membership. Such members shall remain current with the dues and shall be entitled to one vote regardless of the number of systems or corporations the individual may represent. Executive members hold office and serve on the Chapter or National level of Board of Directors.
- c. Entry-level Membership. Any person employed in an entry-level, full or part-time position, with less than two years’ experience in any facet of the cable television and telecommunications industry is eligible for Entry-level membership. An entry-level position is defined as an hourly (non-salaried) employee with no supervisory or direct budgetary responsibilities and/or a student. (Part-time students working at other than an entry-level position do not qualify for Entry-level membership).
- d. Honorary Membership. The National Board of Directors, in its sole discretion, may confer an Honorary membership upon an outstanding person or corporation who has contributed to the success of the organization and/or the well-being of the cable television and telecommunications industry, or who otherwise has received recognition in the industry. Honorary members shall not be required to pay dues nor shall they be, entitled to vote or serve in an appointed or elected office. The granting of an Honorary membership to a corporation does not affect the membership status or membership requirements of any employees of such corporation.

Article IV – Officers

Sec. 1 The officers shall consist of a President, Vice President, Secretary, Treasurer, Assistant Treasurer and Immediate Past President (the “Officers”). An Officer may be re-elected to the same office only twice consecutively. Officers must be voting members of the Chapter.

Sec. 2 Each officer shall, subject to their nomination and selection on an annual basis, be initially eligible to serve for one term of two years until his or her successor shall have been chosen and qualified or until

his or her death, resignation or removal. The term of office for officers shall commence on January 1 of the first year and end on December 31 of the second year.

Sec. 3 A list of Officers must be maintained with the WICT National, and changes must be reported within ten (10) days of election or appointment.

Sec. 4 The powers and duties of the Officers shall be as follows:

- a. President. The President shall preside at all meetings of the members and the Board of Directors, shall appoint all committees; shall be an ex-officio member of all committees; be responsible for notifying Board members of the times and place at which Board meetings are to be held; execute such agreement on behalf of the Chapter as authorized by a vote of the membership and Board of Directors and shall perform such duties as may be vested in the President by the Board of Directors.
- b. Vice President. In the absence of the President or in the event of the President's inability or refusal to act, the Vice President shall perform duties of the President, and when so acting shall have all the powers of, and be subject to all the restrictions upon, the President. The Vice President shall perform such other duties and have other powers as the Board of Directors may from time to time direct, including interfacing with committee chairs in keeping the President advised of committee progress.
- c. Secretary. The Secretary shall attend all meetings of the Board of Directors and shall record all proceedings of such meetings; distribute information to the Board of Directors; forward copies of minutes to WICT National; and keep a roster of the board members and committee chair peoples.
- d. Treasurer. The Treasurer shall receive all funds and make all disbursements as authorized by the Board of Directors; present a financial report at each meeting of the Board of Directors and submit an annual financial report to the WICT National Treasurer as required by WICT National.
- e. Assistant Treasurer. The Assistant Treasurer shall perform the duties of the Treasurer in the event of the Treasurer's absence or inability or refusal to act. When so acting, the Assistant Treasurer shall have all the powers of, and be subject to all the restrictions upon, the Treasurer. The Assistant Treasurer shall perform such duties and have other powers as the Board of Directors may from time to time direct.
- f. Immediate Past President. The outgoing President of the Chapter shall automatically assume the office of Immediate Past President when a new President assumes office unless the Board appoints another individual to serve in the role of Immediate Past President. The Immediate Past President shall oversee committees as directed and assist the President as required.

Article V – Board of Directors

Sec. 1 The Board of Directors shall consist of the Officers and at least four Board members.

Sec. 2 The Board of Directors shall have general charge and control of the affairs and funds of the Chapter.

Sec. 3 The Board will hold a minimum of six regular meetings per year. Members of the Board of Directors are expected to attend all Board meetings. If three meetings are missed without reasonable cause and notice, the Board will have the option to appoint a successor.

Sec. 4 A simple majority of the Board of Directors shall constitute a quorum. The vote of the majority of the Board present at a meeting at which a quorum is present shall constitute action of the Board.

Sec. 5 There shall be an Executive Committee, composed of the Officers, which shall have all powers of the Board of Directors between meetings. Any minutes of the Executive Committee may be submitted to the Board of Directors at its next meeting.

Sec. 6 Whenever it is necessary to fill a vacancy among Officers or directors, the President shall call for recommendations to fill the vacancy. A majority vote of the remaining members of the Board of Directors shall determine the person selected. Persons so elected shall serve until the expiration of the regular term of office.

Sec. 7 All Board members, upon retiring from office, shall deliver to the President all money, accounts, record books, papers or other properties belonging to the Chapter.

Sec. 8 If a personal conflict arises with any elected Chapter board Officer causing plausible disruption amongst Board and/or Chapter board members, the following is suggested prior to formal dismissal:

- Chapter President speaks one on one with individual outlining the problem in detail.
- Action steps are discussed and given to the individual along with appropriate benchmarks for resolution.
- If conflict is not resolved within stated benchmarks, both the Chapter President and Chapter Advisor will conference call or meet with the individual.
- Prior to scheduling a formal vote by the Chapter, the Chapter President must notify the WICT National Chapter Development Chair, the WICT National President and CEO and the WICT National Director of Chapter Services.
- If no visible progress is made as a result of the above and if the individual does not resign, a formal vote should be taken by the remaining Chapter Board opting to remove the individual from his/her present Chapter role.
- A two-thirds (2/3) Board approval and Chapter membership approval following the voting procedure set forth by bylaw amendments in Article X of these bylaws is needed to remove the individual from his/her position.
- A suitable replacement may be selected as set forth in Article V, Section 6 above.
- WICT National must be kept informed of developments related to this Section 8, and if the individual has falsified information or has taken Chapter monies, WICT National must be notified immediately. If the officer causing such disruption is the President, then all previous references to "Chapter President" in this Section 8 shall be deemed to be references to "Chapter Vice President."

Personal conflict may include any of the following:

- Unprofessional conduct and/or language displayed at events and programs

- Unprofessional conduct and/or language in written form
- Spreading unsubstantiated rumors amongst Chapter leaders and members
- Personal agenda by individual causing dysfunction due to lack of honesty
- Falsifying information
- Taking Chapter monies

Potential reward if resolved:

Elected to a different or reinstated to the same Board position after demonstrated ability to move forward into productive decision making and team building.

Article VI – Elections

Sec. 1 The election of Officers and members of the Board of Directors will be conducted by e-mail of all voting Chapter members or other reasonable means authorized by the Board of Directors.

Sec. 2 A Nomination Committee of three members shall be appointed by the President and approved by the Board of Directors. The Nomination Committee shall call for nominations, contact those nominated and prepare an official slate for approval by the Board of Directors.

Sec. 3 The Secretary shall prepare and send the official ballot to all voting Chapter members in time to permit the receipt of ballots by approximately the third Wednesday of October.

Sec. 4 Ballots shall be returned to and tabulated by the Secretary. A plurality of all returned ballots shall be necessary to constitute elections. In the event of a tie vote, the Board of Directors reserves the right to cast the deciding vote.

Sec. 5 The Board of Directors shall have the authority to fill all vacancies in its body and among the elected Officers for any unexpired term.

Article VII – Committees

Sec. 1 The President, with approval of the Board of Directors, shall appoint chairpersons for the committees, which, if applicable, shall initially be in accordance with the positions set forth in the ballot. The Chapter President reports regularly to the WICT National Board of Directors regarding committee activities.

Sec. 2 Depending on need, the following committees may be formed:

- a. **Membership:** Shall be responsible for finding qualified professionals and students for membership and securing their membership for the Chapter. This committee shall maintain an accurate membership roster and keep the Secretary and Treasurer informed of membership changes. The committee shall also encourage prompt renewal of memberships. The Membership committee chair shall be thoroughly familiar with WICT National's membership program and with renewal/new member goals for the Chapter; develop and carry out new member acquisition and renewal campaigns that are within budget and designed to achieve the Chapter goal; and coordinate the current local membership list with staff at WICT National to assure the highest possible accuracy.

- b. Programming: Arranges programs for members which meet the mission of WICT National and works with other committees to assure publicity, location and hospitality.
- c. Marketing: Publicizes activities of Chapter through local and trade media.
- d. Sponsorship: Seeks out and engages new sponsors and maintains relationships with existing sponsors to support the Chapter in its programming and marketing efforts.
- e. Others: The board may establish such other committees or subcommittees, such as Social Media and Mentorship, as deemed appropriate to help fulfill the Chapter's mission.

Sec. 3 Committee chairpersons shall report committee activities at Board meetings.

Article VIII – Finances

Sec. 1 The fiscal year of the Chapter shall be the same as WICT National.

Sec. 2 The President and the Treasurer are the Chapter's chief executive and financial officers, respectively, and shall be responsible for sound financial planning and fiscal integrity.

Sec. 3 All bank accounts shall be in the name of the Chapter and meet any requirements set forth by WICT National.

Article IX – Dissolution

Sec. 1 At a meeting duly called for the purpose of considering the question, the Chapter shall be dissolved upon receiving at least two-thirds (2/3) of the votes entitled to be cast by members present at such meeting, and all assets shall be distributed as authorized by the Articles of Incorporation and directed by the national Board of Directors.

Article X – Amendments

Sec. 1 These bylaws may be amended, repealed or altered in whole or in part, and new bylaws adopted by a two-thirds (2/3) vote of the Board of Directors provided thirty (30) days' notice of the proposed amendments has been sent to all members of the Board, unless such timely notice is duly waived by every such member. Amendments to the bylaws must be ratified by the voting membership as specified in Section 2.

Sec. 2 A resolution to amend the bylaws, duly approved by the Board of Directors as specified in Section 2, shall be submitted to the voting membership for ratification within thirty (30) days of adoption by the Board of Directors as described in Section 1 and will be adopted by a two-thirds (2/3) affirmative vote of the membership.

Voting members shall respond consistent with the written instructions included within such notice and within the time frame specified. Any voting members who do not vote within the time frame specified or according to any other instructions included with such notice shall be considered as casting his or her vote in confirmation of the proposed amendments.

Sec. 3 A resolution to amend the bylaws, duly accepted by the Board of Directors as specified in Article X, Section 1 and ratified by the membership as specified in Article X, Section 2, shall become effective on the date specified in the resolution to amend these bylaws.



2015 WICT Virginia Chapter Board Meeting Dates

2nd Thursday, 9:00 AM

December 11, 2014

January 8, 2015

February 12, 2015

March 12, 2015

April 9, 2015

May 14, 2015

June 11, 2015

July 9, 2015

August 13, 2015

September 10, 2015

October 8, 2015

November - WICT Breakfast

December 10, 2015

2015 WICT Virginia Chapter Exec Board Meeting Dates

1st Thursday, 9:00 AM

December 4, 2014

January 1, 2015 – Cancelled (Holiday)

February 5, 2015

March 5, 2015

April 2, 2015

May 7, 2015

June 4, 2015

July 2, 2015

August 6, 2015

September 3, 2015

October 1, 2015

November 5, 2015

December 3, 2015

TAB 2

PROGRAMMING



Event Planning Checklist

The WICT Brand Promise is to create bold, self-empowered leaders through advocacy and leadership training. Events are vital to the overall success of the WICT mission. This event planning checklist was created to assist our chapter leaders and volunteers, and to ease the pressure of preparing for successful events. It is a general checklist and it is important to always brainstorm in the beginning of your planning phase to customize this list to meet all of your objectives.

6 to 12 Months Ahead

Logistics

- Establish preliminary concept and theme of event
- Visit potential sites; develop alternative site (if event is outdoors)
- Check proposed date for potential conflicts, finalize date in writing
- Appoint a logistics coordinator/select committees/chairpersons and form any subcommittees that might be needed
- Identify areas of need for outside suppliers such as audio visual and floral
- Get written contracts for site, entertainment, etc.
- Investigate need for special permits, licenses, insurance, etc.

Budgeting

- Draft initial budget (site rental, food, drinks, AV/sound/lights, etc.)
 - Know exactly how much you will be charged. Understand the price structure, i.e., room rental or food and beverage minimum. Calculation should include tax and service charges. This is typically 30 percent. Remember that food costs are negotiable. If you have a specific budget, the caterer can come up with a menu to fit that budget.
- Get bids for entertainment; decorations; design/printing

Marketing

- Decide on a registration fee structure and set up a registration process that includes terms of cancellation
- Create sponsorship amounts/levels
- Compile mailing list
- Pick graphic artist and begin invitation design; Create logo for event
- Order save-the-date cards or other event announcements
- Set marketing/public relations schedule; develop press release and calendar listings
- Select photographer; arrange for photos of VIPs, chair, honorees

VIPs/speakers

- Research/approach honorees if appropriate
- Invite/confirm VIPs
- Get biographical information on VIPs, honorees, chair

3 to 6 Months Ahead**Logistics**

- Begin monthly committee meetings
- Set menu with caterer for food and beverages
- Finalize audio/visual contract
- Select/order awards/speaker gifts
- Secure permits and insurance
- Sign contract with entertainment or AV vendors
- Obtain audiovisual needs from speakers and presenters. Order all necessary equipment as soon as possible.
- Order any special linens or floral arrangements; napkins with logo
- Get written confirmation of celebrity participation/special needs

Marketing

- Request logos from corporate sponsors for printing
- Write/send requests for funding or underwriting to major donors, corporations, sponsors
- Review with graphic artist the layout for invitations, signage, program book (if needed)
- Prepare final copy for invitations and signage
- Complete mailing lists for invitations
- Order invitations; signage
- Finalize mailing lists; begin soliciting sponsorships
- Post information on your website

2 Months Ahead**Logistics**

- Review/finalize budget, task sheets and timeline
- Review needs for signs at registration, directional, etc.
- Finalize transportation/hotel accommodations for staff, VIPs, honorees
- Hold walk-through of event with responsible committees, chairpersons and responsible site staff
- Obtain contracts for decorations and rental items

Marketing

- Obtain logos from corporate sponsors for program printing
- Sign contract with photographer
- Assemble/address invitations
- Mail invitations
- Release press announcements about VIPs, honorees
- Follow up to confirm sponsorships

1 Month Ahead

Logistics

- Confirm staff for registration
- Get enlarged site plan/room diagram (CAD drawing), assign seats/tables if needed
- Give estimate of guests expected to caterer/food service (usually due 72 hours before event)
- Confirm hotel accommodations
- Confirm special security needed for VIPs, event
- Prepare welcome packet for VIPs, chairmen, and key staff
- Schedule deliveries of special equipment, rentals
- Confirm setup and tear down times with event site
- Arrange for coat check if needed
- Create check list of all onsite materials

Marketing

- Review script/timeline

1 Week Ahead

Logistics

- Meet with all committees for last-minute details
- Confirm number attending
- Finish seating/table arrangements (if needed)
- Hold training session with volunteers; finalize assignments
- Secure two or three volunteers to assist with emergencies
- Finalize registration staff
- Distribute seating chart, assignments to hosts/hostesses
- Schedule pickup or delivery of any rented or loaned equipment
- Double-check arrival time and delivery times with vendors
- Reconfirm event site, hotel, transportation
- Deliver final scripts/ timelines to all program participants
- Finalize catering guarantee
- Confirm number of volunteers
- Final walk-through with all personnel
- Schedule rehearsals
- Schedule volunteer assignments for day of event
- Establish amount of petty cash needed for tips and emergencies
- Update onsite materials checklist

Day Before Event

- Recheck all equipment and supplies to be brought to the event
- Print all name badges
- Have petty cash for gratuities and vendor checks prepared

Event Day

- Arrive early
- Unpack equipment, supplies and make sure nothing is missing using checklist
- Be sure all VIPs are in place and have scripts
- Reconfirm refreshments/meal schedule for volunteers
- Go over all the final details with caterer and setup staff
- Check with volunteers to make sure all tasks are covered
- Set-up registration area
- Set-up all signage; make sure branding is very visible
- Check sound/light equipment and staging before rehearsal
- Hold final rehearsal

Flow of the event

- Be sure to keep tight control of the flow of the event
- Keep the audience engaged from the beginning with walk-in music and slideshow video if possible
- Limit dead time between meal service and 1st speaker; presentations should start no more than 20 minutes after meal service begins

Post Event

- Pack and inventory all materials
- Do financial reconciliation
- Prepare list for thank-you letters; prepare and mail letters
- Obtain evaluations from staff and volunteers

If you have any additional questions, please contact Kristie Chang, Director, Events and Programs at kchang@wict.org or 703.234.9818.



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**Creating Leaders.
Together.**

WICT Program Guidelines Recommendation (Revised 12/2009)

WICT's programs and events, both at the national and chapter levels, are a vital part of the overall organization and critical to the mission of developing women leaders. They are a valued resource for the cable industry and also a highly visible area for WICT.

Our primary goal within WICT is to continue to serve the needs of our membership. In today's economic environment, companies are scrutinizing all of their expenditures, both in monetary terms and their employees' time. These increased optics, along with increased budget constraints, must be considered when planning and executing all of WICT's national and chapter programs. All events should be planned and executed with well defined goals and with the benefits to the membership and industry clearly defined. This includes any networking programs/events, which must provide learning takeaways reflecting WICT's mission of developing women leaders in the industry. Events that would be considered solely social should not be part of any WICT calendar.

The following guidelines have been created as a resource for your chapter when you are planning chapter programs and events. They are intended as a guide to ensure that WICT activities are in alignment with what the industry needs and expects from WICT.

In addition to adopting these guidelines, it is important for chapter leaders to communicate their program plans to their key industry stakeholders about their programming plans. These stakeholders may include market leaders, key executives of members companies and sponsors, and Executive Advisory Boards. Chapter leaders should coordinate a meeting, whether in person or otherwise, with these key stakeholders early in the year to assure that they are aware of, and supportive of, the planned chapter events for the upcoming year.

Program Guidelines:

- All programs should be "mission-centric" and reinforce our key WICT components of Education, Leadership Development, Mentoring and Awards/Recognition.
- For each event, a learning takeaway should be identified that ties directly back to the WICT Mission and/or Touchstones of Leadership. (For example, with BMLI, we've identified the key leadership competencies that we want the participants to excel in by the end of the program. Each session is focused on one or more of these leadership competencies.)
- Communications: By communicating what the attendees will learn, as well as how they and their companies will benefit by their participation, it will strengthen chapter alignment with the

core values of WICT. This will also provide your chapter with a solid framework for your marketing outreach. In all communications, the “what you will learn” message should be reinforced and tie directly to our WICT Mission and Touchstones.

- We should limit the number of programs to those that have the most impact and align with the above guidelines.
- Partnering: Given the concern about too many programs/events, partnering with other industry associations, such as NAMIC and CTAM, etc. is desirable and an option many Chapters are already pursuing. This type of collaboration can be very successful while continuing to reinforce the WICT mission and WICT as a leader/partner. Partnering with other organizations where WICT does not receive an equal member/revenue benefit or there is not alignment with our purpose is not recommended.
- Promotional Materials and Distribution: All materials promoting WICT programs or events should be in alignment with these guidelines and should support the WICT mission with the program’s design, title and purpose. Distribution lists must be well-maintained and promotions need to be selectively targeted.

Change Assistance and Examples:

General Positioning Guidelines for Chapter Programs/Events

When planning a chapter program or event, its purpose should be clear and in alignment with education, leadership development, mentoring or recognition that is supported by WICT. One litmus test is whether the CEO of a company would approve attendance at the event. All programs should be of value to the individual member as well as to her organization. If an event does not have a clear professional purpose, then it should not be a WICT activity. This includes social hours and mixers. These events and associated descriptions should be avoided.

When planning a chapter program or event, follow these general guidelines:

- Identify the purpose and benefits that relate to WICT’s mission and Touchstones of Leadership (the descriptions of the Touchstones are a great resource for programming)
- Clearly state the benefit and learnings of the event in all communications
- Know the intended target audience and market to them, avoiding blast emails and other materials that go out to everyone unnecessarily
- Keep the content and promotion at a professional level

Mentoring and networking activities are integral to WICT’s mission, but need to be well thought out and planned. Specific learnings and takeaways need to be identified and communicated. Networking has sometimes become synonymous with social events to the detriment of the importance and benefit of professional networking. Misperceptions surrounding networking programs/events pose a particular challenge.

In planning events that use networking as part of the program, care should be taken in defining the benefits of attending the event. It’s recommended that the networking be augmented with other clearly defined takeaways. In addition, options for naming networking events provide the ability to shift from what may be misperceived as a social event to one that is focused on the benefits of professional networking, including building relationships and creating access to other leaders. Collaboration is often

an important outcome of professional networking and also a key leadership skill. Shifting the focus from networking to collaboration offers another option for chapters in creating programs. These programs can discuss the various aspects of collaboration, such as team building, working across disciplines and collaborating with other companies.

For year-end events that are held around the holidays, chapters should combine the social aspect of their event with another activity, such as an awards and recognition feature or a business review of the year and/or a look at projections for the next year. The year-end time provides an excellent opportunity to invite senior executives in the industry to share their insights into how they perceive the industry and what they see coming up in future months. In addition, some chapters also incorporate support of a charity organization which provides another value-added aspect to year-end events.

The following are suggestions for program and event names, and additional guidelines for how to structure some activities to assure that they align with WICT's mission and professionalism.

Networking Activities including Holiday and Year End

- WICT (team) Building
- Developing/Improving Business Relationships
- Professional Connections
- Professional Collaboration: Teams
- Industry Collaboration
- Networking for Thought Leaders
- Networking 101 (have a brief learning section on the basics of networking for those who are junior in their career)
- Executive Networking
- WICT Executives Networking
- WICT CRM: Connect, Relate, Motivate
- WRM: WICT Relationship Management
- Wednesday WICTworking
- Activating Your Connections
 - Activating Industry Connections
 - Activating Your Member Connections
- Year End Industry Networking (when pairing with another industry organization)
- Year End WICTworking

Book Clubs

- Leadership Book Club
- Executive Book Club
- Executive Book Club Series: *Use descriptive of book being discussed here*
- Virtual Book Club
- Virtual Book Club Series: *Use descriptive of book being discussed here*

Branding Events

- Managing Your Leadership Brand
- Knowing and Leveraging Your Leadership Brand
- Personal Leadership Branding
 - : Image

- : tie to what the focus is

Golf and Sporting Events

- Incorporate education into event
 - For example, move to a 9-hole golf outing, which is preceded by a presentation. Assign the golf foursomes a discussion topic related to the presentation and then have the groups report out at a reception following the golf.
- Select an organization that will benefit from the proceeds of the event, particularly ones that support girls education, girls going into technology or other organizations that help women to become self-sufficient, such as WICT's empowerment partners Women for Women and Paper to Pearls
- Avoid promoting it exclusively as a sporting event – focus on other things, such as a) partnership with another organization with networking and/or mentoring opportunities b) highlight the education and takeaway learnings versus just the activity c) feature information about where the proceeds are going and the mission of that organization
- Team Building
- Team Learning
- Golf – incorporate PAR

TAB 3

MEMBERSHIP

WICT MEMBERSHIP APPLICATION

1. MEMBERSHIP INFORMATION

Ms. Mr. (circle one)	Name	Title		
Company	Address	City	State	Zip
Phone: Business	Cell	Fax	Email	

2. OCCUPATIONAL AREA

PRIMARY JOB FUNCTION (CHOOSE ONE)

- | | | | |
|-------------------------------------------------|---------------------------------------------------|-----------------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> Accounting/Finance | <input type="checkbox"/> Creative | <input type="checkbox"/> Legal/Legislative | <input type="checkbox"/> Product Development |
| <input type="checkbox"/> Administration/Support | <input type="checkbox"/> Customer Service | <input type="checkbox"/> Marketing/Sales | <input type="checkbox"/> Production |
| <input type="checkbox"/> Advertising/Ad Sales | <input type="checkbox"/> Digital Services | <input type="checkbox"/> MIS/Technology/Engineering | <input type="checkbox"/> Programming |
| <input type="checkbox"/> Affiliate Relations | <input type="checkbox"/> Executive | <input type="checkbox"/> New Media | <input type="checkbox"/> Public Relations/Community Relations |
| <input type="checkbox"/> Communications | <input type="checkbox"/> General Management | <input type="checkbox"/> On-Air Talent | <input type="checkbox"/> Research/Analysis |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Human Resources/Training | <input type="checkbox"/> Operations | <input type="checkbox"/> Other: _____ |

Year you entered the industry: _____ Were you referred by someone? _____
Name Company Email

3. MEMBERSHIP CATEGORIES

(MEMBERSHIP INCLUDES ONE PRIMARY CHAPTER)

- ☐ **EXECUTIVE (\$290)** members at director and higher (voting member)
- ☐ **REGULAR (\$185)** mid-level positions not defined in Executive level (voting member)
- ☐ **ENTRY (\$80)** non-salaried positions or no managerial responsibility (non-voting member)
- ☐ **STUDENT (\$35)** full time students

MEMBERSHIP PERIOD: Calendar year January–December. Members joining after February 1 are pro-rated a discount on next year's dues.

TAX INFORMATION: WICT is a 501(c)(3) non-profit, Federal ID #36-3814358.

WICT dues or contributions may be deductible as a business or charitable expense. Please consult your tax advisor.

4. SELECT CHAPTER

MEMBERSHIP INCLUDES A PRIMARY CHAPTER (WRITE ONE FROM BELOW): MY PRIMARY CHAPTER IS: _____

For \$30 per chapter, per year, you may choose additional chapters (not same as above):

- | | |
|----------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Northern California | <input type="checkbox"/> New York |
| <input type="checkbox"/> Southern California | <input type="checkbox"/> Greater Ohio |
| <input type="checkbox"/> Carolinas | <input type="checkbox"/> Pacific Northwest |
| <input type="checkbox"/> Great Lakes | <input type="checkbox"/> Greater Philadelphia |
| <input type="checkbox"/> Greater Chicago | <input type="checkbox"/> Rocky Mountain |
| <input type="checkbox"/> Florida | <input type="checkbox"/> Southeast |
| <input type="checkbox"/> Heartland | <input type="checkbox"/> Greater Texas |
| <input type="checkbox"/> Midwest | <input type="checkbox"/> Virginia |
| <input type="checkbox"/> New England | <input type="checkbox"/> Washington DC/Baltimore |
| <input type="checkbox"/> New Mexico/Arizona | <input type="checkbox"/> United Kingdom |

Chapter information found at www.wict.org, select Member/Chapter Services

5. ABOUT YOU

WICT embraces diversity as a good business practice for the cable industry. Gathering this information from our members improves the design and content of our diversity initiatives.

ETHNICITY (SELECT ONE):

- ☐ African American
- ☐ Asian
- ☐ Caucasian
- ☐ Hispanic/Latino
- ☐ Other _____

AGE RANGE:

- ☐ 18–24
- ☐ 25–34
- ☐ 35–44
- ☐ 45–54
- ☐ 55+

I AM A PROUD MEMBER

OF THE ____ GENERATION.

- ☐ Traditionalist (before 1945)
- ☐ Boomer (1946–1964)
- ☐ Generation X (1965–1980)
- ☐ Generation Y/Millennial (1981–2000)

HIGHEST EDUCATION LEVEL:

- ☐ High School
- ☐ Associates Degree
- ☐ Bachelors Degree
- ☐ Masters Degree
- ☐ Doctorate
- ☐ Juris Doctorate

6. PAYMENT INFORMATION

Membership with
primary chapter \$ _____
Additional Chapters _____ x \$30 _____
Voluntary Contribution _____
Total \$ _____

PAYMENT TYPE:

- ☐ Check payable to WICT
- ☐ MasterCard
- ☐ Visa
- ☐ American Express
- ☐ Discover

Card Number

Exp. Date Billing Zip Code

Signature Name on card

7. RETURN TO

MAIL: WICT
2000 K Street
Suite 350
Washington, DC 20006

FAX: 202.450.5596
JOIN ONLINE: www.wict.org
QUESTIONS? 202.827.4794



Women in Cable
TelecommunicationsSM



WICT Virginia Chapter

2015 Member Plan

Gina Wheeling

540-887-3477

gina_wheeling@cable.comcast.com



**Women in Cable
Telecommunications™**

2015 Mission & Goals



Membership Mission:

To aggressively prospect in cable markets across our VA territory. This year Gina Wheeling is the Membership Chair. The plan is to continue to aggressively prospect in cable markets across our VA territory and continue to grow membership and The plan is focused on attracting, engaging, and growing membership within the Virginia region.

Membership Goals:

Retain current members and grow new membership within VA. In 2014 we implemented the Membership Scholarship in order to involve all board members to put effort toward new membership. We will continue to utilize the Membership Scholarship which is awarded to individuals who can benefit from WICT membership and development. There are six scholarships that are awarded by the board and selected upon need, merit, and interest. Current WICT VA Members and Board Members complete the nomination form when interested. This year we will carry out a quarterly initiative that membership will team up with sponsor/programming. It will be a dial in webinar or a Lync presentation. This will drive membership involvement and help to retain our current members.



2015 Plan: Member Retention



Membership will work closely with marketing and social media chairs to spearhead effective communication of our core values and opportunities not only to prospects, but also to our existing members. We will also work with our partners on two key new member initiatives: Membership Scholarships and Quarterly Programming Initiative.

Retention:

- ✓ Understanding that our members are our most valuable recruitment tool; the VA Chapter will quarterly recognize and reward the member who has recruited the most new members with a \$50 Target Department Store card. We want to “Target Recruitment”!
- ✓ The VA Chapter wants to be identifiable in our community. We will provide board members with polo shirts embroidered with the WICT logo. When working in our communities on WICT related initiatives, we proudly wear these shirts.
- ✓ Development of Social Media and our WICT VA Chapter webpage will focus on news and information relevant to our membership.
- ✓ Scholarships will be available to those VA WICT members that apply and are accepted via board discussion to the WICT Executive seminar and National WICT Leadership conference.
- ✓ Members can apply to be a mentor or mentee through our VA WICT Chapter Mentor program.
- ✓ Quarterly Programming Initiative - we will invite leaders in our industry to present a 15 minute topic of their choice. This will be a quarterly webinar or Lync presentation. Members and Future members will be able to attend these quick and informative learning sessions. These focused presentations will be to provided quick and continuing education to our members and future members.
 - Target Topics Include: 1. General info. about WICT-What is WICT? 2. Presentation by a sponsor-why are they involved? 3.A program tie in to support the program- like healthy leader. 4. The role of branding-What can we do?
- ✓ Conduct regular membership drives/professional industry opportunities that encourage member connections throughout the year.



2015 Plan: New Members



New member growth is the responsibility and the privilege of our board members and members. The VA WICT Chapter will commit to the following:

- ✓ Share monthly updates to National and to board members on membership status, new, and renewals, and where the chapters is to goal. **Task: Membership Chair and Co Chair**
- ✓ Monitor renewal process and reach out to non-renewals via email, social media and phone. **Task: Membership, Marketing, Social Media**
- ✓ Provide WICT membership collateral at all events as well as actively promote benefits at all chapter events. **Task: Membership & Board**
- ✓ All renewal and new members will receive a thank you note in recognition of their membership. **Task: Membership, Marketing, Social Media**
- ✓ To share all event information and calendar of events with members and prospects through the appropriate channels of communication. **Task: Membership, Social Media, Marketing, Programming**
- ✓ Utilize survey information from Communications Chair to reach out to new Members. **Task: Membership, Communications, Marketing**
- ✓ Personally welcome visitors at each event. **Task: All Board Members**
- ✓ To follow up with visitors via email / phone call / thank you note. **Task: Membership, Marketing**
- ✓ Focus on recruiting new companies that are appropriate fit for WICT. **Task: VA WICT Chapter: All Board Members, Membership, National**
- ✓ The Board will continue to utilize the Membership Scholarship which is awarded to individuals who can benefit from WICT membership and development.
- ✓ Communicate specifically with non-members, MSOs, programmers and other companies, in-person meetings, newsletters, emails, phone, word of mouth, website, social media, etc. **Task: All Board Members**



2015 Plan – New Members



Events to provide value to existing and new members

(BASED ON 2014: DATES TBA)

Three Part Speakers Bureau

WICT Meet the Operator

WICT Tech It Out

WICT Mentor/ Mentee Opportunities



Women in Cable
Telecommunications™



WICT Membership Benefits

WICT gives you the tools to define your career journey.

Why join this unique and important organization? As a WICT member, you will align yourself with nearly 10,000 cable professionals. This alone will better enable you to develop valuable connections with industry peers and leaders while gaining access to members-only resources and professional development programs at national and chapter events throughout the country. But also consider these benefits of membership.

Grasp New Knowledge, Escalate Your Career: Whether you're striving to be more effective in your current position or aspiring to take your career to the next level, WICT provides an array of educational programs, services and volunteer experiences to further your professional development.

Extend Your Network: When you join WICT, you surround yourself with individuals, who like you, recognize the value of the WICT community. Our network of nearly 10,000 established and rising industry leaders exchange knowledge and experiences to advance each other's progress. WICT provides a variety of opportunities to build enriching relationships including renowned leadership programs, local chapter networking events and participation on chapter boards.

Have WICT in Your Corner: WICT conducts its own original research and corporate outreach on issues that matter to advancing women. We serve as an advocate for you and all women in cable. The WICT PAR Initiative gives you the industry standards on Pay Equity, Advancement Opportunities and Resources for Work/Life Support.

Access Online Resources: WICT's electronic newsletter, the *WICT Wire*, provides WICT and industry news—right to your inbox each month. And our newest informational resource, *@WICT*, offers you the best compilation of information gleaned from WICT's Twitter posts. You can also take advantage of exclusive access to the members-only section of the WICT website where you will find special offers and social networks with rich information only available to members.



WICT Membership Benefits continued

Enjoy Local Access: With 20 local WICT chapters, you will gain access to the local programs and resources our chapters offer. Like the national office of WICT, our chapters embrace individuality, diversity and innovation in their offerings. Each chapter works diligently to attract, grow and retain its chapter members by offering an array of programs and activities, including industry- and geographically-specific education, professional branding and communications and one-on-one mentoring.

Learn How to Manage Your Career: The WICT Online Career Center puts you in front of more than 200 media companies and helps you become your own career manager. Search for immediate opportunities and build a confidential career profile and resume today. WICT member companies are allowed complimentary and discounted position openings.

Acquire Transitional Member Benefits: WICT members affected by the economic climate, industry consolidation or company restructuring, may take advantage of reduced member dues through WICT's Transitional Member Program. Contact WICT at membership@wict.org if you would like more details.

Be Recognized For Your Achievements: WICT offers multiple awards throughout the year at both the national and chapter levels. These programs honor individuals and companies at various levels, including the prestigious WICT Signature Accolades, WICT Touchstone Awards, and the Women in Technology Award.

Training Programs WICT Offers

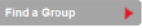

- Betsy Magness Graduate Institute
- Betsy Magness Leadership Institute
- Executive Development Series
- Rising Leaders Program
- Senior Executive Summit
- Tech It Out Conference Panel
- WICT Leadership Conference
- Exclusive “Cable Boot Camps” tailored specifically for your company
- Online Webinars, both live and through our online library
- WICT Touchstones Luncheon
- WICT Signature Luncheon
- Chapter Mentoring and other local Professional Development programs

2014 WICT Membership Cheat Sheet – Keep Handy

Chapter Resources

WICT Connects is your chapter resource toolbox giving you access to share and discuss best practices.

To Access WICT Connects for Chapter Leadership Group:

- ✓ Go to <http://connect.wict.org/>
- ✓ Log In with credentials (email and password)
- ✓ Click on  type in Chapter Leadership
- ✓ In Chapter Leadership Group, click  and await approval

Membership Goals Worksheet /Dues Rebates

This report tracks new and renewed members. Total goal is set at maintaining 2013 YE. Renewed goal is set at 80% of prior year's members. Memberships are tracked from Nov 1 through Oct 31**. Chapters receive credit for primary chapter members with member type of Student, Entry, Regular, or Executive. Affiliate members (primary members to another chapter), included in rosters, receive all communications but cannot vote for chapter board.

**Membership processing for the current year ends Oct 31. Memberships received after Oct 31 are credited for next year.

Chapter Dues Rebates are sent to Chapter Treasurers. Rebate Schedule: Nov-Mar (sent in Apr); Apr-Jun (sent in Jul); Jul-Oct and rebate incentive (sent in Nov). Rebate incentive increases once chapters exceed 100% of total actual to goal and any earned incentive is applied retroactively. Please refer membership section of MCBP.

Renewal Grace Period

January through March 31 is the renewal period and all current rosters will include both 2013 & 2014 members. Starting April 1, all rosters will list 2014 members only. Non-renewed members will no longer receive communications/benefits and are considered lapsed. Chapters must use the most current rosters for communications.

Distinguishing New Members

Original join dates in member rosters will indicate latest new members (Join date 11/1/13 through 10/31/14). Chapters can reach out and welcome via a call, letter or email. Assign calls to volunteers. Use join dates to touch base at 3 and 6 months.

Renewal Invoices and Email Reminders*

-Invoice 1: Mailed early Dec; **-Invoice 2:** Mails in Early Feb

-Invoice 3: Mails in Mid- Mar

Complimented with renewal reminders to all members.

***Comcast & Time Warner do not receive individual invoices or emailed renewal reminders as renewed automatically.**

Chapters can send email reminders using the latest non-renewal roster. Access renewal email template on WICT

Connects. Individual non-renewal outreach, divide amongst board and volunteers.

Membership Processing/Email Confirmations

Mailed or faxed: Once received, confirmations emailed in one business day. Online: Immediate email confirmation is sent with receipt.

Virtual Membership Cards accessible online through MY WICT after Log In.

Membership Dues Procedures

Chapters may not process or deposit membership dues. Membership Applications can be collected at events and sent immediately to WICT staff via fax, scan, or express services to the attention of Membership.

Membership Collateral - display at chapter events.

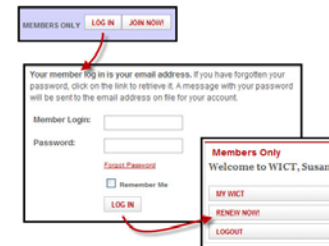
The Transitional Member Program

Members out of work can take advantage renewing through the transitional member program and take \$100 off regular and executive level dues. Members may contact membership@wict.org or call 202.827.4787.

Pro-rated Dues

WICT membership is by calendar year. The renewal period is January through March. Since we don't invoice on the anniversary month, new members who joined last year, receive pro-rated credit. Eg. Member joined last September, the pro-rate credit is eight months.

Become familiar with Website Log In.



Log In using your email and password (case sensitive)

On next page, under members only located right of photo –Click Renew Now

–Click MY WICT to update contact info/get receipts/change or add chapters/and more.

Email confirmations include receipts and go into members' spam, visit My WICT for receipts or contact Member Svcs Team.

Membership Services Team – Contact us at Membership@wict.org:

1. **Robin Burke Zahory** 202.827.4781; rzahory@wict.org (membership plan, recruit-a-member, recruitment & retention, member communications, database lists)
2. **Kathleen McNally** 202.827.4784; kmcnally@wict.org (web log-in, contact updates, chapter goals, chapter rosters, order membership collateral, WICT Connects)
3. **Donna McDonald** 202.827.4787; dmcdonald@wict.org (membership dues/application, invoices, receipts, registration, database, transitional member program)

Chapter Handbook

Chapter Membership Section

Introduction

Members are the lifeblood of WICT. The organization's success is directly tied to the ability of staff and volunteer leaders to respond to the needs and expectations of our members. Therefore, WICT National and Chapters are committed to working together as partners in an ongoing process of identifying and developing our membership markets.

Chapters are uniquely positioned to provide members with quality educational programming and a local forum to network and learn from one another. To advance our mission, it is imperative to continually work to build and preserve a healthy membership base. In this regard, membership should truly be "everyone's business" in the National and Chapter structure.

In an effort to ensure that National and Chapters are working collaboratively toward our mutual membership goals, WICT has built the following outline of membership roles and responsibilities based on three broad components of membership organizations:

- Membership Operations
- Membership Recruitment
- Membership Retention

WICT will continue to update the outline based on new developments and as additional resources are made available.

Who to contact

The WICT National staff is here to support your membership efforts. If you have questions or require assistance, please contact:

Robin Burke Zahory
Director, Member & Chapters Relations
Phone: 703.234.9811
Fax: 703.817.1595
Email: rzahory@wict.org

Membership Success Factors

The following criteria are those necessary in meeting model chapter status with respect to membership. Please reference the WICT Model Chapter Business Plan for a comprehensive approach to achieving model chapter status.

WICT's primary goal in creating model chapter criteria is to ensure that the work of National and Chapters are coordinated to grow membership in the organization. Indeed, membership is the most effective proxy for determining the relative health of the organization.

Important facts about WICT membership:

WICT's membership year runs from January 1 to December 31.
(Memberships are processed for 2007 from November 1 through October 31)

WICT member dues are:

- ☐ Executive: \$275 (voting member)
- ☐ Regular: \$175 (voting member)
- ☐ Entry: \$75 (non-voting member)
- ☐ Student: \$35 (non-voting member)

15% of dues remitted quarterly to chapters.

Chapter measurements of success in the area of membership include:

14 total points available in this section.

1. **Retention:** the overall percentage of members that a chapter retains from the previous year. Annual Retention rate for the year: Total points:_____

Connect.	=	60 - 79% (1 point)
Catalyst.	=	80% - 89% (3 points)
Inspire.	=	90% or higher (5 points)

2. **Net Growth:** an increase in the total number of members matriculating to each chapter (i.e., new members minus lapsed members is a positive number). Total points:_____

Connect.	=	Net loss in members (0 point)
Catalyst.	=	Growth of 1-9% (3 points)
Inspire.	=	Growth of 10% or more (6 points)

3. **Membership Plan:** the chapter has an annual, written plan in place that discusses actions the chapter will take to recruit and retain members. Total points:_____

Written membership plan submitted by February 15:

- ☐ Yes (3 points)
- ☐ No (0 points)

Recruitment and Retention: Tips & Ideas

- Keep your prospective member list updated and contact the individuals on the list on a regular basis.
- Challenge your Chapter board to recruit. They're already leaders in their own right just by the sheer accomplishment of being on the Chapter board.
- WICT national can provide lists of prospective members in your geographic area. Send an email to membership@wict.org to request the list.
- Keep meeting attendance records, including members and guests. Contact members who do not attend meetings and follow up with guests to encourage joining. Acknowledge new members and guests at every meeting.
- Identify businesses with little or no representation at the Chapter by reviewing membership reports provided by WICT. Make initial contact via personalized letters to extend invitations to join.
- Sort non-renewals roster by company name and assign board members who are employed by the same companies to reach out to those non-renewals.
- Make sure you always welcome new members. At their first function, welcome them to the group and ask them to say a few words about themselves and why they joined. Assign them to a buddy to help them get to know the ropes and meet other members.
- Develop a simple guest packet with information about WICT, your Chapter, and key members they may wish to talk to for information. WICT National is happy to provide membership brochures, applications or other materials.
- Encourage your Membership Committee and Board of Directors to call members for meetings and special events and to encourage inactive or lapsed members to become more active in the organization.
- Encourage members to bring and introduce guests at meetings. Have guest registration forms available to facilitate introductions and augment your prospect list.
- Have membership forms and return envelopes available at ALL Chapter functions.
- Make sure you “know” your members. Are they primarily leaders within the industry or entry, or mid-level? Adjust your programming accordingly to ensure you are providing the most relevant professional development.

Recruitment and Retention: Best Practices

- Establish an Outreach/Membership Director role designated solely to outreach and membership.
- Outreach/Membership Director and team to identify and solicit untapped organizations including schools, science centers/museums, vendors/suppliers, smaller programmers, operators, government agencies, lobbyists, law firms and consulting firms representing interests in cable. Examples include: Franklin Institute Charter School, Cisco, Motorola, Scientific Atlanta, FCC, Mercer Consulting, Towers Perrin, Dow Lohnes, and Davis Polk.
- Outreach/Membership Director to create mutually beneficial partnership with NAMIC, SCTE, CTAM, and Cable Positive to generate interest in each other's programming events and membership.
- Leverage former BMLI alums to actively recruit new members and accompany new members to local chapter functions.
- Leverage former BMLI alums and National WICT Board members to meet with local companies to promote WICT as resource to in-house training and succession planning efforts and to highlight benefits of membership and sponsorship.
- Designate members of the local chapter Board to network among non-members at local events and to collaborate with existing members on untapped organizations and/or potential members.
- Local chapter Board members solicit new members and follow up on renewal of existing members through one-on-one phone calls.
- Efforts should target all races, people at all job levels, an array of professions, representing small and large companies tied to our industry.

Within Chapter Board Member Companies

- Work with senior business leader and/or HR to establish auto-enrollment or auto-reenrollment within own company.
- Work with senior business leader and/or HR to establish an "industry association" day where WICT, NAMIC, CTAM and other professional associations are able to showcase their member benefits, programming events and enroll new members – similar to health benefits fairs that are routinely conducted within companies in our industry.

- Work with senior business leader and/or HR to explore opportunities for in-house women's affinity groups to sponsor events. This provides company endorsement of a local chapter event and draws non-members to the event.
- Work with senior business leaders and HR to encourage community involvement and Board experience as necessary skill development steps in succession planning. If people view local Board experience as having a more direct impact on building their leadership skill set, more interest and more members will likely be generated.

Member Type Definitions

As a leader in your Chapter, you will likely be asked various questions about membership. To help answer these questions, we have provided more technical details of WICT membership.

Membership Eligibility: Membership is open to employees of cable television companies, including multi-system operators, cable programmers and cable suppliers of equipment and services. Please note that Chapter board representatives must be members of WICT.

- **Executive Membership:** Suggested levels- Senior management positions, including CEO, president, vice president, director, operations manager, general manager, etc. This level receives additional membership benefits such as the Executive Member Reception and targeted communications.
- **Regular Membership:** Suggested levels- Mid-management or supervisory level positions, including manager, supervisor, team leader, etc.
- **Entry Membership:** Suggested level - Non-salaried positions with no supervisory or direct budgetary responsibilities, including CSR, administrative assistant, associate, trainee, etc.
- **Full-Time Student Membership:** Currently enrolled full-time at the graduate (min. 6 credits) or undergraduate level (min. 12 credits) in an accredited college or university.

Membership Categories	Dues Schedule & Voting Rights
Executive	\$275, Voting member
Regular	\$175, Voting member
Entry	\$75, Non-voting member
Full-time Student	\$35, Non-voting member

The Value of WICT membership

Chapter leaders must be able to effectively communicate the value of WICT membership to current and prospective members by mastering the “elevator speech” about WICT’s core purpose and core values. All volunteers should feel comfortable giving a brief and compelling description of the association’s mission and how it pursues its goals.

Here are some talking points that should be incorporated into your conversations:

Mission: WICT develops women leaders who transform our industry.

How WICT Develops its Members:

- Broadens their business acumen by exposing them to issues outside of their functional area of expertise.
- Provides opportunities to look at industry issues more strategically.
- Allows for exposure to and engagement with the industry’s most senior leaders.
- Through its local and national programs, builds the following leadership and managerial skills: strategic thinking, public speaking, written and verbal communications, financial analysis, budgeting, relationship development, negotiation and influence management, team building, conflict resolution, project management, and fundraising.

WICT’s Programs

- Focus on education, advocacy and networking.
- Programs are offered on both national and local levels.
- Program topics have focused on customer relationships, emerging technology/content mobility, industry trends, strategic partnerships, personal branding, and career management.
- Programs are relevant to the WICT member at every stage of their career:

For Those New to the Industry:

- Educational programs on local and national level introduce participants to cable industry basics.
- Chapter programs offer opportunity for new members to engage with other women industry leaders at all levels.
- Career center promotes opportunities for advancement within industry.
- Cable Bootcamp program allows for deeper dive into operations of the industry.
- WICT local chapter mentoring programs allow for pairing of mentors and mentees for more personalized leadership development.

For Emerging Leaders:

- Rising Leaders Program develops high potential middle management leaders.
- Executive Development Seminar (EDS) examines leadership skills unique to women leaders.

- Betsy Magness Leadership Institute (BMLI), WICT's flagship leadership program, takes an intensive look at participants' leadership styles and attributes. Geared to more senior women.
- Chapter Leadership Conference develops the managerial and leadership abilities of chapter officers. Skills are directly transferable to positions held within company (see managerial and leadership skill development noted under "How WICT Develops its Members).

For Senior Leaders:

- Opportunity to serve as a speaker, panelist or facilitator at local and national WICT programs.
- Opportunity to serve as a committee member or member of the WICT national Board of Directors.
- Opportunity to serve as a mentor to a rising leader or to a student/outsider looking to enter the cable industry.
- Exclusive networking events that allow for interaction with industry peers and private interaction with key note speakers.

Membership Recruitment: Roles and Responsibilities

Some amount of annual membership attrition is inevitable due to employee relocations, changes in job responsibilities or other factors. Therefore, in order to show growth at the end of each year, a Chapter must constantly bring new members into the organization. Membership recruitment is a multi-step process to communicate the value of WICT and compel individuals to join the association.

Phase	Chapter Role	National Role
Planning <ul style="list-style-type: none"> Setting goals and objectives Developing strategies and tactics Budgeting 	Develop an annual recruitment plan with: <ul style="list-style-type: none"> Goals and objectives Budgets Task assignments Send the plan to National as outlined in the Chapter annual calendar (to be developed)	Support the Chapter planning process Communicate National membership goals and results on a regular basis
Market Identification <ul style="list-style-type: none"> Gathering lists Identifying prospects Gathering information 	Register all non-member attendees at Chapter programs and enter into the appropriate database Work with primary representatives from each member company to identify new hires who would be good candidates for WICT membership	Collaborate with Chapters on list selection to ensure that recruitment efforts are not duplicated Upload appropriate prospect lists acquired through various sources Provide lists of members by company to chapters on a regular basis
Market Development <ul style="list-style-type: none"> Creating awareness Qualifying leads Encouraging referrals 	Use the member-get-a-member forms available online to encourage referrals Work with other local organizations to identify opportunities to collaborate to allow for more exposure for WICT Actively solicit volunteers from within member companies	Emphasize WICT membership with senior leaders in the industry Conduct annual assessments of member / non-member needs and expectations
Outreach <ul style="list-style-type: none"> Implementing promotional plans Inviting prospective members to join 	Work collaboratively to organize “open houses” at local companies to educate staff and promote WICT membership Distribute WICT membership collateral at all events Work with member company representatives to secure lists of new employees	Develop “talking points” that succinctly communicate the value of WICT membership Print and distribute collateral for use in Chapter programs Conduct annual direct mail campaigns to recruit new members

Membership Retention: Roles and Responsibilities

Retaining members from year to year requires effective communication and the consistent delivery of value. Chapters play an important role in this process, providing the members with a local presence and face-to-face networking opportunities. The “retention” process is a yearlong communications campaign to ensure that members are aware of the value of WICT membership. “Renewal” is the term used to describe the series of communications used to compel a member to remit payment to sustain their membership for another year. In general, WICT National handles the renewal process and WICT Chapters should support member retention.

Phase	Chapter Role	National Role
Member Orientation <ul style="list-style-type: none"> • Confirmations • Welcome materials • Integration 	Recognize new members at Chapter programs Assign an “ambassador” to help new members assimilate into the organization	Send welcome emails and new member kits to all new members Host quarterly conference calls to welcome and educate new members about how to get the most out of WICT membership
Communications <ul style="list-style-type: none"> • WICT news • Industry developments • Promotion 	Effectively communicate all chapter programs Gather and disseminate information on what’s happening in the local marketplace Encourage chapter members to participate in WICT national programs	Keep members apprised of industry developments and trends Create content for Chapter distribution
Volunteer Management	Recognize the contributions of Chapter volunteers through printed communications as well as face-to-face events	Host annual Chapter Leadership Conference (CLC) to connect and inform Chapter leaders
Renewal <ul style="list-style-type: none"> • Securing commitment to renew membership • Processing payments • Confirming payment 	Include reminders in chapter newsletters and other correspondence around renewal time Follow up with non-renewals via phone calls within 60 days of term date	Conduct the annual renewal series (comprised of both printed and e-mail communications) Develop promotions (as necessary) to encourage timely renewals Send list of non-renewals to each Chapter within 30 days after term date Receive and process all member dues and confirmation correspondence Remit dues allocations to Chapters on a quarterly basis

Membership Operations: Roles and Responsibilities

As the needs of WICT members evolve, Chapters must be ready to adapt to these changes in the marketplace by tailoring their program and service offerings. However, as in most business settings, there are certain processes that lend themselves to centralized coordination and consistency. At WICT, these include many of the operational aspects of running the membership organization, including invoicing, data management and some member services. As our organization continues to grow, WICT will provide as many services as possible so that Chapters can focus on their unique ability to connect and communicate directly with members.

Phase	Chapter Role	National Role
Data Entry <ul style="list-style-type: none"> • Entering records • Posting transactions • Updating profiles 	Enter non-member records from Chapter events into appropriate database Update database to reflect volunteer service, event attendance and other Chapter participation	Maintain central database with defined and open entry fields Create records for individuals requesting information from WICT Post Chapter transactions to member records
Data Management <ul style="list-style-type: none"> • Maintaining member records • Managing bad addresses 	Regularly update bad addresses from returned postal and email communications	Develop and maintain data entry standards for use across the entire organization Provide training and documentation on the use of the centralized database
Member Service <ul style="list-style-type: none"> • Email • Letters • Phone calls 	Review and inform staff and volunteers WICT Use standard WICT collateral for all communications (available through the National office)	member service standards (to be developed) Handle requests for information from members and Chapter leadership
Reporting	Review membership lists provided by National for accuracy Provide National with non-member lists from event registrations and other sources	Send membership status report to Chapter (monthly by the 15 th)
Collateral	Publish (print and online) an annual calendar of events	Develop and distribute standardized membership application and brochure
Volunteer Management	Create a membership committee to help advance membership work Consistently remind board members that recruitment and retention are priorities for the Chapter	Support Chapter leadership by providing resources and answering inquiries

TAB 4

SPONSORSHIP

2014 WICT VA Sponsors

<u>Company</u>	<u>2014 Level</u>
MOSAIC	Platinum (IK)
Fox News	Platinum
Cox VA	Platinum
Comcast Sportsnet	Gold
Comncast Beltway Region	Gold
A+E Networks	Gold
AMC	Gold
ION	Gold
Discovery	Silver
Shentel	Silver
VCTA	Silver

Sponsorship Levels

Platinum Sponsorship - \$3,000

- Prominent placement of company logo on event banner
- Prominent placement of company logo on event invites
- Prominent placement of company logo and link to company website on WICT VA's website
- Public mention at events
- Social Media mentions
- Four (4) complimentary passes to chapter events

Gold Sponsorship - \$1,500

- Placement of company logo on event banner
- Placement of company logo on event invites
- Placement of company logo and link to company website on WICT VA website
- Public mention at events
- Social Media mentions
- Two (2) complimentary passes to chapter events

Silver Sponsorship - \$1,000

- Public mention at events
- Company name and link to company site listed on WICT VA website
- Social Media mentions

Friend of WICT VA - \$500

- Company name listed on WICT VA website

FUNDRAISING BEST PRACTICES

1. Don't try to recite packages or benefits from memory. Have your sales collateral with you in meetings.
2. One size doesn't fit all - BE CREATIVE and don't be afraid to customize a package to suit a potential partner.
3. Listen first, and then gauge interest.
4. People give, not companies. Your goal is to raise a loyal base of supporters.
5. Draft the terms of the agreement and put it on paper. What are you promising in exchange for the sponsorship?
6. Get signatures! Getting a signature on the agreement is paramount for your records.
7. Set up reminders in your calendar so you don't forget to reach out in time to receive logos and other items for benefit fulfillment.
8. Track the benefit delivery so you can report on it at the end of the year. Sponsors like to know what they received when renewal time comes around.
9. Send THANK YOU letters.
10. Have board members personally thank sponsors for their support. Give them assignments, if needed, to meet specific sponsors at events.
11. Better planning = better results, so plan ahead.
12. Ask EARLY for support, not right before the program or event; approvals take time.
13. Your fundraising strategic plan should be built around a case for support. Have your elevator pitch prepared and keep WICT's mission in mind.
14. Your plan should outline goals & objectives for 2 years. This provides continuity of your fundraising plan, especially when it comes time for leadership changes.
15. It's up to you to proactively manage the relationship.
16. Sponsorship is more than cash donations, it's also in-kind support. You may want to ask for raffle or silent auction items such as advertising space in periodicals, venue space for events, access to studios for filming and other non-monetary items. Be creative!
17. Ask existing supporters why they give and use their responses to develop testimonials you can use with prospects.
18. Talk about your current programs and how a new gift would be used. If you cannot meet with someone in person, set aside time to make a phone call. Know your audience and be respectful of time.
19. Your board members and other volunteers can be a treasure trove of leads when it comes to growing your prospect list. Find out if they are willing to provide an introduction.
20. And, don't forget to say THANK YOU! They are powerful words.

TAB 5

MARKETING

The WICT Chapter Programming Collateral Style Guide



Objective

In an effort to ensure WICT Chapter programming collateral is brand consistent and compliant, we have created the following usage guidelines. When used alongside the WICT National Organizational Style Guide, this document will ensure our audience has a reliable interaction with the WICT brand across all programs and platforms.

Check List

- ✓ If program has its own logo, that logo should take most prominent location on the cover. This means, the “eyes” need to be drawn here first. The second most prominent item should be the WICT Chapter logo. Third should be the program name and event and lastly, the sponsor logo(s) and recognition.
- ✓ Once all elements are correctly arranged on the cover, a header and footer image may be used to correctly identify the program as a WICT Chapter program. Usage of the WICT *twist* is suggested. The *twist* is a graphic element we use to create energy and motion in our brand identity. It’s a visual representation of *transformation, growth* and *excitement*. Please see page 5 of the WICT National Organization Style Guide for allowable *twist* variations.
- ✓ Some Chapter programs may necessitate a three ring binder. However, when a program has a packet of information or handouts, a booklet layout is preferred. Booklets require page counts divisible by 4 (front and back). Booklets will require creation of a cover and should be bound using center staple format.
- ✓ Some WICT Chapter programs utilize outside facilitators and speakers. In this case, use of their logo can be nicely incorporated into the cover. However, care should be taken to ensure the Chapter program collateral is always branded as a “WICT Chapter Program” with the vendor serving as the secondary facilitator.
- ✓ Consider using a weekly newsletter-format email to promote your events instead of several one-off emails for each event. This strategic approach allows for consistent messages from the Chapters and does not clog up members’ IN boxes.

Templates

- WICT Chapter specific header and footer (JPG) images can be created on demand as needed by the Chapters. If your Chapter would like a Chapter specific header and footer (JPG) image

created, please submit request to Lisa Vega at lvega@wict.org and allow up to 5 days for production and delivery.

Logo Usage

- When a logo exists for the specific program, usage should be throughout.
- Clear Space: keep WICT Chapter logo clear of competing text.
- Logo Variations: When using the WICT Chapter logo or a Program specific logo, be sure to use in the approved colors and variations.

Typography

- A consistent typographic style is an essential element in creating a memorable identity. It is important that all Chapter collateral generated utilize either Chaparral Pro and/or Locator. When these fonts are not available, Georgia or Arial can be substituted.
- For electronic pieces, such as website, email blasts and Power Point use Georgia and Arial.

Color Palette

- Red is the primary color in the WICT palette. Black and white are secondary colors. The accent colors (lavender, yellow, cool grey and metallic) can liven up a piece and should be used with care.
- Remember: red and black is a strong combination, so one doesn't have to use the entire palette to create an effective piece.

Look and Feel

- The WICT brand is clean, crisp and current. Collateral used by WICT Chapters should help to maintain this sophisticated and stylish feel. Headshots should be stylized and stock photos need to convey confidence and diversity.

Conclusion

WICT Chapters provide their members with some of the highest-rated leadership development programs in the industry. Keeping the brand consistent and top of mind will help to ensure our mission to develop women leaders is met.

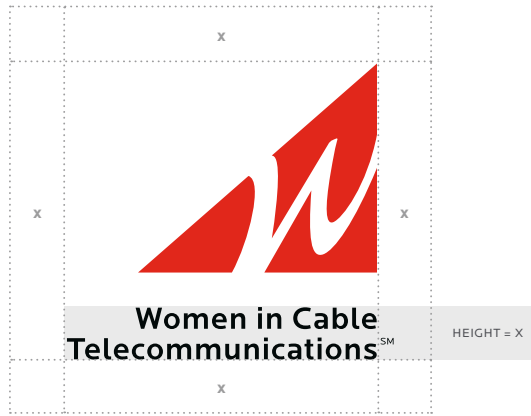


Women in Cable
TelecommunicationsSM

The WICT Brand Identity

SEPTEMBER 2009

Clear space



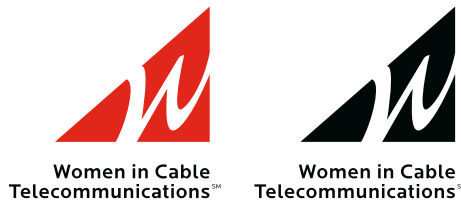
Our Logo

The WICT logo is our visual representation to the world. As such, it should be treated with care and respect.

CLEAR SPACE

To ensure the logo retains its integrity and visibility, keep it clear of competing text.

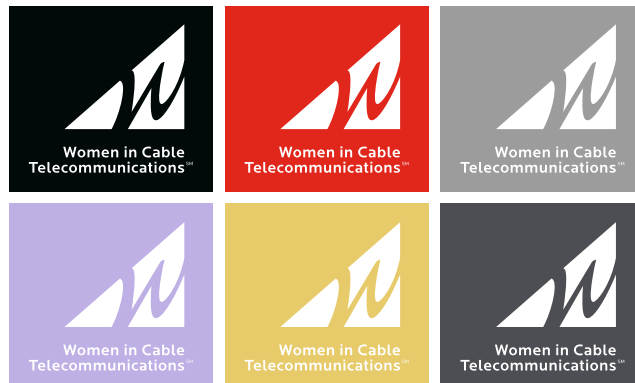
The standard WICT logo shown in full color and black



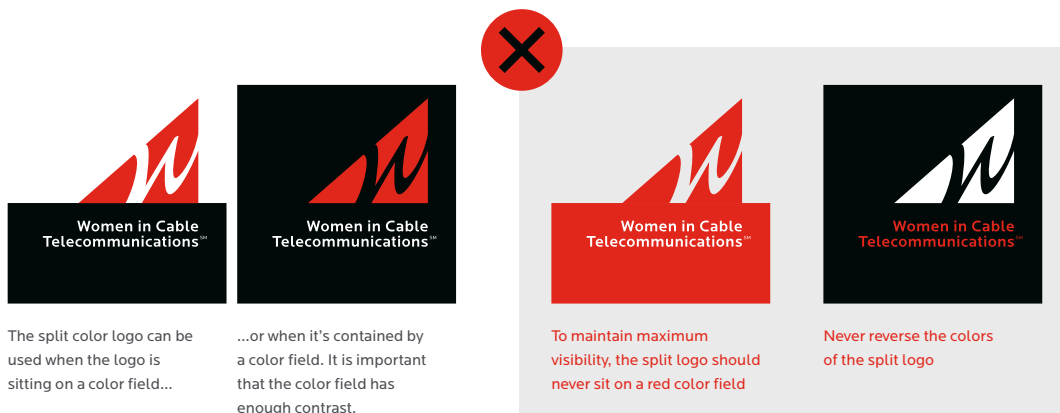
LOGO VARIATIONS

When using the WICT logo, it is important that it is presented clearly and consistently. Be sure to use the logo in the approved colors and variations.

The reverse WICT logo on approved colors



The split color WICT logo may only be used with approved colors. The word mark can only be used in white



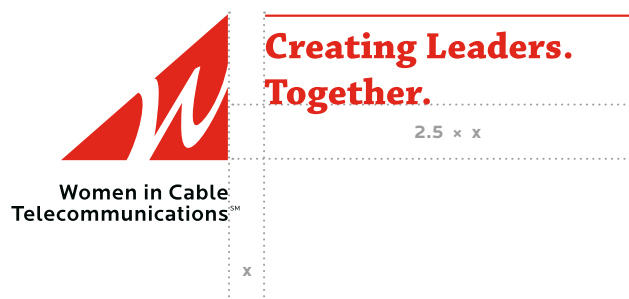
The WICT tagline
without rule

**Creating Leaders.
Together.**

The WICT tagline
with rule

**Creating Leaders.
Together.**

The WICT logo & tagline
lock-up



The logo & tagline lock-up should never be altered



Our Tagline

The WICT tagline is a graphic element in its own right — do not replace or recreate it with any other artwork, font, or phrase.

TAGLINE VARIATIONS

The WICT tagline can be used with or without a rule. The tagline must not be used independently of WICT branding or without the logo present.

When using the logo and tagline as a single unit, use only the approved lock-up shown here. The tagline cannot be moved to other positions.

The only exception to this rule is on the website or on e-mail blast headers (See *Example Layouts* in this document).

Chaparral Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz
1234567890
(!"™\$%&/)=?@£

Locator

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz
1234567890
(!"™\$%&/)=?@£

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (!"™\$%&/)=?@£

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (!"™\$%&/)=?@£

Typography

A consistent typographic style is an essential element in creating a memorable identity. The typography also helps set the visual tone. It is important that all communications generated utilize either Chaparral Pro and/or Locator. When these are not available, Georgia or Arial can substitute.

TYPOGRAPHY ON THE SCREEN

Fonts on the web are limited to those typefaces common to all browsers. For web and/or e-mail blasts, use Georgia and Arial as substitutes for our official typefaces.

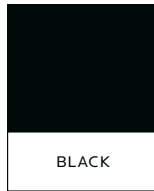
Microsoft Powerpoint® and Word® documents may also use these substitutes if the official typefaces are not available.

Color palette



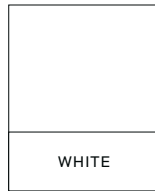
PRIMARY

C0 **M**93 **Y**95 **K**0
R213 **G**43 **B**30
HEXD52B1E



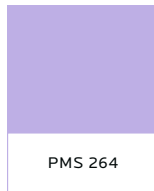
SECONDARY

C0 **M**0 **Y**0 **K**100
R0 **G**0 **B**0
HEX000000



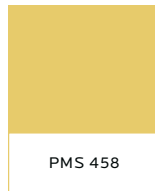
SECONDARY

C0 **M**0 **Y**0 **K**0
R255 **G**255 **B**255
HEXFFFFFF



ACCENT

C27 **M**28 **Y**0 **K**0
R193 **G**175 **B**229
HEXC1AFE5



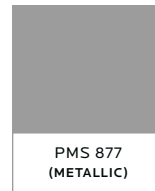
ACCENT

C2 **M**7 **Y**58 **K**7
R221 **G**205 **B**105
HEXDDCD69



ACCENT

C48 **M**36 **Y**24 **K**66
R77 **G**79 **B**83
HEX4D4F53



ACCENT

C24 **M**17 **Y**16 **K**0
R180 **G**181 **B**184
HEXB4B5B8

Color Palette

The WICT color palette is energetic, crisp, and vibrant. Red is the primary color. Black and White are secondary. The accent colors liven up the palette and should be used with care.

Remember: Red and black is a strong combination, so one doesn't have to use the entire palette to create an effective piece.

The twist can be used
in many variations



The “*Twist*”

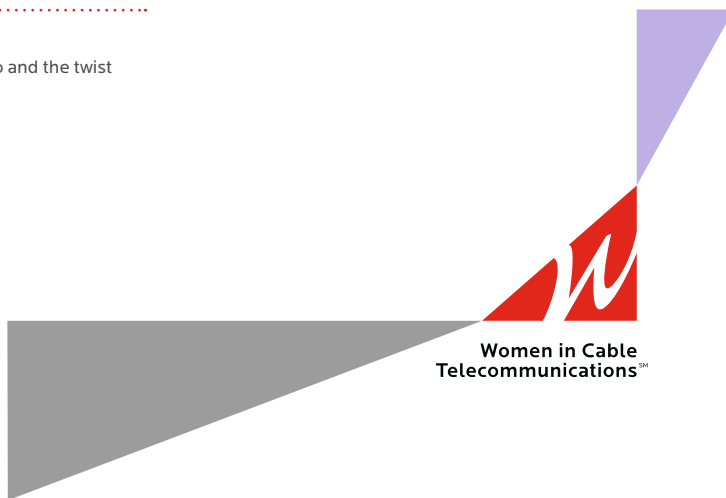
The twist is a graphic element we use to create energy and motion in our brand identity. It's a visual representation of *transformation, growth, and excitement*.

TWIST VARIATIONS

The twist can be used at any size or with any combination of (approved) colors.

Use of the twist should be considered carefully and used discerningly.

The logo and the twist

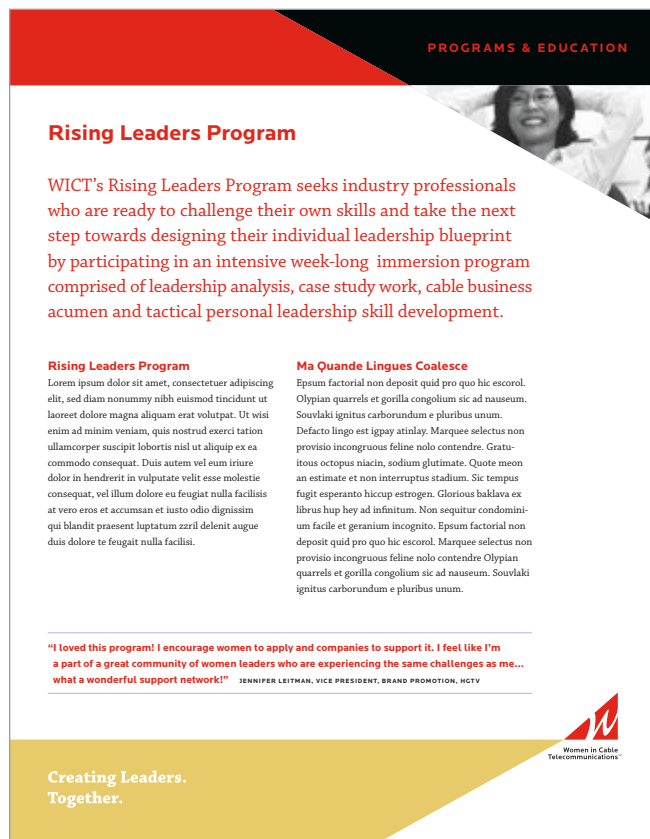
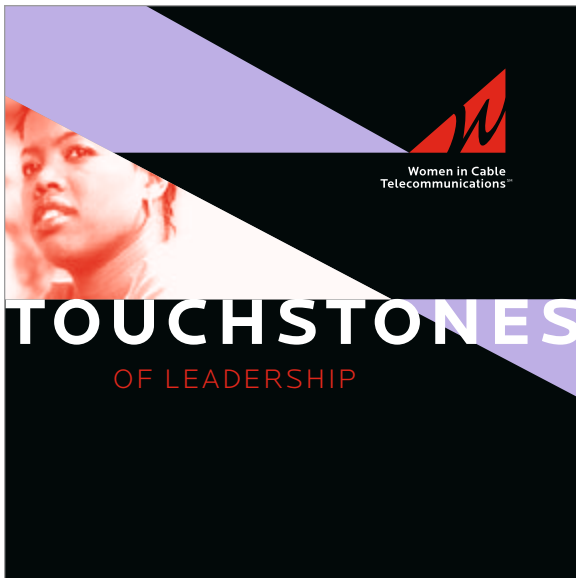


THE LOGO AND THE TWIST

The twist can be used as a stand alone element or it can be used in conjunction with the logo. The logo is the origin of the twist, so it's a natural fit. The twist's corners are allowed to touch the logo's corners, but should never come in contact with the logo at any other point.

Example Layouts

Here are some example layouts to illustrate how the twist could work for your needs.



Sample photos



Photography & Other Artwork

Photography is a key element in the WICT brand identity. Photos should be modern, bright, and embody confidence.

Black and white or colorized photography is the primary style, but full color photos are permitted.

Headshots of the WICT leadership, members and other executives should only be used in black and white or colorized. The primary goal of this approach is to even out the quality of the various photos and it provides a unique look for our identity.

Partner/ Supporting logos should be in full color except when being used in large groups



PARTNER/ SUPPORTING LOGOS

Whenever possible, partner logos should be used in full color. An exception to this rule is when there is a large cluster of logos being used together. In this case, logos can be made a single, *neutral* color. This is a more attractive approach than having many logo colors competing with each other.