

# Leader Tools

## 2013 - 2014

### Chapter/Express Network Guide for Best Practices in League Management

Review and familiarize yourself with the Best Practices Criteria for the 2013-2014 Award Year prior to defining your team's vision, key result areas, action plan and budget.

There are three levels of Best Practices. To qualify for any level of Best Practices, a chartered league must have been a league in good standing for at least one year.

**A team recognized as a Best Practicing League will receive:**

- ▶ The official ABWA Seal of Approval in recognition of Best Practices.
- ▶ Recognition as a Best Practices league at the National Women's Leadership Conference;
- ▶ Acknowledgement in ABWA's *Women in Business*® magazine and the national conference program.

All submissions for Best Practices for 2013-2014 must be mailed to National on or before July 31, 2014.

Specific instruction for award submissions is included in the Best Practices binders.

Submission Binders and/or inserts may be purchased by calling 800-228-0007 or shop ABWA Limited at [www.abwa.org](http://www.abwa.org).



## BEST PRACTICES LEVEL I REQUIREMENTS FOR THE 2013-2014 AWARD YEAR

To achieve Best Practices Level I, a Chapter or Express Network must demonstrate that they have met the requirements for the Best Practices Award.

### Membership Criteria

- ▶ Have a minimum of 50 primary members in good standing on the group's roster on July 31, 2014.  
*Members whose dues expire on July 31, must renew before this date to be included.*

### Good Standing Criteria

- ▶ Chapter or Express Network is a local league in good standing (slate of officers has been submitted, officers and committee chairs are in good standing, administrative fee has been paid).
- ▶ All Executive Board positions are assigned in accordance to the Chapter/Express Network Bylaws.
  - a. Chapters: President, Vice President, Secretary and Treasurer.
  - b. Express Network: President, President Elect, Vice President of Finance, Vice President of Communications, Vice President of Programming, Vice President of Membership, Vice President of Marketing/Public Relations.
- ▶ Submitted payment in the amount of \$115 for the league's annual liability insurance premium.

### Federal Regulations Governing ABWA Leagues

- ▶ Copy of tax return for December 16, 2013 must be included in your submission binder.

### Recognition Criteria

- ▶ Select a member for your league's Chapter/Express Network Woman of the Year.
- ▶ **Optional:** Nominate a Top Ten Business Woman of ABWA and submit application to ABWA National by May 15, 2014. *Only nominees that meet the requirements for this award will be judged.*

### Pre-Planning, Planning and Budgeting Criteria

- ▶ A minimum of 10 members have completed the Member Interest Survey (MIS) for 2013-2014.
- ▶ Your Executive Board has:
  - a. Completed a SPOT (strengths, problems, opportunity and threats) or SWOT (strengths, weaknesses, opportunities and threats) analysis for your league.
  - b. Created a vision statement for your term and posted your vision statement on your WIN team board.
  - c. Completed the 2013-2014 Striving for Best Practices Course.
  - d. Completed the Creating Your ABWA Experience Course.
  - e. Created an annual business plan and budget.
  - f. Created a folder titled in your league's WIN Library and uploaded Business Plan, Budget and SWOT/SPOT.
  - g. WIN membership roster reflects the slate of officers and committee chairs.
  - h. Has presented the proposed Standing Rules (including adopting ABWA's Proud Code of Conduct) to the league's membership for a vote. Notification of the vote must also be published in the league's newsletter.
  - i. Created a category titled, 2013-2014 Standing Rules in the league's WIN library and uploaded the rules.
  - j. Maintained compliance with ABWA's branding guidelines and use of trademarks.

## Curriculum and Programming Criteria

- ▶ Sponsors a minimum of six members (primary or a second league affiliation) to attend nationally sponsored events. You may opt to sponsor more than six members as long as your league spends a minimum of \$2,100 to cover members' conference registration fees.
  - a. At least one member with a primary affiliation with your league s must accept the award in person at ABWA's 2014 National Women's Leadership Conference in Overland Park, Kansas.
- ▶ Scheduled and delivered a minimum of **nine** professional development programs (business and market relevant) that are 45 minutes in length to members (and guests) at local meetings.
- ▶ Published and distributed a minimum of four newsletters to members that included the Association's official trademarks, Mission and Vision Statements, and Proud Code of Conduct.
  - a. Created a category titled, 2013-2014 Newsletters in the team's WIN library and uploaded newsletters published in the current award year.

## BEST PRACTICES LEVEL II REQUIREMENTS FOR THE 2013-2014 AWARD YEAR

To achieve Best Practices Level II, a Chapter or Express Network must demonstrate that they have met the requirements for the Best Practices award.

### Membership Criteria

- ▶ Have a minimum of 40 primary members in good standing on the group's roster on July 31, 2014.  
*Members whose dues expire on July 31, must renew before this date to be included.*

### Good Standing Criteria

- ▶ Chapter or Express Network is a local league in good standing (slate of officers has been submitted, officers and committee chairs are in good standing, administrative fee has been paid).
- ▶ All Executive Board positions are assigned in accordance to the Chapter/Express Network Bylaws.
  - a. Chapters: President, Vice President, Secretary and Treasurer.
  - b. Express Network: President, President Elect, Vice President of Finance, Vice President of Communications, Vice President of Programming, Vice President of Membership, Vice President of Marketing/Public Relations.
- ▶ Submitted payment in the amount of \$115 for the league's annual liability insurance premium.

### Federal Regulations Governing ABWA Leagues

- ▶ Copy of tax return for December 16, 2013 must be included in your submission binder.

### Recognition Criteria

- ▶ Select a member for your league's Chapter/Express Network Woman of the Year.
- ▶ **Optional:** Nominate a Top Ten Business Woman of ABWA and submit application to ABWA National by May 15, 2014. *Only nominees that meet the requirements for this award will be judged.*

## Pre-Planning, Planning and Budgeting Criteria

- ▶ A minimum of 10 members have completed the Member Interest Survey (MIS) for 2013-2014.
- ▶ Your Executive Board has:
  - a. Completed a SPOT (strengths, problems, opportunity and threats) or SWOT (strengths, weaknesses, opportunities and threats) analysis for your league.
  - b. Created a vision statement for your term and posted your vision statement on your WIN team board.
  - c. Completed the 2013-2014 *Striving for Best Practices Course*.
  - d. Completed the *Creating Your ABWA Experience Course*.
  - e. Created an annual business plan and budget.
  - f. Created a folder titled in your league's WIN Library and uploaded Business Plan, Budget and SWOT/SPOT.
  - g. WIN membership roster reflects the slate of officers and committee chairs.
  - h. Has presented the proposed the Standing Rules (including adopting ABWA's Proud Code of Conduct) to the membership for a vote. Notification of the vote must also be published in the league's newsletter.
  - i. Created a category titled, 2013-2014 Standing Rules in the league's WIN library and uploaded the rules.
  - j. Maintained compliance with ABWA's branding guidelines and use of trademarks.

## Curriculum and Programming Criteria

- ▶ Sponsors a minimum of four members (primary or a second league affiliation) to attend nationally sponsored events. You may opt to sponsor more than four members as long as your league spends a minimum of \$1,900 to cover members' conference registration fees.
  - a. At least one member with a primary affiliation with your league s must accept the award in person at ABWA's 2014 National Women's Leadership Conference in Overland Park, Kansas.
- ▶ Scheduled and delivered a minimum of **nine** professional development programs (business and market relevant) that are 45 minutes in length to members (and guests) at local meetings.
- ▶ Published and distributed a minimum of four newsletters to members that included the Association's official trademarks, Mission and Vision Statements, and Proud Code of Conduct.
  - a. Created a category titled, 2013-2014 Newsletters in the team's WIN library and uploaded newsletters published in the current award year.

## BEST PRACTICES LEVEL III REQUIREMENTS FOR THE 2013-2014 AWARD YEAR

To achieve Best Practices Level III, a Chapter or Express Network must demonstrate that they have met the requirements for the Best Practices award.

### Membership Criteria

- ▶ Have a minimum of 30 primary members in good standing on the group's roster on July 31, 2014.  
*Members whose dues expire on July 31, must renew before this date to be included.*

### Good Standing Criteria

- ▶ Chapter or Express Network is a local league in good standing (slate of officers has been submitted, officers and committee chairs are in good standing, administrative fee has been paid).

- ▶ All Executive Board positions are assigned in accordance to the Chapter/Express Network Bylaws.
  - a. Chapters: President, Vice President, Secretary and Treasurer.
  - b. Express Network: President, President Elect, Vice President of Finance, Vice President of Communications, Vice President of Programming, Vice President of Membership, Vice President of Marketing/Public Relations.
- ▶ Submitted payment in the amount of \$115 for the league's annual liability insurance premium.

### Federal Regulations Governing ABWA Leagues

- ▶ Copy of tax return for December 16, 2013 must be included in your submission binder.

### Recognition Criteria

- ▶ Select a member for your league's Chapter/Express Network Woman of the Year.
- ▶ **Optional:** Nominate a Top Ten Business Woman of ABWA and submit application to ABWA National by May 15, 2014. *Only nominees that meet the requirements for this award will be judged.*

### Pre-Planning, Planning and Budgeting Criteria

- ▶ A minimum of 10 members have completed the Member Interest Survey (MIS) for 2013-2014.
- ▶ Your Executive Board has:
  - a. Completed a SPOT (strengths, problems, opportunity and threats) or SWOT (strengths, weaknesses, opportunities and threats) analysis for your league.
  - b. Created a vision statement for your term and posted your vision statement on your WIN team board.
  - c. Completed the 2013-2014 *Striving for Best Practices Course*.
  - d. Completed the *Creating Your ABWA Experience Course*.
  - e. Created an annual business plan and budget.
  - f. Created a folder titled in your league's WIN Library and uploaded Business Plan, Budget and SWOT/SPOT.
  - g. WIN membership roster reflects the slate of officers and committee chairs.
  - h. Has presented the proposed Standing Rules (including adopting ABWA's Proud Code of Conduct) to the membership for a vote. Notification of the vote must also be published in the league's newsletter.
  - i. Created a category titled, 2013-2014 Standing Rules in the league's WIN library and uploaded the rules.
  - j. Maintained compliance with ABWA's branding guidelines and use of trademarks.

### Curriculum and Programming Criteria

- ▶ Sponsors a minimum of three members (primary or a second league affiliation) to attend nationally sponsored events. You may opt to sponsor more than three members as long as your league spends a minimum of \$1,400 to cover members' conference registration fees.
  - a. At least one member with a primary affiliation with your league must accept the award in person at ABWA's 2014 National Women's Leadership Conference in Overland Park, Kansas.
- ▶ Scheduled and delivered a minimum of **nine** professional development programs (business and market relevant) that are 45 minutes in length to members (and guests) at local meetings.
- ▶ Published and distributed a minimum of four newsletters to members that included the Association's official trademarks, Mission and Vision Statements, and Proud Code of Conduct.
  - a. Created a category titled, 2013-2014 Newsletters in the team's WIN library and uploaded

## **GLOSSARY OF TERMS**

### **Administrative Fee**

All ABWA leagues must have liability insurance. The annual administrative fee provides you with this coverage.

### **Awards Binder**

All submissions must use the official, *What We Are, What We Do and What We Continually Strive to Do* tabs. Binders/tabs are available for purchase through the ABWA Limited online store or by calling 800-228-0007. This professionally designed notebook includes two sets of tabs—one set you send and the other you keep.

Complete binder - \$49.95

Tabs only - \$24.95

### **Award Year**

The Award Year is August 1 through July 31.

### **Brand Standards**

Brand consistency across all ABWA groups is critical. It is essential that ABWA groups accurately represent the ABWA brand in both small- and large-scale communications. Branding guidelines have been developed to guide groups in maintaining compliance with ABWA brand standards. All official Association logos are available in the Women's Instructional Network (WIN).

### **Member Interest Survey (MIS)**

The MIS is a pre-planning instrument for newly elected leaders. A pdf version of the survey may also be downloaded from WIN.

### **ABWA's Proud Code of Conduct**

ABWA's Proud Code of Conduct was developed as a means of guiding all members in making ethical decisions. The broad statements of the code of conduct that are listed below are not expected to cover all conduct for all situations. This is why the Proud Code of Conduct was created as a living and fluid code.

1. All members will serve as goodwill ambassadors for the American Business Women's Association.
2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
3. Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
4. Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
5. Members will not use their personal power to advance their personal interests.
6. Members will strive for excellence in their professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.

### **Striving for Best Practices for 2013-2014 Course**

The course is intended to support the newly elected leaders—to identify knowledge deficits related to Chapter/Express Network Management and provide them with essential materials and tools for chapter/network management. Executive Board (Officers) reported to ABWA National are invited to participate in the course.



# Reusable Growth Strategies

## Let's share what works!

**Name of League**

**Strategy Title**

**This strategy was:** (Check only one response)

- Easy to implement
- Moderately easy to implement
- Challenging to implement
- Very challenging to implement

**Primary rationale for this strategy** (Check only one response)

- Increase the size of our league's membership
- Increase the diversity of our league's membership
- We wanted to get our members more involved in our league
- We wanted to increase our league's name recognition in our community

**What was your key result for this strategy?**

(Number of new members enrolled, diversity of members, engaged members, name recognition, etc.)

**Materials, tools, resources and training you will need to make this strategy effective?**

(Limit your response to 10 items or less)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.