

IAMCPC International Best Practice Series

A GUIDE TO CREATING AND
SUSTAINING SUCCESSFUL
SUB-COMMITTEES

APRIL 2016



Why create a sub-committee?

- To drive a specific strategic goal – for example:
 - Membership
 - Marketing
 - Award Programme
- To resolve a board or community conflict – for example:
 - Complaint
 - Procedure or working practice
 - Amendment to bylaws
- To brainstorm a new initiative – for example:
 - STEM, charity or other social responsibility
 - Strategic partnership opportunity



Recommend approach...

1. Communication

- Regular updates, management and reporting to board
- Clear agenda and expectations for every call/meeting
- Document what the committee does, its goals and objectives



2. Process

- Assign roles and responsibilities, gain buy-in and support
- Allocate 30-minute meeting prep time 24/48 hours prior to committee meeting
- Standardise agenda look/feel, reporting etc..
- Rotation of committees should not affect efficiency – collaboration tools will help retain learnings



3. Commitment

- Goals, cadence, success criteria must be realistic and manageable (acknowledge limited bandwidth of lead and members), adopt 'chipping away' strategy



4. Tools & Resources

- OneNote used to record meeting information, available to all on SharePoint
- Create social groups for committee members (WhatsApp – can use voice updates)
- Things happen when professionals are engaged (paid) to execute. Consider employing /contracting people

Committees basics...

Assign chair and define goals

Recruit committee members from outside board to gain new perspectives and ideas; visibility for potential succession plans

Minimum of 1 board member and 1 non board member

Committees report to someone on the board; designated when committee is created; point for budget

When committee is established – term and scope are covered

Consider the committee requirements – not all are created equal, dictate different leadership. Determined when committee is created.

Communication opportunity about committee work and involvement from chapters – let them know what committees exist and how to get involved. Helps with accountability. Look to regional and chapter involvement

Review insurance and potential for conflict of interest for committee members

Growing a Committee...

- Committee Commitments
 - Personal Commitment - Max number of committees someone can be part of
 - Size - Max / Min number of committee members
- Accountability – Define and deliver tangible results on time and on budget (if applicable)
- ROB Meetings –
 - Pre-Announce / with a set calendar / Attendance will be taken
 - Be respectful of time zones
 - Allow external members to jump in if there is a topic of interest
- Budget
 - Planning to spend money? Set project plan and deadlines



Public Relations (PR)...

- Communication – more outside help will benefit
 - Board to decide whether verbal or written
 - Leverage channels of communication on activity at board level (newsletter for example can show member values and the work that is being done on IAMCP community behalf)
- Newsletter – Consider ‘Committee Talk’ section
 - Present one committee in every newsletter
 - List of all current committees and members
 - Bios of committee members (at least the lead person, perhaps rotate)
- Goals & Actions
 - Plans – Share them with the world, share successes, seek to address challenges
 - Ask for volunteers – If a committee needs help ask
 - Regionally, in support of events (WPC, MWC, Ignite, etc.)
 - Surveys – send surveys to members / share results



Final points to consider...

Insurance

- D&O for committee members and leads and IAMCP all up

Survey the committees

- At the end of each meeting – 2 minutes to report and review

The 'Change Cup' - metaphor for committee members

- Throw a quarter in, the change in the car ... not the paycheck



Keep in touch..

This guide was created by the IAMCP International Board during a brainstorming workshop in Toronto, Canada in February 2016.

All IAMCP communities and board members are interested in committee development and progress so please feed through your local chapter and regional lead any ideas for the evolution of committees you develop, progress achieved and this Best Practice Guide.

Thank you for your continued support and membership of IAMCP – we are driving P2P growth and connections together.

