



The WICT  
**Network**

Empowering Women  
in Media, Entertainment and Technology

**2024 Model Chapter Business Plan**  
*Non-US Edition*

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# Overview

The WICT Network’s mission is to create women leaders who transform our industry. We do this by providing unparalleled professional development programs, commissioning original gender research, and supporting a B2B network that helps advance women. For more than 40 years, The WICT Network has partnered with media, entertainment and technology companies to help build a more robust pipeline of women leaders. Founded in 1979, and now over 10,000 members strong, The WICT Network is the largest and oldest professional association serving women in media. The WICT Network provides an unparalleled suite of educational programs and volunteer experiences at both the global and chapter levels.

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

- Membership
- Programming
- Finance
- Governance
- Marketing and Communications
- Philanthropy

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

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

## Chapter Performance Dashboard

In addition to providing a framework for compliance, the MCBP provides a point-based system which is used to determine the recipients of The WICT Network “Chapter of the Year” and “Inspire” awards. Chapter leaders are encouraged to utilize the MCBP as an assessment tool to monitor their chapter’s efforts and achievements throughout the year.

The WICT Network “Chapter of the Year” Award recognizes the chapter with the most MCBP points out of a possible 100.

### What are the tiers for achieving MCBP success?

#### **Inspire – (90 points or above)**

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

#### **Catalyst – (85-89 points)**

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

#### **Connect – (80-84 points)**

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

## How to use the Model Chapter Business Plan

The Model Chapter Business Plan (MCBP) offers guidance to incoming leaders to help you navigate and assess your chapter throughout the year. It also provides details of policies and requirements for chapter compliance. We encourage you to utilize this document as a tool for chapter leadership. Below are five easy steps to remember.

**Step 1:** The WICT Network HQ shares the MCBP with all chapter leaders at the end of each year prior to chapter board transitions. Chapter presidents should also provide a copy to the full chapter board during the first transition meeting.

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

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

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

**Step 5:** Use the accompanying Excel spreadsheet to tally scores and submit via the [MCBP Submission Form](#) by **Thursday, November 14, 2024**.

### The WICT Network HQ Membership & Chapters Contact Information

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### Chapter Leader Resource Directory

All MCBP documents and templates are located in the [Chapter Leader Resource Directory](#). Chapter board members have access to the group, which should be used for retrieving samples, guidelines and templates.

**All MCBP submissions can be submitted online via the [MCBP Submission Form](#).**

**Marketing collateral review and any other chapter-related requests should be sent to [chapters@wict.org](mailto:chapters@wict.org).**

## Section 1 - Membership (Maximum 14 points)

**Overview:** Chapters serve as the main resource in your region and are the primary touch point for members to participate in The WICT Network. One of the most important objectives of the Model Chapter Business Plan (MCBP) is to ensure the work of both The WICT Network HQ and the chapters is coordinated in order to attract, engage and grow membership.

### When is the membership year?

- The WICT Network membership is on a calendar year, January 1 – December 31.
- The renewal grace period ends on **March 31**. All members must renew by this date in order to remain active.
- First-time members joining after January will receive a pro-rated dues fee in their **first** year of membership. Their dues are discounted for the months they were not a member in the current year.

### Who is eligible to join?

- Membership is currently open to employees of media, entertainment and technology companies, including system operators, programmers and streaming companies, as well as suppliers of equipment and services to the media, entertainment and technology industry.

### How often will I receive membership roster updates?

- Membership chairs, presidents, and vice presidents will receive bi-weekly membership updates, including the most current chapter roster, a non-renewal list and an update on the chapter's progress toward meeting its membership goals.
- News of ongoing membership campaigns and other related information will also be distributed.

### How are chapter membership goals determined?

- The WICT Network HQ staff works with each chapter to establish goals that recognize the unique challenges each chapter faces, based on maintaining a certain number of members from the previous year.
- Retention is a fundamental measure of how relevant The WICT Network is to its members. For a professional industry association, a strong retention rate is defined as 80% or higher.
- Members collected **January 1 through December 31** are counted toward chapter goals for the year.

### What are chapter dues rebates? How are they calculated?

- Fifteen percent (15%) of membership dues are returned to chapters in the form of a rebate three times per year: once each in January, May and September.
- Once rebates are processed, chapter presidents, vice presidents and treasurers will be notified by email.
- Most chapters receive rebates electronically. If your chapter would like to receive electronic payments, please send an email to [chapters@wict.org](mailto:chapters@wict.org).
- Chapters who exceed their annual goal by 10% or more will receive an extra rebate incentive, which is calculated retroactively on all member dues that year and included in the final rebate payment in January of the following year.
- See the dues rebate incentive chart on the next page.

Chapter Membership Goal Progress	Additional Incentive
110-119% of goal	.5%
120-129% of goal	1%
130% or more	1.5%
Awarded to one (1) chapter with highest goal achievement which exceeds 130% of overall goal	2%

### How are members invoiced?

- The WICT Network provides individual electronic invoices to members via email and paper mail, with the exception of companies requesting group invoices.
- All memberships are processed through The WICT Network HQ office.
- All renewals or applications received at the chapter level should be sent to the HQ office:  
**The WICT Network Membership, 2000 K Street NW, Suite 350, Washington, DC 20006.**

### What are The WICT Network's membership levels?

- a. **Executive (\$330):** Executive members are typically senior management professionals in director-level and higher positions.

**Benefits include:** At the global level, Executive Members are offered exclusive access to a distance-learning program that takes the form of webinars designed expressly for high-level executives. Locally, chapters hold various live and electronic programs just for executive members. Also at the local level, these members may vote in chapter elections and can hold chapter board positions.

- b. **Regular (\$225):** Regular members generally hold mid-level or supervisory positions.

**Benefits include:** Value-added free webinars, mid-level programs and targeted messaging geared toward your career level, and more. At the local level, these members may vote in chapter elections and can hold chapter board positions.

- c. **Entry (\$105):** Entry members occupy non-salaried (hourly) positions with no supervisory or direct budgetary responsibilities and less than two years' experience in any facet of the cable telecommunications industry. **After two years at this level, Entry-level members will be automatically upgraded to Regular.**

**Benefits include:** Value-added free webinars, entry-level programs and targeted messaging geared toward your career level. At the local level, these members are not eligible to vote in chapter elections and cannot serve on the chapter board.

- d. **Student (\$24):** Student members are full-time students currently earning 6 credit hours at graduate level or 12 credit hours at undergraduate level. Students are required to provide current proof of enrollment along with expected year of graduation. Student membership can be renewed for a maximum of 4 years at this level. After 4 years, students are automatically upgraded to Entry.

**Benefits include:** The same benefits as Entry-level members, with the added value of opportunities to network and build relationships for future opportunities, student mentoring programs through the local chapters, and more. Student members are not eligible to vote in chapter elections and cannot serve on the chapter board.

## Membership Points Criteria

### Due February 9: Membership Plan – Maximum 2 points

Membership plans should, at a minimum, include these initiatives:

- Outreach specifically to non-members from eligible companies, in-person meetings, newsletters, word of mouth, social media, etc.
- Regular membership drives/professional industry opportunities that encourage member connections throughout the year.

**February 9, 2024** – Submit Membership Plan via the [MCBP Submission Form](#): **2 points**

**Points Earned in Section:** \_\_\_\_

### Due February 22: Insurance Renewal – Maximum 2 points

Chapters should provide The WICT Network Global proof of Directors and Officers Liability Insurance by February 22, 2024. This policy protects chapter board members from being personally financially liable for any claims that are made against the chapter. Please contact The WICT Network Global at [chapters@wict.org](mailto:chapters@wict.org) if you have any questions.

**February 22, 2024:** Submit confirmation of insurance via the [MCBP Submission Form](#): **2 points**

**Points Earned in Section:** \_\_\_\_

### Retention – Maximum 4 points

This is defined as the overall percentage of members that the chapter retains from the previous year.

Retention goal must be achieved by **December 31, 2024**, to qualify for the points below.

The WICT Network HQ staff will assign points for chapters in January of the following year based on the criteria in this section.

- Inspire** = 90% or higher: **4 points**
- Catalyst** = 80% – 89%: **3 points**
- Connect** = 70% – 79%: **1 point**

**Points Earned in Section:** To be entered by The WICT Network HQ

### New Member Recruitment – Maximum 4 points

In addition to existing recruitment efforts, membership chairs should focus on growing the membership base by targeting existing member companies with low engagement, current NCTA member companies not yet engaged with The WICT Network and technology companies that support the media and entertainment industries.

Recruitment goal must be achieved by **December 31, 2024**, to qualify for the points below.

The WICT Network HQ staff will assign points for chapters in January of the following year based on the criteria in this section.

- Inspire** = 90% or higher: **4 points**
- Catalyst** = 80% – 89% of goal: **3 points**
- Connect** = 70% – 79% of goal: **1 point**

**Points Earned in Section:** To be entered by The WICT Network HQ

### Overall Member Goal – Maximum 2 points

In addition to the retention and new member recruitment goals, chapters will receive a maximum of 2 points for reaching or exceeding their overall member goal.

Overall member goal must be achieved by **December 31, 2024**, to qualify for the points below.

The WICT Network HQ staff will assign points for chapters in January of the following year based on the criteria in this section.

- Inspire** = Chapter reached 100% or more of their overall member goal: **2 points**
- Catalyst** = 90% or higher: **1 point**

**Points Earned in Section:** To be entered by The WICT Network HQ

### Total Points Earned in Membership Section – Maximum 14 points

**PLEASE NOTE:** The WICT Network HQ staff will assign points for retention, new member recruitment and overall member goal in January. Chapters will assign themselves up to four points for submission of membership plan and member prospect list.



## Section 2 – Programming (Maximum 29 points)

**Overview:** The WICT Network’s programs and events, both at the Global and chapter levels, are critical to the mission of developing women leaders. Successful chapters offer well-developed, balanced programs and activities that contribute to the professional and personal growth of each member.

The WICT Network chapters should focus on:

- Offering creative, diverse program topics and formats.
- Developing innovative approaches to help attendees receive the full benefits of program content.
- Maximizing program attendance.
- Effective reflection and support of The WICT Network’s mission.

Programming chairs should attend The WICT Network’s programming webinar early in the year to ensure each chapter is meeting industry needs and fulfilling expectations. Chapter leaders should consider the following 15 actions:

### SCAN:

- The WICT Network recommends that you survey your members twice a year to determine professional development interests and relevance of existing programs. A survey in Q4 helps to determine programming strategy for the upcoming calendar year. A follow-up survey timed for distribution during Q2 is recommended to gauge interest and success in the program plan.
- Coordinate meetings with key stakeholders (e.g., industry leaders, local sponsors, etc.) early in the year to ensure company awareness and support of upcoming planned events.
- Network with other chapter leaders to engage in best practices and share program suggestions and ideas.
- Consult your chapter advisor, ambassador, executive champion and corporate stakeholders to enlist advice and assistance with any company outreach utilizing only your member or prospect roster locally.

### PLAN:

- The chapter board should thoroughly review and discuss existing program guidelines early in the year to ensure understanding and compliance. Be flexible when making the necessary changes. What worked in the past may need to be revised to meet the current needs of your members.
- Appoint a program committee to assist the chapter programming chair in outlining goals, takeaways and value proposition of all finalized and proposed programs and activities.
- Ensure that program outcomes and member benefits are incorporated into your promotional materials and ultimately, your program content.
- Review The WICT Network’s HQ event calendar and avoid scheduling chapter events on or around those dates. All programs are listed on the calendar at [www.wict.org](http://www.wict.org). Chapters are not permitted to host any events (in-person and/or virtual) within a week of The WICT Network’s major events. This includes the Signature Luncheon (April 19), Leadership Conference & Touchstones Luncheon (October 21-22) and the Betsy Magness Graduate Institute (November 13-15).

- Include at least two (2) virtual learning programs/webinars into your calendar to help broaden your audience and membership outreach.
- Refer to the Event Planning Guidelines (available on the [Chapter Leader Resource Directory](#)) to prepare for a chapter event. Look for inexpensive or complimentary locations to host your programs and events whenever possible.

**IMPLEMENT:**

- To ensure branding, content and programming compliance, forward all final draft promotional materials (e.g., emails, newsletters, mentoring letters, press releases, etc.) to [chapters@wict.org](mailto:chapters@wict.org) for review and final approval prior to formal distribution. Please allow for a turnaround time of three business days.
- Follow proper channels and communication processes within your chapter. If you don't have an established process, your chapter should implement one to ensure proper oversight.
- As appropriate, expand your programming into other states, areas or locations that the chapter covers to broaden membership outreach.
- Store chapter program and event data within a program summary template. This will serve as a continuous repository of historical information for future chapter leaders.

**EVALUATE:**

- Solicit immediate feedback by surveying attendees at the conclusion of each program or event, including webinars.

**Programming Points Criteria**

**Due January 26: Chapter Programming Calendar – Maximum 2 points**

Each chapter should provide The WICT Network HQ with an outline of proposed chapter events and programs (including date, time, curriculum, Touchstones, takeaways, speakers, etc.). The template can be found in the [Chapter Leader Resource Directory](#).

**January 26, 2024 – Chapter Programming Calendar: 2 points**

*Note: The programming calendar can be revised throughout the year as needed and any updates should be submitted to HQ.*

**Points Earned in Section:** \_\_\_\_\_

**Due July 5: The WICT Network Leadership Conference Scholarships**

Does your chapter provide scholarships to attend The WICT Network Leadership Conference? If so, please let us know so that we can recognize your chapter in the conference program.

**July 5, 2024** – Submit information via the [MCBP Submission Form](#): **2 points**

***Note:** While encouraged, chapters are not penalized for not providing scholarships. Please submit confirmation even if you will not provide a scholarship.*

**Due November 14: Program Quality – Maximum 15 points**

As a chapter leader of The WICT Network, are you doing all you can to ensure your chapter events and programs add value (i.e., provides takeaways and benefits) for your members? Are you meeting the expected industry guidelines?

**Check all that apply from the above list of actions (Scan, Plan, Implement and Evaluate) and award yourself one (1) point for each guideline achieved.**

*Calculate for final MCBP submission on 11/14.*

**Points Earned in Section:** \_\_\_\_\_

**Due November 14: Program Curriculum – Maximum 5 points**

All chapter programs should adhere to [The WICT Network Touchstones of Leadership](#). The curriculum for each program needs to focus on a key leadership skill or business need, such as one of the following topics:

- Executive Leadership Development
- Business Case Study
- Business Negotiations
- Communication and Interpersonal Skills
- Customer Care
- Diversity, Equity & Inclusion (DEI)
- Financial Management/Net Worth
- Health and Well-Being
- Industry-Specific Education
- Intersectionality (LGBTQIA+, Disability, Sexual Orientation & Gender Identity Awareness)
- Management Skills
- Legal/Ethical Issues
- Managing Conflict/Resolution
- Mentoring/Coaching/Sponsorship
- PAR Advocacy
- Personal/Professional Branding/Development
- Relationship/Team-Building
- Signature Chapter Recognition/Awards Program
- Social Media
- Technology
- Visionary Leadership
- Work/Life Integration

**Inspire** = More than 3 preferred or related topics offered during the year: **5 points**

**Catalyst** = At least 3 preferred or related topics offered during the year: **3 points**

*Calculate for final MCBP submission on 11/14.*

**Points Earned in Section:** \_\_\_\_\_

**Due November 14: Tech It Out/STEM Program – Maximum 2 points**

Implemented a new Tech It Out or STEM initiative and/or have continued to add value to programs by partnering with universities, chapters or other organizations to offer technology education. Alternatively, your chapter actively promoted/attended another chapter’s Tech It Out program: **2 points**

*Calculate for final MCBP submission on 11/14.*

**Points Earned in Section:** \_\_\_\_\_

**Due November 14: Chapter Mentoring Program – Maximum 3 points**

All chapters should strive to provide a structured mentor or career sponsor program for its members. Successful programs will be evaluated on the following criteria:

- Chapter has implemented a new mentoring program this year (where one had not existed before).
- Chapter is running an established mentoring program for its members.
- Chapter has collaborated with another group on a mentorship program.

Continued an established program, implemented a new program or collaborated with a mentorship program: **3 points**

*Calculate for final MCBP submission on 11/14.*

**Points Earned in Section:** \_\_\_\_\_

**Due November 14: Chapter Networking – Maximum 2 points**

All chapters should provide networking opportunities for members and other members of the community to help build a more engaged and connected chapter. These events can take place virtually.

Held a networking event for chapter members. Some examples include mixers, speed networking, collaborative events with students, etc.: **2 points**

*Calculate for final MCBP submission on 11/14.*

**Points Earned in Section:** \_\_\_\_\_

**Total Points Earned in Programming Section – Maximum 29 points**

\_\_\_\_\_

## Section 3 – Financials (Maximum 28 points)

**Overview:** To measure success, a nonprofit organization must routinely track its progress against its goals. Financial indicators are useful in measuring goals outlined throughout the MCBP. Perhaps the most commonly used financial indicator is a comparison of budgeted revenue to actual revenue and budgeted expense to actual expense. Significant variations should be reviewed by both chapter leaders and volunteers who do not have access to the financials. This ensures that variances are analyzed and explained at two different levels. Any miscalculations and/or other errors detected must be corrected. Financial transparency and communication are vital to ensuring minimal oversight. Additional details can be found in the *Financial Responsibilities for Chapters* guide in the [Chapter Leader Resource Directory](#).

### Financial Points Criteria

#### Multiple Deadlines: Year-End Financial Statements and Budget – Maximum 8 points

- **Required: 2024 Budget:** Each chapter must submit their annual budget for the upcoming year for proposed monies and resources the chapter will need during the calendar year. *Budgets can be revised throughout the year.*
- **Required: 2023 Year-End and January 2024 Bank Statements**
- **Required: 2023 Year-End Financial Summary**
- **Required: IRS 990 Information Request:** Each year, HQ collects financial activity and other data to file the Group IRS Form 990. This is an IRS requirement for each chapter. The form is located in the [Chapter Leader Resource Directory](#) in the MCBP folder and will also be emailed to the chapter treasurer at the appropriate time.

- December 31, 2023 – 2024 Chapter Budget: 2 points**
- February 9, 2024 – 2023 Year-End and January 2024 Bank Statements: 2 points**
- March 22, 2024 – 2023 Year-End Financial Summary: 2 points**
- March 22, 2024 – IRS 990 Information Request: 2 points**

Points Earned in Section: \_\_\_\_\_

#### Due November 14: Budgeted Revenue versus Actual Revenue for FY 2023 – Maximum 3 points

Each chapter must set revenue goals as part of its budgeting process. You will receive points based on whether the chapter has achieved those revenue targets. How did your chapter perform at the end of 2023?

- Inspire** = Raised more than 100% of budgeted revenue: **3 points**
- Catalyst** = Raised 80% to 100% of budgeted revenue: **2 points**

Points Earned in Section: \_\_\_\_\_

**Due November 14: Budgeted Expense versus Actual Expense for FY 2023 – Maximum 3 points**

Each chapter must set expense thresholds as a part of its budgeting process. Chapters will receive points based on whether the chapter exceeded those expense targets. How did your chapter perform at the end of 2023?

- Inspire** = Spent less than 90% of budgeted expense: **3 points**
- Catalyst** = Spent 90% to 110% of budgeted expense: **2 points**

**Points Earned in Section:** \_\_\_\_\_

**Due November 14: Net Assets without Donor Restrictions/Reserves - Maximum 3 points**

The American Society of Association Executives (ASAE) suggests that organizations should have at least 6 – 12 months of operating reserves to ensure sustainability. Based on your fiscal year (FY) 2023 actuals, what are your chapter’s net assets without donor restrictions?

- Inspire** = 12 or more months of operating expenses in net assets without donor restrictions: **3 points**
- Catalyst** = 6 months of operating expenses in net assets without donor restrictions: **2 points**
- Connect** = Less than 6 months of operating expenses in net assets without donor restrictions: **0 points**

Note: To calculate, refer to the balance sheet in the Year-End Financial Summary. Total current assets - total current liabilities = net assets without donor restrictions. Compare your net assets without donor restrictions from YE 2023 to 2023 total expenses to calculate:

- Net assets without donor restrictions > 2023 total expenses = 12+ months surplus
- Net assets without donor restrictions < 2023 total expenses = less than 12 months surplus

**Points Earned in Section:** \_\_\_\_\_

**Due November 14: Change in Net Assets for FY 2023 – Maximum 3 points**

Each chapter should track revenue and expenses all year and post a surplus in order to ensure sustainability and future ability to meet chapter goals. Based on FY 2023, what is your change in net assets (total revenue MINUS total expense)? ***Do not include Chapter Provisions outlined in section 6 in your total expense.***

- Inspire** = 5% increase in net assets (surplus): **3 points**
- Catalyst** = 0% to 4.99% increase in net assets (surplus): **2 points**

**or**

- Inspire** = Chapter has 6-12 months of operating expenses in unrestricted net assets, managed to net, and started/contributed to an investment account: **3 points**

**Points Earned in Section:** \_\_\_\_\_

**Due November 14: Internal Controls – Maximum 8 points**

Does your chapter treasurer exercise the proper procedures when managing chapter monies?

- Attended The WICT Network HQ financial webinar in 2024 or watched recording.
- Treasurer and president review and comply with ***Financial Responsibilities Guide for Chapters***.
- Implementation of proper backup to aid in minimal oversight.
- Chapter created and shared an internal controls policy regarding debit/credit card use with HQ (template available in the [Chapter Leader Resource Directory](#)).

**Check all that apply from the above list of actions and award yourself two (2) points for each guideline achieved.**

*Calculate for final MCBP submission on 11/14.*

**Points Earned in Section:** \_\_\_\_\_

**Total Points Earned in Financial Section – Maximum 28 points**

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## Section 4 – Governance (Maximum 13 points)

**Overview:** It takes the entire chapter board to exercise sound discipline, accountability, communication and timeliness in order to ensure successful governance.

The documents outlined below are a testament to the good work, successful development and responsible planning of each chapter.

### Governance Requirements and Points Criteria

#### Due January 26: Chapter Physical Address – Maximum 1 point

**Required:** Submit the physical address used for conducting your chapter business. This is required for submission to the IRS each year.

- January 26, 2024** – Update physical address online via the [MCBP Submission Form](#): **1 point**

Points Earned in Section: \_\_\_\_\_

#### Multiple Deadlines: Governance Documents – Maximum 6 points

- **2024 Chapter Bylaws:** Outlines the chief operating guidelines by which each chapter is governed. While the bylaws should be closely correlated to those of The WICT Network HQ, there may also be certain state requirements and other language that reflect the chapter hierarchy and activities.
- **2024 Chapter Strategic Plan:** Describes how the chapter will convert strategic objectives into realistic, actionable plans for the chapter in alignment with The WICT Network HQ Strategic Plan.
- **2024 Chapter Succession Plan:** Facilitates effective transition of 2024 leadership to 2025 leadership. The plan should include steps to confirm that knowledge and familiarity of processes and procedures are transferred successfully to new chapter leaders, ensuring a smooth transition from year to year.
- **2025 Chapter Board Roster**

Submit all documents via the [MCBP Submission Form](#) by the following deadlines:

- February 9, 2024** – Bylaws: **1 point**
- March 8, 2024** – Strategic Plan: **2 points**
- May 10, 2024** – Succession Plan: **1 point**
- November 14, 2024** – 2025 Chapter Board Roster: **1 point**
- November 14, 2024** – 2025 Chapter President and Advisor photos & bios: **1 point**

Points Earned in Section: \_\_\_\_\_

**Due March 22: Sarbanes-Oxley Compliance Guidelines – Maximum 3 points**

**Required:** The guidelines below are required for all organizations that practice sound governance. Templates can be found in the [Chapter Leader Resource Directory](#) and must be discussed and signed annually by the chapter board. These documents should be signed by all board members. Chapters should explore verified e-signature platforms to perform board signatures.

**All three (3) documents are due by March 22, 2024.**

- Document Retention & Destruction policy: **1 point**
- Whistleblower policy: **1 point**
- Conflict of Interest policy: **1 point**

**Points Earned in Section:** \_\_\_\_\_

**Due July 5: Athletic Event Coverage – Maximum 1 point**

**Required:** For insurance purposes, and to ensure adequate coverage, please let us know of any special athletic events scheduled between **September 15, 2024**, and **September 14, 2025**.

This is an event where someone could potentially get injured and The WICT Network may be held liable. Submit the information via the [MCBP Submission Form](#). Special events can include golf, “fun run” or walk, etc.

- July 5, 2024** – Submit event information **or** confirmation that no such events are scheduled: **1 point**

***Note:** Please email confirmation even if you are not hosting or participating in any athletic events.*

**Points Earned in Section:** \_\_\_\_\_

**Due October 25: Annual Chapter Awards – Maximum 2 points**

The annual chapter awards program honors volunteer leaders at all levels, as well as chapters that have demonstrated excellence in advancing The WICT Network’s mission. We ask that all chapters thoughtfully consider their submissions.

Details for online nominations will be sent out to chapter leaders when available.

- October 25, 2024** – Award nominations submitted: **2 points**

**Points Earned in Section:** \_\_\_\_\_

**Total Points Earned in Governance Section – Maximum 13 points**

\_\_\_\_\_

## Section 5 – Marketing & Communications (Maximum 10 points)

**Overview:** Maintaining The WICT Network’s identity and brand integrity is more important than ever as the organization has rebranded and the industry landscape continues to evolve. We are being intentional — with our name, logo and actions — widening the circle of our network to include the vast landscape of media, entertainment and technology. When a potential member, sponsor or company views an ad or reads promotional material from The WICT Network, they do not necessarily differentiate between its HQ office and the chapters. As a result, a company’s success depends on its ability to maintain brand consistency and develop a strong brand that sets it apart, builds trust and fosters loyalty. As an organization, we ask the following questions:

1. How do we differentiate The WICT Network’s position in the marketplace?
2. How do we continue to grow our event attendance while maintaining a level of exclusivity at the same time?
3. What must The WICT Network HQ and its chapters do to reinforce their collective positive brand attributes now and in the future?
4. How does your chapter raise the bar of brand excellence in the marketplace?
5. How would the president of your own company view The WICT Network based on our marketing and communications/branding?

### Marketing & Communications Points Criteria

#### Due on November 14: Brand and Identity – Maximum 10 points

How does your chapter consistently and uniformly convey The WICT Network brand while maintaining chapter individuality? The WICT Network branding guidelines can be found in the [Chapter Brand Kit](#).

- Signage/event branding – visible and plentiful at programs and live or virtual events: **1 point**
- Member recognition or industry accolades: **1 point**
- Verbal/written recognition and thank you to sponsors, new members, volunteers, etc.: **1 point**
- To ensure branding, content and programming compliance, forward all promotional and chapter-related materials (i.e., newsletters, membership and mentoring letters, press releases, videos, etc.) to [chapters@wict.org](mailto:chapters@wict.org) for review and final approval prior to formal distribution. Allow turnaround time of three business days: **1 point**
- Marketing and communications chairs attend The WICT Network HQ marketing and communications webinar in Q1: **1 point**

#### **Unique packaging/graphics/info via:**

- Website: **1 point**
- Monthly/quarterly chapter newsletter or president address: **1 point**
- Email communications/marketing blasts/sponsorship opportunities: **1 point**
- Brochures/recruitment letters: **1 point**
- Presence on social media platforms (Facebook/LinkedIn/Twitter/Instagram, etc.): **1 point**

*Calculate for final MCBP submission on 11/14.*

**Points Earned in Section:** \_\_\_\_\_

#### **Total Points Earned in Marketing & Communications Section – Maximum 10 points**

## Section 6 – Philanthropy & Advocacy (Maximum 6 points)

**Overview:** The WICT Network’s chapters are encouraged to “give back” by helping to support their members, local community and HQ’s strategic initiatives.

Businesses and leaders recognize the tremendous attributes women bring to the workplace, making groups like The WICT Network more critical than ever. As The WICT Network evolves, so do our chapters and our collective business practices.

### Women’s Leadership and Education Fund

The Women’s Leadership and Education Fund (WLEF) was established in 1989 to enable The WICT Network to give back to the industry in meaningful ways and ensure that members have a continuing education resource for many years to come. The goal is to support The WICT Network in raising funds to provide fellowships and leadership training programs for women in media. Currently, the following fellowships are underwritten by the WLEF:

- The **Cheryl Greene, Lucille Larkin, Laurel Lawson and June Travis Fellowships** were created to provide opportunities for deserving candidates to experience all that The WICT Network Leadership Conference has to offer.
- The **Nomi M. Bergman Fellowship** is an annual fellowship that enables a high potential woman employed by a technology company to experience the strength of The WICT Network’s educational programs and robust professional network.
- The **Martha Soehren Women Veterans Fellowship** provides a high potential woman veteran the opportunity to embark on a one-year journey designed to build crucial leadership development skills through The WICT Network’s resources and programs.
- The **Sara King Scholarship** honors the legacy of Sara King, long-time faculty and program facilitator for the Betsy Magness Leadership Institute (BMLI).

The WICT Network accepts donations for the WLEF throughout the year. Please contact [chapters@wict.org](mailto:chapters@wict.org) if you’d like to make a contribution. We appreciate your continued support for The WICT Network’s initiatives.

Contributions are accepted year-round. Please ensure all pledges are submitted by **November 1, 2024**, and all payments are received by **December 6, 2024**.

### Philanthropy & Advocacy Points Criteria

#### Due November 14: Chapter Provisions – Maximum 4 points

A goal for all chapters is to achieve 6-12 months operating expenses in unrestricted net assets. Once that goal is achieved, each chapter should perform a needs assessment and take a percentage of their year-end unrestricted net assets to invest back into their own chapter. This allows the chapter to:

- Identify and implement additional educational/scholarship opportunities for members.
- Target additional sponsorship and/or advertising areas/packages for growth (i.e., add membership opportunities in sponsorship packages as incentive for smaller companies).
- Identify and implement additional community involvement and/or awareness projects.

- Co-sponsor/partner programs and events with other chapters or other organizations.
- Provide additional giveaways, recognition, educational and/or promotional material, etc. for members.
- Award chapter memberships to speakers or members and/or monies to attend internal mentoring programs.
- Hold additional (non-paid) events.

**Check all that apply from the above list.**

- Inspire** = 4 or more identified areas: **4 points**
- Catalyst** = 1-3 identified areas: **3 points**

*Calculate for final MCBP submission on 11/14.*

**Points Earned in Section:** \_\_\_\_\_

### Due November 14: Participation in The WICT Network Global Events – Maximum 2 points

The visibility of the global organization at the local level will help build synergies and strengthen communications across the board. Objectives are: 1) To expose local members to global organization’s programs and 2) Promote and inform chapter members about the organization as a whole.

- Global program attendance may include: distance learning webinars, The WICT Network Leadership Conference, Executive Development Series (EDS), Rising Leaders Program (RLP), etc.
- Attend the Chapter Leader Roundtable.
- Promotion and listing of Global programs on chapter website.
- Promotion and listing of Global programs in chapter newsletter or chapter letter from the president.
- Promotion and listing of Global programs on chapter membership materials.
- Become an advocate of The WICT Network by relaying and discussing Global programs, information and upcoming opportunities at the beginning of chapter programs or events.
- Package or bundle marketing emails to incorporate Global programs including links to [www.wict.org](http://www.wict.org).
- Display flyers, calendars, materials, magazines, brochures, giveaways and/or signage incorporating the brand.
- Word of mouth – keep your chapter members “in the know” by sharing important information to them as communicated by Global.
- Be visible by meeting with, and/or keeping in regular contact with The WICT Network HQ.

- Inspire** = 7 or more identified areas: **2 points**
- Catalyst** = at least 5 identified areas: **1 point**

*Calculate for final MCBP submission on 11/14.*

**Points Earned in Section:** \_\_\_\_\_

### Total Points Earned in Philanthropy & Advocacy Section – Maximum 6 points

\_\_\_\_\_

## Summary of Submissions and Deadlines

Download an Excel version of this checklist in the [Chapter Leader Resource Directory](#) to track submissions throughout the year.

Deadline	Section	Page	Deliverables to be submitted	Max Points
12/31/2023	Financials	14	2024 Chapter Budget	2
1/26/2024	Governance	17	Chapter Physical Address	1
1/26/2024	Programming	10	Programming Calendar	2
2/9/2024	Financials	14	2023 Year-End & January 2024 Bank Statements	2
2/9/2024	Governance	17	Chapter Bylaws	1
2/9/2024	Membership	7	Membership Plan	2
2/22/24	Membership	7	Insurance Renewal	2
3/8/2024	Governance	17	Strategic Plan	2
3/22/2024	Financials	14	2023 Year-End Financial Summary	2
3/22/2024	Financials	14	IRS 990 Information Request	2
3/22/2024	Governance	18	Document Retention & Destruction, Whistleblower and Conflict of Interest Policies	3
5/10/2024	Governance	17	Succession Plan	1
7/5/2024	Programming	11	Notify The WICT Network HQ of Leadership Conference scholarships	0
7/5/2024	Governance	18	Athletic Event Coverage: Submit scheduled athletic events between 9/15/24 and 9/14/25	1
10/25/2024	Governance	18	Chapter Awards	2
11/14/2024	Governance	17	2025 Chapter Board Roster	1
11/14/2024	Governance	17	2025 President and Advisor Photos & Bios	1
11/14/2024	<b>FINAL</b>	22	<b>MCBP score due to The WICT Network HQ - see below</b>	0
Deadline	Section	Page	Components of final MCBP score submission	Max Points
11/14/2024	Membership	7	Retention Rate - based on 2024 YE Chapter Goal Report	4
11/14/2024	Membership	8	Recruitment Rate - based on 2024 YE Chapter Goal Report	4
11/14/2024	Membership	8	Overall Member Goal - based on 2024 YE Chapter Goal Report - assigned by The WICT Network HQ	2
11/14/2024	Programming	11	Program Quality	15
11/14/2024	Programming	12	Program Curriculum	5
11/14/2024	Programming	12	Tech It Out/STEM Program	2
11/14/2024	Programming	13	Mentoring Program	3
11/14/2024	Programming	12	Chapter Networking	2
11/14/2024	Financials	14	Budgeted Revenue vs. Actual Revenue (FY 2023)	3
11/14/2024	Financials	15	Budgeted Expense vs. Actual Expense (FY 2023)	3
11/14/2024	Financials	15	Net Assets without Donor Restrictions/Reserves	3
11/14/2024	Financials	15	Change in Net Assets (FY 2023)	3
11/14/2024	Financials	16	Internal Controls	8
11/14/2024	Marketing & Communications	19	Brand & Identity	10
11/14/2024	Philanthropy & Advocacy	20	Chapter Provisions	4
11/14/2024	Philanthropy & Advocacy	21	Participation in The WICT Network Global Events	2
<b>Total:</b>				<b>100</b>