

IABC Detroit tests online judging format



From left: Debra Salem, Terees Western, Pat Radice and Dale Umphrey. Not pictured: Barbara Beiss and Eric Longs.

by Debra Salem, ASG Renaissance

On September 23, several IABC Detroit members gathered at ASG Renaissance to judge the Bronze Quill Awards for IABC Tulsa. For this event, the judging was totally online. There were no binders to shuffle around, nor hundreds of copies of judging sheets, nor any mathematical calculations needed. All the judges needed was a laptop or iPad and away they went.

“Managing the process was much easier and less time consuming” said Eric Longs, IABC Detroit President. “The online judging has a simple user interface and is fairly intuitive.”

“From a judging perspective, the process was also pretty easy,” said Debra Salem, IABC Past President. “The administrator assigned two judges to each entry and those judges received an email with a link and a code to the entry.”

Click on the link and it takes you to the entry which consist of two PDFs: 1) the work plan 2) the work sample, she explained. You read through the work plan, jot down notes if you want and then enter your scores and comments in the spaces provided. It’s the same process for judging the work sample.

“From the judges’ perspective, I found this process very easy but as an entrant, I am wondering how hard it would be to upload entries or to manage the online process?” said Salem.

Overall, the online judging seems to be a step forward.

Pros and cons of the new system

Pros:

- Cuts down on the cost to ship entries to other chapters.
- It’s easier for the judging coordinator to secure judges because:
 - a) judging no longer needs to take place at one place and time.
 - b) coordinator no longer has to drive the physical entries to the judges.
 - c) it may be more convenient for members to volunteer their time.
- You can judge from anywhere as long as you have a laptop or tablet.
- Automatically calculates the scores so it is more accurate.

Cons:

- You lose the opportunity to discuss entries with other judges, as well as network with other chapter members.
- The upfront cost of implementing an online judging program may be more costly than sending a box full of binders.
- For entries judged on printing, you don’t get the touch and feel of the entry because you are basically judging it on a PDF, and sometimes, colors don’t come out the same on screen, etc.

If you interested in judging any future award programs, contact Dan Saad at daniel.saad@djscomm.com.

Positive change starts with great leadership

The first professional development event of the IABC Detroit calendar, held on September 19, reminded the audience to keep people front and center.

Kimberley Welch, Global Marketing and Communications Director at Inteva Products, presented “The Role of Servant Leadership in Organizations” to more than 20 IABC members at Inteva’s headquarters. Servant Leadership is a philosophy that “at its core is a long-term, transformational approach to life and work, a way of being that has the potential to create positive change throughout our society,” Welch said.



Kimberley Welch and Eric Longs talk before her presentation on leadership.

She explained that there are seven characteristics and 10 pillars to Ser-

vant Leadership. Each helps align a person’s, or an organization’s goals, behaviors and moral compass. As organizations have values and beliefs, it is the job of the leaders to notice and act if they become misaligned. The phi-

losophy teaches that the focus must be on the people. If they are developed according to the values and beliefs, then the goals/business results will follow. “Because of the people’s growth and development, the company will succeed,” Welch said.

Since communicators influence management, “it’s important to keep the person front and center. Practicing that makes me a better communicator.”

For more information on Servant Leadership, go to www.greenleaf.org or www.spearscenter.org.

Upcoming Events

November 13
Senior Communications Leadership Forum, John Finney, Towers-Watson
December 12
Holiday Networking Event at Detroit Mercantile Co., Eastern Market

Go to iabcdetroit.com for more info and to buy tickets.

New members

Lauren Farnsworth
Elizabeth Peery
Lisa Bagley
Joseph Swickard
Kim Heron
Mark Whitney

Anniversaries

Lillian Lorenzi (20 years)
Carol Majcherek (11 years)

New (Corporate) member: The Kresge Foundation

In September, the Kresge Foundation became a new corporate member of IABC. The Foundation is a private, national foundation headquartered in Troy, Mich., that works to expand opportunities in America’s cities through grantmaking and investing in arts and culture, education, environment, health, human services, community development and place-based efforts in Detroit.

THE KRESGE FOUNDATION

Each of these narrowly defined programs has a particular point of view with long-term goals and strategies to guide the foundation’s grant-making and investing. They partner with those committed to the needs of poor individuals and communities – small, midsize and large nonprofit organizations, intermediaries and the public and private sectors.

For more, go to kresge.org

For questions or story suggestions for upcoming issues of *The Galley*, please contact: Christina Wootton at ctwootton@yahoo.com