ICC CHAPTER

Chapter Leader
Manual

Table of Contents

Chapter 1: Chapter Overview

ICC Overview

The International Code Council is a member-focused association with over 64,000 members. It is dedicated to developing model codes and standards used in the design, build and compliance process to construct safe, sustainable, affordable and resilient structures.

VISION: Protect the health, safety and welfare of people by creating safe buildings and communities.

MISSION: To provide the highest quality codes, standards, products and services for all concerned with the safety and performance of the built environment.

VALUES:

- Customer Value
- Integrity and Trust
- Member Focus
- Professionalism
- Public Service
- Quality

FAMILY OF COMPANIES:
International Code Council; ICC Evaluation Service (ES); S.K. Ghosh Associates; International Accreditation Service (IAS); General Code; The Alliance for National & Community Resilience (ANCR)

ICC Services

The International Code Council offers unmatched technical, educational and informational products and services in support of the International Codes, with more than 370 highly qualified staff members at offices throughout the United States.

1. **MEMBER SERVICES:** Though chapter membership is not necessarily contingent on ICC membership, the two are designed to be mutually beneficial. ICC members include architects, engineers, builders, contractors, government officials, manufacturers and others interested in the code enforcement industry. For a detailed list of member benefits and to access an ICC membership application, click here.

2. **ASSESMENT CENTER:** ICC's Certification Program is the oldest, largest and most prestigious professional certification program in the U.S. for construction code administration and enforcement. It provides a nationally recognized credential that attests to comprehensive knowledge of construction codes and standards used by professional code enforcement personnel. For more information on ICC Certification and for online documents, click here.

3. **LEARNING CENTER:** The Learning Center allows you to identify relevant code training events, track CEUs, maintain certifications, and even learn about the steps needed for earning specific certifications. You can also access training and education in a variety of formats that suit your learning style and schedule. Click here to visit the ICC Learning Center.

4. **PREFERRED PROVIDER PROGRAM:** The Preferred Provider Program focuses on training opportunities offered by various

categories of ICC-approved education Providers, as identified in Section 1.6, which collectively form the ICC Preferred Provide Network (PPN). The Program recognizes and promotes ICC-approved educational offerings by a variety of Providers as they relate to codes, standards and guidelines, as well as building construction materials, products and methods. Click here to learn about becoming a PPP as a Chapter.

ICC Chapter Types

The Code Council is supported by over 380 Chapters spread throughout the country and around the world. Chapters are designated as Regional, State, Local, Professional, Student or International depending on the geographical area they serve and the nature of their membership. Every ICC Chapter is different. Many Chapters focus on a particular discipline such as Building, Fire, Mechanical or Plumbing. Learn more about chapters, chapter responsibilities or how to become a chapter by reading the Council Policy.

What are the different types of ICC Chapters?

- **Regional chapters** shall represent all chapters established within the geographical boundaries of one of the 12 designated regions and serve as the coordinating body.

- **State chapters** shall represent jurisdictions that enforce or administer codes within the geographical area of the state/province and require 50 ICC members of which at least 25 shall be governmental members.

- **Local chapters** shall represent jurisdictions that enforce or administer codes in a geographic area smaller than that of a state and require 20 ICC members of which at least 10 shall be governmental members.

- **Professional chapters** shall represent individuals from any geographic area whose profession or business will benefit from participation in ICC and require 20 ICC members of which at least 10 shall be BSP members..

- **Student chapters** shall represent students whose course of study will benefit from participation in ICC activities. A Student chapter shall have a Regional, State, Local or Professional chapter as a sponsor.

- **International chapters** shall represent chapters outside the United States and require 20 ICC members.

Chapter Benefits

Chapters are developed by individuals who are interested in: providing a forum for the exchange of knowledge and ideas concerning building safety and construction regulation; being a part of the larger association; the benefits of chapter status and the recognition of chapter status.
Some of the benefits of Chapter formation include:

1. **Complimentary Annual Conference registration OR complimentary travel and registration to Chapter**

Leadership Academy hinging on the submittal of an Annual Report.

2. **Chapter Education Benefit:** consists of an education voucher to be used for one complimentary day of training through an ICC Preferred Provider (valued up to $1,200) or one day of training from ICC, hinging on the submittal of an Annual Report.

3. **Chapter Discounts**: All chapters receive 20 percent off member prices on ICC designated products for bulk orders shipped and billed to the Chapter. Chapters can

also receive discounts when contracting an ICC seminar or purchasing ICC Chapter membership in bulk.

4. **Use of ICC Chapter logo**. See details in Chapter 8 of this manual for more information.

Chapter Responsibility

Becoming a Chapter also comes with a few responsibilities. All ICC Chapters must submit an Annual Report online by August 15 per ICC Chapter Policy (CP #10-04) in order to receive their full benefits. The report includes:

- A current list of chapter officers including address, phone number, fax number and e-mail address.
- The dates of annual or general membership meetings.
- Any changes in the chapter's constitution or bylaws since the last annual report.
- Any significant changes in the geographical area served by the chapter.
- Current number of chapter members.
- The number of ICC members within the chapter membership.
- The year the organization was established.

Chapter 2: Chapter Formation

Chapter Application Requirements

In order to become a Chapter, you must submit a Chapter Application via email to chapter@iccsafe.org. ICC will provide the Chapter Agreement and a sample Bylaws and Resolution. The following is required for the application:

- Chapter name and primary contact information
- Desired Chapter Status
- Elected Officers
- List of all names, addresses and ICC member numbers (if applicable) of individuals within the organization, meeting any member number requirements
- Constitution/Bylaws
- Resolution
- Area Covered and Primary Discipline
- Statement of Purpose
- Chapter Agreement
- Chapter Meeting Details

Chapter Constitution

Before drafting its Constitution, a Chapter should first review ICC's Bylaws, because a chapter's bylaws and purpose cannot be in conflict with the ICC Bylaws and purpose. Next, review the provided sample Chapter constitutions/bylaws for additional ideas. This will enable a Chapter to include important issues while still tailoring the document to its own goals and needs.

A Chapter's constitution should contain the following articles:

- Chapter name
- Chapter purpose
- Membership
  - Who is eligible for membership?
  - How do you become a member?
  - What are the types of membership?
- Officers
  - Description of governing body
  - Terms of office
- Elections and Meetings
  - Election procedures
  - Filing of vacancies
  - Removal from office
- Amendments

Chapter Bylaws

Bylaws describe the relationship between the members and the working groups within the chapter. Some chapters may desire to have bylaws and additional policies which further define organizational matters. Chapters focus on a particular discipline such as Building, Fire, Mechanical or Plumbing. Learn more about chapters, chapter responsibilities or how to become a chapter by reading the Council Policy.

A bylaw should be much more flexible and easier to change than a constitution. Frequently the article headings for bylaws will be the same as those in the constitution. In essence, the constitution should deal with basic rules which are seldom changed (for example, annual meetings). Bylaws would prescribe the how and when (for example, every September or every July).

Chapter Policies

Chapter policies are usually established and changed by officers and boards. They differ from the constitution and bylaws in that they do not require membership approval by vote and they are concerned with implementation, rather than organization. Policies may cover such issues as specific responsibilities, job descriptions, authority for expenditures, formation and dissolution of committees, etc.

Chapter 3: Order and Leadership

Chapter Order

Chapters require structure and purpose in order to function successfully. A few tips on maintaining Chapter order:

- **Identify main functions of the Chapter** – in order to give the members purpose.
- **Structure the Chapter to carry out its functions** – clearly define the roles and responsibilities of the Chapter officers, key Chapter events and involvement throughout the year.
- **Create complete job descriptions for each office and job task** – will written minutes be taken or will you record the meeting? Who will be responsible for the minutes or the audio/visual recording?

One method used by Chapter leaders to evaluate the success of their organization is a Chapter Profile Log, which is:

- When a decision by a responsible party will do.
- When the reason for meeting is unclear.
- A yearly source of organized, quick reference materials about the Chapter's activities and services and the outcomes.
- A historical chart that cites events and lessons learned.
- A summary document that highlights "need to know" information that makes the decision –making process simpler.

Chapter Officer Duties

Chapter Officers must conduct the chapter in accordance with the ICC Bylaws and the chapter's constitution.

There is often a natural progression in the chapter leader positions. Usually, the secretary/treasurer eventually becomes the vice president, then the president of the organization. It is extremely important that the chapter leader becomes familiar with all of the chapter officer's duties, functions and unique stresses of the different officer positions.

President - The chapter president is the general manager of all parts of the chapter in reaching the Chapter's goals. It is the president's duty to appoint appropriate people to committees. The Chapter president oversees each project to guide all parts of the chapter in the same direction and must be able to manage many different tasks effectively and efficiently.

The president should not simultaneously hold the office of treasurer. Appropriate checks and balances require that the decision-maker is not also handling the money for an organization.

The president facilitates, but the board decides what objectives the chapter must accomplish (e.g., educational, fundraising). The president must anticipate problems with accomplishing those goals and be prepared to circumvent potential problems. Duties include:

- Making decisions
  - Establish objectives
  - Define tasks
  - Set deadlines
  - Follow up/Evaluation
- Setting priorities considering established objectives and priorities
- Delegating workload

Vice President – The vice president should assume the duties of the president in the absence of the president or in case of an emergency. The vice president should also assist the president in the conduct of the office of president. The vice president should have similar qualifications to that of the president.

Secretary/Treasurer – The secretary keeps accurate minutes and records in a meeting and maintains correspondence. The treasurer receives and controls funds and supervises financial affairs in general. In some chapters, the office of secretary/treasurer is held by the same individual, while other chapters separate the two offices.

Chapter Leadership

Effective leadership encompasses several elements:

- **Planning** is essential to the future of a Chapter. As an officer, you should establish and work towards Chapter goals and objectives. Leadership also develops policies and procedures for future officers and members. Chapter leaders should identify the resources necessary for task accomplishment (i.e., people, time, money, material) and determine their availability to establish deadlines.

- **Organizing** includes all activities that make goals and plans a reality. Leaders must bring together all of the Chapter's resources in the most efficient and effective way to achieve the goals and objectives set forth by the Chapter. Establishing a clear list of

tasks and responsibilities and a good communications system is also key to a successful Chapter.

- **Motivating** Chapter members can be difficult. Leaders must take into account different member's perceptions and bring them together under a common purpose. It's important to meet the needs of both individual Chapter members and the Chapter as a whole. Coaching, training, empowerment and recognition all motivate members to remain active in a Chapter.

- **Delegation** is crucial to a Chapter leader. A leader must know what is expected of his or her resources, when it is expected and how to best employ resources to obtain the desired results. This means assigning work in a planned and thoughtful manner.

Chapter Membership

The foundation of an ICC Chapter is its membership. As a leader of a Chapter, it is important to determine spectrum of code enforcement disciplines and construction industry interests that exist within the Chapter. The goals and activities of a Chapter should meet the needs and interests of all represented groups. Membership needs are met in several ways:

- Finding value in Chapter programs
- Opportunities to participate in Chapter activities
- Receiving high-quality information from leaders in a timely manner
- Opportunities to network with their peers
- Benefits of membership outweigh the costs
- Finding a sense of belonging to the organization
- Receiving excellent support from the Code Council

You can assess Membership needs in several ways:
- Conduct a Chapter Survey, so members can provide suggestions and feedback. Several online resources can be used to create and send free online surveys.
- Conduct a member forum to assess members' reactions to programs and chapter operations.
- Invite Chapter members to attend board meetings. Including them in Board meetings allows members the opportunity to offer observations about the chapter's goals, activities and performance.
- Investigate the programming and services offered by other chapters in order to identify needs that could be provided by the chapter.
- Create meeting or training evaluation forms for Chapter events and activities.

Membership Recruitment

When trying to recruit new Chapter members, a Chapter should consider a few individual questions:

- Who or what got you involved with your Chapter?
- What keeps you involved with your Chapter?
- What is your Chapter doing right?
- What would happen if the Chapter didn't exist?

These questions help to determine the value the Chapter offers to current and future members. Current members should use their strengths to recruit new members with education, events and communications.

Showing those new to the profession the value and importance of Chapter involvement can help in recruiting new members.

A chapter can offer orientation to the career and Chapter, networking opportunities and mentoring opportunities.

New Chapter members contribute a fresh perspective, creative ideas and improvements upon Chapter best practices.

Chapter Finances

Every Chapter approaches maintaining finances differently. Some Chapters operate using traditional methods, while others track finances electronically. As mentioned above, the office of the Treasurer is responsible for collecting dues, tracking Chapter expenses and record keeping. All Chapter funds should be used to benefit its members and the mission of the Chapter.

TAX STATUS/INCORPORATION: Learn more about incorporation and tax status in Chapter 8 of this manual.

UPDATES: The Treasurer provides a financial report at each Chapter meeting, so member are aware of the Chapter's financial activities and status.

RECORD KEEPING:
The following list of the files are typically necessary in maintaining the Chapter's finances.
- Past Treasurer's Reports
- Audit Reports
- Documentation of bank activity
- Checkbooks and ledgers
- Tax Documents and Records
- Public Service
- Financial Statements

Succession Planning

Succession planning is needed every level to ensures that the organization's flow of operation is uninterrupted. It guarantees that incoming leaders are informed of the work of predecessors. This planning keeps the chapter focused on completion of stated goals and objectives.

The best time to begin thinking about your successor is when you take on the job of chapter leader. From the beginning, you should establish and maintain orderly files that can be easily transferred and understood by someone unfamiliar with the position. As you work with your chapter officers and membership, assess their strengths as potential successors. You may be asked for recommendations for your successor.

You should hold a formal transition meeting with your successor once they are chosen.

PLAN AS A CHAPTER:

- Does your chapter have a vision/mission?
- Are clear job descriptions in place for each major chapter position?
- Is there a system for frequent reward and recognition?
- Does your chapter have short- and long-term goals, and a method to review and adapt them?

PLAN AT THE SMALL GROUP LEVEL:
- Does your Chapter have a transition meeting or process between old and new officers?
- Does the Chapter have an effective recording method allowing successors to review previous actions and events?
- Are leaders dividing job responsibilities among members to encourage member involvement?
- Does the Chapter have short and long term goals and a method to review and adapt them?

- Is there a method for changing Chapter processes when needed?
- Are there a variety of ways for members to get involved? Does Chapter leadership promote participation whenever possible?
- Does your Chapter encourage membership in the international organization?
- Is there support for Chapter leaders to attend ICC's Annual Conference?
- Are leaders delegating responsibilities and recognizing volunteers?
- Does your Chapter have a New Member Orientation to get new members engaged?

Chapter 4: Meetings and Events

Chapter Meetings

Planning an effective meeting requires preparation and evaluation of the needs of the Chapter . Each Chapter establishes the best meeting frequency, dates and times based on the needs of the membership. A few tips for planning a successful meeting:

- **Consider the outcome –** how will you measure the success of this meeting? What would you like to accomplish? Be sure you can state this clearly, preferably in one sentence.
- **Set the agenda and time frame -** What needs to be covered? How long does each agenda item need to take? List the items in proper order so that the least important item has the least amount of time and is toward the end of the meeting when people may be distracted or tired.
- **Determine what kind of record you will keep –** will written minutes be taken or will you record the meeting? Who will be responsible for the minutes or the audio/visual recording?
- **End the meeting effectively -** Repeat any decisions that were made, conclusions that were reached, problems that were solved and assignments that were given. Make sure the minutes are distributed within 48 hours.

When you may not need to meet:

- When a decision by a responsible party will do.
- When the reason for meeting is unclear.
- When key people (officers, speakers, etc.) are unavailable.
- When critical data are unavailable.

What should be included on an agenda?
The meeting agenda should include the meeting date, time and location and state what type of meeting will be held. The agenda should state specific meeting objectives and tell participants what information or materials to review in order to prepare for the meeting. Meeting topics should be listed with a time limit in a logical order and include the presenter's name. Keep the length of the agenda reasonable. Higher priority items should be placed earlier in the agenda.

The agenda should be distributed at least 48 hours in advance of the meeting

Chapter Education

Chapter education can be combined with regular Chapter meetings or held separately. Chapter education is determined by what members want and what the Chapter can afford. Chapter members want training that is affordable, applicable to their job and conveniently located. Surveys are a good tool in determining what the chapter member wants in this area.

1. **Use your Continuing Education Benefit:** Though chapter membership is not necessarily contingent on ICC membership, the two are designed to be mutually beneficial. ICC members include architects, engineers, builders, contractors, government officials, manufacturers and others interested in the code enforcement industry. For a detailed list of member benefits and to access an ICC membership application, click here.

2. **Become and ICC Preferred Provider:** The Preferred Provider Program focuses on training opportunities offered by various categories of ICC-approved education

Providers, as identified in Section 1.6, which collectively form the ICC Preferred Provide Network (PPN). The Program recognizes and promotes ICC-approved educational offerings by a variety of Providers as they relate to codes, standards and guidelines, as well as building construction materials, products and methods. Click here to learn about becoming a PPP as a Chapter.

3. **Plan your own education event:** Open your education events to the public to invite those who may not be in your Chapter to participate. If using your Chapter benefit, some Chapters provide the training to Chapter members for a small fee for lunch and charge other attendees a registration fee.

Chapter Meeting Requests

If a Chapter would like ICC representation at one of their meetings or events, an officer can submit a Chapter Meeting Request. Chapters are encouraged to submit requests 60-90 days in advance of the event. ICC aims to confirm attendance 4-6 weeks prior to the Chapter event when possible.

Chapter Officers can find the online Chapter Meeting Request form here. Remember to include the role you want the guest to play and any additional information on the schedule of events or lodging.

Chapter Outreach Events

Outreach events are a great way to get involved in the community and spread the word about your Chapter. Here are a few steps to get started:

1. Recruit a team from your Chapter who will commit to participating in the event.
2. Gather your team to decide whom you want to reach and what you want to do for your event. Consider the following possible target audiences:
   a. Civic/Community groups (Chambers of Commerce, Kiwanis, Jaycees, Rotary, Toastmasters, etc.)
   b. Students/Future Code Officials
   c. Government officials
   d. Homebuilders associations
   e. Homeowners associations
   f. Real estate agents
3. Select relevant materials to share at your event that fits your audience or communities:
   a. ICC Brochures
   b. Tip sheets on disaster mitigation, fire safety, pool safety and sustainable buildings
   c. Videos
4. Identify an organizational contact and reach out to them 60-90 days prior to the event if you want to host an event at their location. If you are tabling at a local hardware store or want to participate in a career fair, determine the right person to contact

about your event. Send them a brochure and provide the following details:
   a. Title of Event
   b. Day/Date/Time
   c. Purpose – Public education and awareness about building safety.
   d. Who – tell them who is hosting the event and who will participate.
   e. What – Tell them what you will hand out.
   f. Ask – Your local home improvement retailer to donate an item to raffle during your event.
   g. Contact Information – Give them your name, email address and phone number.
5. Send an announcement to your Chapter and other associated groups at least 30 days prior to the event to recruit volunteers and bolster attendance. Send or arrange for an announcement one week prior as well.
6. Post your event details chapter website and other local websites as soon as you confirm your plans. Post about the event on your social media pages in the weeks and days leading up to the event.
7. Prepare an announcement about your event and give it to your organizational contact. Ask them to advertise the event.
8. Be sure to take pictures at the event and email them to photos@iccsafe.org!
9. Send a thank you note to those who helped plan the event.

Chapter 5: Best Practices

Recruitment and Mentorship

Chapters require structure and purpose in order to function successfully. A few tips on maintaining Chapter order:

- **Ask Chapter officers to identify potential future leaders once a year –** to encourage mentoring between Chapter members and plan for the future of the Chapter.

- **Encourage Chapter members to bring coworkers or friends in the building industry to events and meetings –** clearly define the roles and responsibilities of the Chapter officers, key Chapter events and involvement throughout the year.

- **Utilize social media**, both as officers and as Chapter members – choose a platform

(Facebook, Twitter, LinkedIn, etc.) to communicate with members, and stick to it! See Chapter 6 of this manual for more information.

- **Set up an internship or mentorship program –** to build connections and commitment within your Chapter. Connect seasoned professionals with those who are new to the building safety industry. You can also sign up to become an ICC mentor.

- **Provide education and training to those outside of your Chapter –** by allowing the public to attend any education or trainings you put on throughout the year.

Chapter Engagement Opportunities

Officers of chapters have the duty to conduct the chapter in accordance with the ICC Bylaws and that chapter's constitution. There is often a natural progression in the chapter leader positions.

Building Safety Month - Building Safety Month (BSM) is a public awareness campaign celebrated by jurisdictions worldwide during the month of May. Chapters can learn more about the campaign and ways to get involved by clicking here.

Code Development Process – Our members shape the codes that ensure health, safety and welfare of the people who live in, work in and visit the communities they serve. Encourage

your chapter to get involved in the Code Development Process. Check out more information on Code Development here.

Membership Councils – Membership Councils offer ICC Members a place to come together and be a more powerful force shaping your ICC, your industry, your career, and your future. ICC offers six discipline-specific Membership Councils that will each serve to take your ICC Membership and profession to the next level. Share your expertise, voice, and vision with your peers – learn more here.

Give Back

There are several ways for your Chapter to give back to Chapter members, the community and the industry:

- **Establish a scholarship fund** for Chapter members to attend ICC events or to support education within your community.

- **Plan community activities** to spread the word on building safety. Table at your local hardware store or attend a nearby career fair.

- **Visit a local school to teach the next generation about the importance of building codes.** Encourage a local school to implement ICC's High School Technical Training Program or College Technical Training Program. To learn more about starting the program, [visit the HSTTP website.](visit)

- **Set up a Chapter awards or recognition program** to acknowledge members of your Chapter that invest in the members of the Chapter and/or get involved in the community.

Chapter Connections

One of the best ways to strengthen your Chapter is by building relationships throughout the industry. Personal connections are just one of so many great resources leaders can use to run a Chapter.

Talk with other ICC Chapter Leaders: If there are other Chapters within close proximity to your group, reach out to their leadership. Ask other Chapters about how they operate, what events they hold and how they recruit new members. Attend the Chapter President Meeting at ICC's Annual Conference or our Chapter Leadership Academy to easily connect with other Chapter leaders.

Connect with local Chapters from other organizations: Several of ICC's Strategic Partners also have Chapters throughout the country. Research local Chapters of other organizations, and learn more about their mission and activities.

Code Adoptions/Legislation

ICC's chapters play an important role in the code adoption and code legislation process. Chapters can collaborate with the Code Council Government Relations Department to support the adoption and use of the highest quality codes, standards, products and services of ICC and its Family of Companies. Here are a few ways to get involved:

Get in touch with your ICC Government Relations Representative: Visit the [ICC Liaison map](ICC) to determine your Board and Staff Liaison for your state, and contact them.

Learn about your state: Visit our [Code Adoption Map](Code) to learn which codes are used in your state and learn about key contacts and state adoption agencies.

Use our Code Adoption Toolkit: The [Code Adoption Toolkit](Code) contains briefing papers on technical issues, samples of ordinances, endorsements and support materials from nation organizations.

Chapter 6: Social Media

Overview

Social media is an excellent tool for ICC Chapters looking to increase membership numbers, communicate with current members, and raise public awareness about the work of code officials and the importance of building safety. However, it can be time consuming to run a social media account, and the rules and lingo sometimes seem like a foreign language.

Whether you are new to social media or have been running an account for a while, the tips below will help you optimize your messaging and take your online communications to the next level.

The materials provided include best practices for the following:

- How to get started (if you're new to social media)
- When to post
- What to post
- Where to post
- How to increase your following and engagement

If you have questions or need additional help, reach out to communications@iccsafe.org.

Tip #1 — Make a Plan

Whether your chapter has had a Facebook page for 5 years or if you're starting one for the first time, it's important to have a plan for what content you will share, how you will collect that content, and who will share it.

1. **Identify your content producers.** Who from your chapter will collect and post content on your accounts? This doesn't need to be just one person. Having multiple content collectors can help overcome potential pitfalls like overtasking, unexpected sicknesses and job changes. However, you should identify one person to manage the team.

2. **Determine how much time you have** to commit to social media. Be realistic when putting your plan together, and encourage others to pitch in with ideas and content. Even though only a few people will be on the social media team, everyone can send ideas.

3. **Pick your sites.** "Social media" entails a number of different potential sites including Facebook, Twitter, LinkedIn, YouTube and Instagram. Do a little research to see which site(s) are used most frequently with the audiences you want to reach. For example, ask your members at a chapter meeting which sites they use most often.

4. **Watch and learn.** Review what other chapters and organizations are doing on their accounts. This is a great way to figure out what you don't like and to find new ideas.

5. **Jump in!** Now, it's time to really get started! Don't be scared to jump right in. With social media, it's all about learning from your past posts and constantly improving.

Tip #2 — Post Regularly

Consistency on social media is extremely important. Building your audience, and then keeping them there, is essential to your success. Choose a posting schedule and stick with it.

1. Best practices are to post to **Facebook** 1-2 times a day, which leads to more clicks per post. We know this can be difficult for people with busy schedules. Therefore, our suggestion is to post to Facebook at least twice a week.

2. According to Track Social, you need to tweet enough to get noticed. The best practices for **Twitter** are to poster 3-5 times a day for the most engagement. Our suggestion: on the weekdays, post one tweet daily.

3. Best practices are to post to **LinkedIn** once daily. Our suggestion: post to LinkedIn at least twice a week.

4. **Pro Tip:** To optimize your time spent, create a social media plan and calendar. Use a dashboard such as Hootsuite or Sprout Social to schedule posts for all your accounts and to allow multiple account managers to work together.

Tip #3 — Share Photos and Videos

Research from the Social Media Examiner advocates for the use of visuals within social media posts. Visuals including photos, videos, gifs and other interactive content reinforce the message and optimize the engagement and click rate of your posts.

We suggest using the following images:

1. Take and post photos of the **attendees** at your chapter's regular meetings and special events. Take short videos of your members talking about the importance of building safety.

2. If you have a **speaker**, take photos and post a video of the speaker's presentation.

3. Share a photo or video of your **chapter's president** speaking during an event.

4. **Share your ICC Chapter logo**. Example post: We are proud to be an ICC Chapter serving our community and promoting building safety. [Attach your chapter's logo and include a link to your chapter website.]

5. **Pro tip:** You can take decent photos and videos with most cell phones today. Many cell phones come with basic photo and video editing software that allows you to make minor changes right on your phone.

Tip #4 — Join the #CODEversation

Each month, the Code Council hosts a Twitter Chat about a building safety topic using the hashtag #CODEversation. To join the online conversation, follow these tips.

1. **Use the hashtag** to share your thoughts. See what others are saying by following the hashtag feed.

2. **Ask questions.** Example: "How can my chapter get involved with the development of ANCR's benchmarking system? #CODEversation"

3. **Provide helpful resources.** Example: "Loving the conversation! Here is another resource for preparing your family! https://bit.ly/1QQ7K4Z #CODEversation". Replace the linked resource with one of your choosing.

4. **Pro Tip:** Twitter dashboards such as TweetDeck are great for joining the chat and organizing all of the tweets so that you do not miss a beat.

Tip #5 — Increase your following

Once you're comfortable with the basics, your focus should be on increasing your number of followers. The more people who subscribe or "follow" your account, the more chances you have to get your messages in front of new people.

1. Let people know where to follow your chapter online by including your social media accounts on all your **print materials** as well as on your chapter website.

2. Add links to your social media accounts in **your email signature**.

3. Encourage your **friends, family and colleagues** to follow your accounts.

4. Share your chapter's posts on your **personal accounts** to give them greater reach.

5. Ask other ICC chapters and **other organizations** to follow your account and share your content on their pages. Do the same for them!

6. **Measure your engagement.** See what types of posts your audience responds well to by looking at the post metrics, which are available for free on most sites. Focus on posting those types of messages more often in the future. For example, does your audience like news articles from your local paper? Or, perhaps they respond best to messages from your chapter president. You will only know for sure if you pay attention to the metrics.

Tip #6 — Proofread, proofread, PROOFREAD!

Don't forget to proofread all your posts before you press "send." Reread your posts an extra time to ensure it is comprehensible to your followers. To be careful, run everything through spell check before posting.

Failure to proof your social media content can reduce your credibility with your followers. Maintain your professionalism and credibility in all your online interactions by proofing your posts.

Website Creation

Website Overview

Create a website to increase your chapter's online presence and serve as the central location for important information. A website provides a platform for you to highlight your chapter's purpose and mission, share event details, release relevant industry news, strengthen your chapter's brand and boost your social media following.

Most think a website from scratch is difficult – however, that's no longer true. Many helpful internet resources have made website creation accessible to everyone.

The materials provided below include best practices for starting a chapter website, which includes the following:

- Choosing a website building platform
- Obtaining a domain name and web host
- Setting up and customizing your website

If you have questions or need additional help, reach out to communications@iccsafe.org.

Step #1 — Choose a Website Building Platform

To optimize the viewership of your website, it will need to be well organized, mobile-friendly and reliable. A content management system (CMS) is a user-friendly platform for building websites and managing your online content.

First, you need to identify the best platform for your needs. We suggest that you look into the following:

1. **WordPress.** One of the most popular CMS platforms, WordPress comes with a number of tools, a wide selection of themes and an affordable price tag. The business plan costs $25 per month, which gives you full access to the theme store, unlimited storage space and a custom domain name (See below for more information on domain names.)

2. **Squarespace**. As an integrated website building program, blogging platform and hosting service, Squarespace is great for beginners. If your chapter has merchandise, the commerce platform within Squarespace allows you to build and

manage your own online store. The business-ready package costs $18 per month, which gives you a domain, unlimited bandwidth and storage, SSL security, and Google AdWords credit.

3. **Magnolia**. This java-based CMS is targeted specifically at companies that need a website that can perform almost any function, including e-commerce, analytics, marketing automation (newsletters), social media and customer relationship management. Within Magnolia, your chapter has the ability to add these functions as you develop the website. The platform also has strong security features that separate your website's public and private elements to help combat cyber intruders.

These are just a few options for a website building platform – there are many more out there! You can find information about other options with a quick Google search.

Step #2 — Obtain a Domain Name and Web Hosting Site

Now that you have your platform, you need to get a domain name and web hosting site.

- **Domain name**: A web address, i.e. yoursitename.com. Owning your own domain name is key to a professional website. Once you obtain your domain name, you will also receive a personal email address: you@yoursite.com.

- **Hosting site**: A service that connects your site to the internet. Having your own hosting site will ensure that your website loads quickly and will not go down for hours at a time.

How to set up your domain name and hosting site (using one option, Bluehost.com):

1. **Go to Bluehost.com.** Click the button to "get started now." You will be taken to a page to select the hosting plan of your choice.

2. **Choose Website Hosting Plan**. The "basic" option is great for new websites.

3. **Pick a Domain Name**. Do some brainstorming to come up with a domain name that reflects your chapter name.

4. **Create your account**. Enter your website manager or chapter information on the "create your account" page. Your receipt will be sent to the email address you enter here.

5. **Select your plan and package to finish registration**. This is the last step to complete before your account is officially created.

6. **Create your password.** After you've paid and registered, you create your password.

*Please note: We recommend Bluehost.com for a secured domain name and web hosting; however, you may choose any other reliable web host.

Step #3 —Set up, Edit and Customize Your Website

Now it is time to get your website off the ground!

1. **Install your CMS to your domain.** Almost every reliable and well-established hosting company has an integrated 1-click installation, which is found in your Bluehost control panel.
   - How to Install WordPress on BlueHost

2. **Choose and install your theme/template**. This will be the overall design of your website.
   - Choosing a WordPress Theme – The Ultimate Guide

3. **Create a main menu and add new pages and content.** Think diligently about the navigation of your site. Decide your main menu and the various pages of your site.
   - 10 Website Navigation Best Practices
   - Creating a WordPress Page

4. **Customize!** This is where you can get creative. Upload chapter photos, change fonts and background colors, and more.
   - WordPress Support: Customize.

Governance and Compliance Considerations

Overview

ICC Chapters play an integral part in supporting and promoting the mission and goals of the International Code Council. These chapters, however, are completely separate entities from ICC and are free to incorporate and govern themselves in a number of ways. The only requirements imposed by ICC are those listed in **CP-10 – Chapters**, which include the following:

1. Provide the name of the applicant Chapter and the primary contact's information.
2. Provide names, titles, addresses, phone and fax numbers, and e-mail addresses of elected officers of the applicant Chapter.
3. Regional chapters must submit a list of participating chapters. All other chapters must submit a list of ICC governmental members and contact info to meet the minimum member requirements.
4. Provide a draft Bylaws for the Chapter, which must not conflict with ICC's Bylaws.
5. Provide a resolution from the Chapter Officers acknowledging responsibilities of ICC chapter status and compliance with ICC's policies.
6. Description of the geographical area served and primary discipline of the membership.

Beyond these requirements, ICC Chapters enjoy significant autonomy. The following informational tips can serve as a starting point for your chapter's major governance and compliance considerations, including the initial incorporation process, the development of your chapter's Bylaws and policies, the fiduciary responsibilities of chapter leaders, and maintaining compliance with state and federal requirements.

If you have additional questions about the ICC Chapter application process, please reach out to Karla Higgs, Vice President of Membership Services, at khiggs@iccsafe.org.

Tip #1 — Options and Steps for Non-profit Incorporation

1. **Choosing Your Entity**: Most, if not all, ICC Chapters are incorporated as non-profit organizations. Non-profit organizations are those that do not exist for the financial benefit of owners or shareholders – any revenue earned by the organization is reinvested into the business as operating capital. There are 29 types of 501(c) non-profit entities (all with different requirements), but the following three are the most common types for ICC Chapter incorporation:
   a. 501(c)(3) – public charity organizations
   b. 501(c)(4) – social welfare organizations
   c. 501(c)(6) – membership organizations and business leagues

   The following resources can assist you in determining which type of 501(c) non-profit

entity is the right choice for your Chapter:

a. *Publication 557: Tax-Exempt Status for Your Organization* (IRS.gov): https://www.irs.gov/pub/irs-pdf/p557.pdf

b. *Starting a Nonprofit Organization* (USA.gov): https://www.usa.gov/start-nonprofit

c. *Tax Information for Charities & Other Non-Profits* (IRS.gov): https://www.irs.gov/charities-non-profits

2. **Steps to Incorporate**: Nonprofit tax-exempt organizations require organization and incorporation at the state level, followed by filing for tax-exempt status at the federal level.

a. *State Incorporation*: Some of the requirements to become an ICC Chapter, such as the finalized name of the Chapter, the Chapter Bylaws, and the list of Officers, may also be requirements to become a non-profit in your state. However, as a general rule, the required filings to form a nonprofit organization and achieve state tax-exemption **vary by state**. This resource, prepared by Hurwit & Associates, can assist you in understanding your state's specific incorporation and registration requirements.

b. *Federal Filings:* Once the Chapter is formed and filed with the state, your Chapter will have the opportunity to file

for tax exemption at the federal level. However, there are a number of steps your Chapter must undertake **beforehand**. This IRS resource can guide you through these preliminary requirements.

Depending on the type of 501(c) organization your Chapter selects, you may then make the required Federal filings to achieve Federal tax exemption. The following resources can assist you in preparing these filings:

i. *Applying for Tax Exempt Status* (IRS.gov): https://www.irs.gov/charities-non-profits/applying-for-tax-exempt-status

ii. *Publication 557: Tax-Exempt Status for Your Organization* (IRS.gov): https://www.irs.gov/pub/irs-pdf/p557.pdf

iii. *How to Start a Nonprofit – Step 4: Filing for Federal Tax-Exempt Status* (National Council of Nonprofits): https://www.councilofnonprofits.org/tools-resources/how-start-nonprofit-step-4-filing-federal-tax-exempt-status

3. **It is recommended that your chapter seek independent tax or legal advice in preparing and filing the necessary incorporation and tax-exempt paperwork.**

Tip #2 — Corporate Governance Policies for Chapters

What is Nonprofit Corporate Governance and how does it apply to an ICC Chapter? It's the Board's leadership role to oversee, control, and influence the current and future shape and course of the Chapter.

1. **Bylaws**: Your Chapter's Bylaws are legally binding rules that govern your Chapter and outline how the Chapter's Board of Directors will function. For your Chapter to run effectively, your Chapter's Bylaws should comply with state law, and your Chapter's Board of Directors should adhere

to those Bylaws. The following resource, provided by BoardSource, provides an overview of nonprofit bylaws and the provisions and topics that should be addressed within them: https://boardsource.org/resources/bylaws/

2. **Corporate Governance Practices**: Once the chapter is formed, it is required to keep record of certain matters, including but not limited to **Board meeting minutes**, **appropriate financial/accounting data**, and an **updated roster of chapter board**

members and officers. For further information on required and recommended corporate governance practices, please see the following resources:

   a. *Recommended Governance Practices* (BoardSource): https://boardsource.org/recommended-board-practices/

   b. *Good Governance Policies for Nonprofits* (National Council of Nonprofits): https://www.councilofnonprofits.org/tools-resources/good-governance-policies-nonprofits

3. **Again, it is recommended that your chapter seek independent tax or legal advice in developing your Chapter's Bylaws and corporate governance policies.**

Tip #3 — Fiduciary Duties of Chapter Leaders

The Board of Directors serves as the governing body of your Chapter and provides oversight and influence for the direction and goals of the Chapter.

Though the responsibilities of board members vary from state-to-state, every non-profit board member will generally have three fundamental fiduciary duties:

1. Duty of Care
2. Duty of Loyalty
3. Duty of Obedience

For further information on these and other fiduciary responsibilities of Board members, please see the *Board Roles and Responsibilities* from the National Council of Nonprofits.

Tip #4 — Staying in Compliance

Once your Chapter is incorporated, your officers are elected, and business is under way, it is important to always be cognizant of annual compliance.

Chapter leaders should always keep in mind the following tips:

1. **Stay in compliance by making the proper annual state and federal filings!** Each state and the IRS can fine you for your failure to make the proper filings and can ultimately revoke your corporate standing and/or tax-exempt status if neglected for too long.

   a. **State filing requirements** vary substantially depending on the state that your Chapter incorporates in. This resource, prepared by Hurwit & Associates, can assist you in understanding your state's specific annual filing and disclosure requirements.

   b. **Federal filing requirements** vary depending on the type of 501(c) organization your Chapter incorporates as. The following IRS resources provide detailed information on required federal filings and any other compliance requirements:

   a. *Compliance Guide for Tax-Exempt Organizations (other than 501(c)(3))* (IRS.gov): https://www.irs.gov/pub/irs-pdf/p4221nc.pdf

   b. *Compliance Guide for 501(c)(3) Public Charities* (IRS.gov): https://www.irs.gov/pub/irs-pdf/p4221pc.pdf

   c. *Stay Exempt* (IRS.gov): https://www.stayexempt.irs.gov/.

   d. *How to Stay Exempt* (IRS.gov): https://www.irs.gov/charities-non-profits/how-to-stay-exempt-1

2. **Abide by your Bylaws and governing documents!** As a Chapter Leader, it is your fiduciary responsibility to follow the procedures imposed by your Chapter Bylaws, Articles of Incorporation, and any other governing documents or policies. Review your Chapter Bylaws regularly and ensure your meetings, elections, and other procedures comply with them.

3. **Communicate!** It's too often that Chapter Leaders

who are familiar with the compliance process do not relay the information to the incoming leadership as they rotate off. It is important to keep Chapter Leaders consistently informed as the organization evolves so that these vital but easily overlooked formalities do not get lost in the cracks.

4. **Entrust Legal and/or Tax Counsel!** Although state and federal incorporation and tax filings are complicated, it is your legal responsibility as a Chapter Leader to ensure that these matters are properly addressed. Remember that there are professionals who specialize in these requirements and can assist you in maintaining compliance.

Tip #5 — ICC Member and Chapter Logos

ICC has made available two types of logos for member and chapter use. Please note that in an effort to protect its intellectual property rights, ICC does not allow the use of the **ICC logo** by members, chapters, or any other non-ICC entity.

1. **Member Logo**: ICC members can access the member logo through their myICC account using the following instructions:
    a. Click here to access the sign-in page.
    b. Once you sign in, click the link entitled "Member Recognition" in the bottom left menu.
    c. Review the ICC Member Logo License agreement and scroll to the bottom of the page. If agreeable, click the link entitled "I accept the licensing agreement and agree to comply with its terms and conditions."
    d. Enter your information and click Submit.
    e. You will then have the option to select any of the four member logo options.

2. **Chapter Logo**: ICC chapters can access one of the two chapter logos by contacting ICC's Corporate Governance/Affairs Associate Will Coffman at wcoffman@iccsafe.org.

Questions and Contact Information

Questions? Please direct them to:
Will Coffman, Esq.
Corporate Governance Associate
International Code Council
Eastern Regional Office – Birmingham, AL
wcoffman@iccsafe.org

Chapter 9: ICC Member Voting and Membership Privileges

Full Voting Privileges

In accordance with Article III of the ICC Bylaws, only Governmental Members (via their validated Governmental Member Voting Representatives) and Honorary Members may vote on any issue at ICC's Annual Business Meeting. Further, validated Governmental Member Voting Representatives and Honorary Members may vote in ICC's Public Comment Hearings, Online Governmental Consensus Vote, and the Online Assembly Floor Motions following the Committee Action Hearings, as dictated by Section 9.1 of CP-28:

> **Eligible Final Action Voters:** Eligible Final Action voters include ICC Governmental Member Voting Representatives and Honorary Members in good standing who have been confirmed by ICC in accordance with the Electronic Voter Validation System. Such confirmations are required to be revalidated each code development cycle. Eligible Final Action voters in attendance at the Public Comment Hearing and those participating in the Online Governmental Consensus Vote shall have one vote per eligible voter on all Codes. Individuals who represent more than one Governmental Member shall be limited to a single vote.

Limited Voting Privileges

All other ICC Members, including Corporate Members and Members in any of the Individual Member categories, are afforded the ability to vote in the Online Assembly Floor Motions following the Committee Action Hearings and on Points of Order at all hearings. These Limited Voting Privileges derive from CP-28, Section 5.7.4:

> **Eligible Online Assembly Motion Voters**: All Members of ICC shall be eligible to vote on online assembly floor motions. Each member is entitled to one vote, except that each Governmental Member Voting Representative may vote on behalf of its Governmental Member. Individuals who represent more than one Governmental Member shall be limited to a single vote.

And Section 5.4.8:

> **Points of Order:** Any person participating in the public hearing may challenge a procedural ruling of the Moderator. A majority vote of ICC Members in attendance shall determine the decision.

Members with Limited Voting Privileges are entitled to one vote and include Corporate Members, Associate Members, Building Safety Professional Members, Student Members, Retired Members, Certified Members, and Participating Members.[1]

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[1] It should be noted that the Chapter Member category listed within CP-10 is not a separate individual membership category. Rather, it affords a discounted rate on an individual membership category for chapter members. For example: a Chapter buys 10 Building Safety Professional individual memberships in bulk at a discounted rate for 10 of its Chapter members.

Members with Multiple Employees

In the case of Governmental or Corporate Members, it is important to note that the ICC Member is the entity as a whole and not a particular individual or employee. Because these "entity members" house multiple employees, their voting and membership Privileges are slightly more complex.

a. Governmental Members

As stated in Section 5.4.7 of CP-28 (referenced above), the general rule is that each ICC Member is entitled to one vote. However, there is an exception that each Governmental Member Voting Representative may vote on behalf of its Governmental Member. This exception entitles Governmental Members to multiple votes; it is the only membership category that is entitled to such.

The remaining non-GMVR employees of a Governmental Member, however, are not entitled to any voting privileges and are not considered individual ICC Members unless they pay for an individual membership themselves. The Governmental Member Primary Representative, however, can select a number of the jurisdiction's employees to receive a series of Non-Voting Membership Benefits that are available through the overall Governmental Membership. These Non-Voting Membership Benefits may include free code books[2], a new member kit, building science technical support and code opinions from the ICC technical staff, a subscription to Building Safety Journal, exclusive access to the members-only area of the membership website, and discounts on products and services.

b. Corporate Members

Corporate Members, like Individual Members, are entitled to one vote. The Corporate Member Primary Contact designates an employee who votes on the corporation's behalf. The remainder of the corporation's employees are not entitled to any voting privileges and are not considered individual ICC Members unless they pay for an individual membership themselves. Like Governmental Members, the Corporate Member Primary Contact can designate a number of the corporation's employees to receive Non-Voting Membership Benefits that are available through the overall Corporate Membership.

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[2] Governmental and Corporate members receive six free code books, including the IBC, IRC, IPC, IFC, IFGC, and IMC. Individual membership categories receive one free code book of their choosing.

ICC Member Voting and Membership Privileges Guide

Definitions

Full Voting Privileges: The ability to vote in ICC's Annual Business Meeting, the Public Comment Hearings, the OGCV, and the Online Assembly Floor Motions following the Committee Action Hearings.

Limited Voting Privileges: The ability to vote in ICC's online assembly floor motions following the Committee Action Hearings and on Points of Order at all hearings.

Non-Voting Membership Benefits: Membership benefits other than voting privileges that are listed within CP-13 – Member Categories. Depending on the individual membership category, these non-voting membership benefits may include free code books, a new member kit, building science technical support and Code opinions from the ICC technical staff, a subscription to Building Safety Journal, exclusive access to members-only area of the membership website, and discounts on products and services.

Selected Employee of a Governmental or Corporate Member: An employee of a Governmental or Corporate Member (who is not a GMVR or an individual ICC Member) who is selected by the Member's Primary Contact as a recipient of Non-Voting Membership Benefits.

Voting and Membership Privileges of Specific Membership Categories

Governmental Member:
- Full Voting Privileges.
- Multiple Votes. All validated Governmental Member Voting Representatives may vote on behalf of the Governmental Member.
- Receives Non-Voting Membership Privileges for all selected employees.

Honorary Member:
- Full Voting Privileges.
- Entitled to one vote.
- Receives Non-Voting Membership Privileges.

Corporate Member:
- Limited Voting Privileges.
- Entitled to one vote. The voter is an employee of the Corporate Member designated by the primary contact to vote on the Member's behalf.
- Receives Non-Voting Membership Privileges for all selected employees.

Individual ICC Members (Associate Members, Building Safety Professional Members, Student Members, Retired Members, Certified Members, and Participating Members)
- Limited Voting Privileges.
- Entitled to one vote.
- Receives Non-Voting Membership Privileges

Selected Employees of a Governmental or Corporate Member:
- No Voting Privileges, but can testify and participate in discussion at the Committee Action and/or Public Comment Hearings.
- Receives Non-Voting Membership Privileges.

Members of the General Public:
- No Voting Privileges, but can testify and participate in discussion at the Committee Action and/or Public Comment Hearings.
- Does not receive any Non-Voting Membership Privileges.