

ELICITOR



October, 2013
Volume 4, Issue 1

Message from the President



Are you like me and wondering where summer went? Looking back over the summer your Central Iowa Chapter IIBA® volunteers and board have been busy.

While working on the overall technology package, the

opportunity presented for us to move out of our comfort zone with a new website!

I'm excited about our journey. The benefits are and will continue to pave the way to success as a chapter. Thank you for being patient with us during this time of transition.

In addition to the new website, another component of the overall technology package is a new SharePoint site for the board and special committees.

The board is busy preparing for several upcoming events including:

- 2014 Board position nominations
- IBADD 2014 Planning
- BABOK Study Group
- Agile Discussion Group
- October and November Monthly Chapter Meetings

Thank you for participating in the events and providing important feedback to help us focus on your needs.

See you there! Bev Sells

Inside this issue:

Central Iowa Chapter's New Website	2
2014 Board of Director Openings	2
Central Iowa Chapter Strategy	3
Financial Importance of IBADD to the Chapter	4
2014 IBADD: Where it All Comes Together	5
Upcoming Events	5
IBADD Volunteers Needed!	6

Confusion-Free Membership



By Denise Mernka
Director of Membership

We are working hard to take the confusion out of membership via the new website.

Although the website is still under construction, it will

soon offer a simple method to keep your membership in good standing.

To become a member of our Central Iowa Chapter, two annual memberships are required:

- IIBA® (International Institute of Business Analysis) \$125/initial/\$110 renewal
- IIBA® Central Iowa Chapter - \$25.

IIBA® is the international parent organization of our chapter and requires a

membership that is separate from our chapter membership. However, your IIBA® membership number is used for both memberships. Our chapter requires both memberships in order to receive the benefits of a member in good standing.

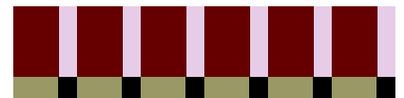
Our local chapter does not receive any revenue support from IIBA® parent organization memberships.

Any chapter membership payment made within your

12-month IIBA® membership period will be applied to that same 12-month period, regardless of when it is received.

For example, if your membership expires July 31 and you do not make a chapter membership payment during that 12-month membership period until July 31, a chapter membership payment would be due again August 1st.

Questions? Contact me at: membership@centraliowaiiba.org



Central Iowa Chapter's New Website



By Phil Marcuson
Director of Technology

As you've heard at recent meetings and may have seen, we're hard at work reimagining the IIBA® Central Iowa Chapter website. The new website will, first and foremost, be a resource for Central Iowa Business Analysts.

As we reimagine the site and how it can best deliver the information and services our

members demand, your feedback will continue to be vitally important to our process.

Today, you can browse to www.centraliowaiiba.org and see some of the improvements we've already made, but this is just the start.

We have new website sections in the works that we think will serve our membership well into the future. For example, we're planning to include an education section that will feature the many opportunities BAs and BA leaders have to grow and learn; we are adding a partnerships section that will recognize the many different sponsors that are so im-

portant to the continued success of the chapter; and soon, we will be adding new features to our membership section that we hope will make joining the chapter and renewing your membership a cinch.

We're building a stronger resource that's intuitively organized and rich in content that is important to our members. These improvements show how, at a fundamental level, we're moving towards a new centraliowaiiba.org.

Built with a look and feel that aligns us with our international parent, this new design also represents the excellence and professionalism of the business analyst community that our chapter

serves.

We'd love to hear from you if you would like to contribute content for the website. Contributions we're most interested in are news about the local BA community, articles relevant to the BA profession, recognition for professional achievement (i.e. CBAP certification), and other items of interest to the chapter membership.

If you have a suggestion, contribution, constructive feedback or comment about the website and what we're up to, please feel free to email us directly at contact@centraliowaiiba.org.

We're looking forward to hearing from you.

2014 Chapter Board of Director Openings, Nomination Process

By Nominations Committee

The CIC IIBA® Board will have the following positions open for two-year terms, starting on April 1, 2014:

- President Elect
- Director of Programs
- Director of Membership
- Director of Partnership

A detailed description of each board position can be found on the website in the About the Board tab:

<http://www.centraliowaiiba.org/Pages/Board.aspx#2>

What's Next?

The 2014 Nomination Committee has been formed, and will be asking for nominations for these open board positions soon.

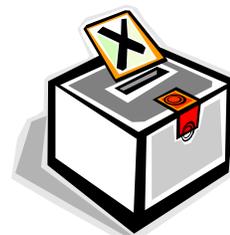
All nominees who accept will be asked to create a 200-word biography, and will have an opportunity to introduce themselves and present their qualifications to our membership at the Annual General Meeting on January 23, 2014.

Voting will take place in late January - early February 2014.

Look for upcoming e-mails regarding these open board

positions and a call for nominations. Please consider filling one of these critical roles on our Central Iowa Chapter IIBA Board!

Please send any inquiries to our mail ID: nominations@centraliowaiiba.org





Central Iowa Chapter Strategy



By Bev Sells
Chapter President

Your board members spend a few months each year planning and strategizing where we want to be and how to get there.

This year we started our strategy planning by reviewing the Mission as stated in the bylaws: Work to strengthen the presence and understanding of business analysis and the Vision: To become the most respected

source of professional development and networking among the business analysis profession in Central Iowa community through continually: improving programs, robust marketing, efficient operations to support growth of membership and transitions of the leadership team.

After reviewing the mission and vision statements, we spent the remaining time brainstorming for ideas on how to work towards the mission and vision goals.

In October, the board will continue the strategy planning with the prioritized ideas from our September meeting and goals written from those.

We'll be using a method called "Impact Mapping" to take those goals and drive out the path to implementation.

To perform Impact Mapping you start with SMART Goal(s) as a description of the problem we are solving for (WHY), then identify the Actors whose behavior can bring us closer to the goal, (WHO), then for each Actor, identify the behaviors adopted to bring us closer or lessen the obstruction to the goal (IMPACT), then for each Behavior, deliverables we as a board can provide to drive the desired changes in behavior (WHAT).

While it's still early in the process, we are working

toward identified goals to keep the health of the chapter strong.

As part of the strategy planning, a review of the last year is performed to see what we have accomplished and to prepare for submission of the IIBA® Chapter awards.

This year has been one of many goals met! Submissions to IIBA® for Top Chapter, Sustainability and Community have been completed and we are awaiting the announcement of the winners in November at the BBC conference.

Follow us on Twitter at CIA_BA for the winners as they are announced in November.



Bev Sells leads the board through strategy sessions.



Financial Importance of IBADD to the Chapter



By Brian Larkin
Director of Treasury and
Finance

The importance of the Iowa Business Analyst Development Day (IBADD), our Chapter's flagship event, is underscored on many levels.

Countless hours are poured into planning and coordinating this event from a dedicated team of volunteers who bring in speakers from around the country, regionally and locally.

This event allows the Chapter to offer programming and education to the Central Iowa Business Analyst Community on a scale that cannot be achieved in any of our

In 2012, IBADD registrations accounted for nearly 70% of all revenue acquired by the Chapter.

other programming events offered throughout the year.

IBADD is also extremely important to the Chapter financially. We realize the financial sacrifice for each person to attend is not small, but it is reasonable when considering the level of training provided and when comparing IBADD to other day-long training opportunities available to the Business Analyst. Expenses that come with running an event on this scale are significant.

As a matter of fact, IBADD expenses represented 70% of all the expenses incurred by the Chapter in 2012, and nearly the same for 2011. Additionally, this event is also the primary revenue generator for the Chapter. As with expenses, revenue from IBADD registrations accounted for nearly 70% of all revenue acquired by the Chapter in 2012.

While most of the registration revenue for IBADD is matched by the event's expenses, we aim to keep expenses below revenue for this event.

Since local Chapters do not get any financial support from International (the International Institute of Business Analysis), each Chapter is responsible for meeting its

own financial obligations.

Therefore, the profitability coming from IBADD, in addition to the financial contributions from our Sponsors, represents a crucial source of funds needed to keep our Chapter solvent and to allow us to offer the other programming opportunities throughout the year including the monthly meetings, BA-BOK Study Group, and the Mentoring Program. While it costs \$25 a year to be a member, it actually costs nearly \$90 per member to run the Chapter each year (when taking IBADD finances out of the equation).

The bottom line comes down to the fact the Board of Directors and the Chapter's team of volunteers strive each year to maximize the

value the Chapter provides to its members and non-member participants rather than trying to maximize revenue or profitability.

Not having to raise prices over the last couple years for IBADD or membership fees speaks to this fact.

I also want to emphasize the importance of the financial and in-kind contributions from our sponsors. This Chapter could not accomplish the things it has without their support.

Personally, I am thrilled to be part of an organization full of volunteers dedicated to supporting and advancing the Business Analysis discipline here in Central Iowa.



My mind rebels at stagnation. Give me problems, give me work, give me the most abstruse cryptogram, or the most intricate analysis, and I am in my own proper atmosphere. But I abhor the dull routine of existence. I crave for mental exaltation.

Arthur Conan Doyle



2014 IBADD: Where it All Comes Together



By Denise Mernka
Director of Membership

Planning for IBADD 2014 is well underway and those already on board are excited! This year's event is chaired by myself and Jason Palmer (below).



Our goal is for you to walk out at the end of the day feeling fired up and ready! You will be motivated to apply what you have learned in a manner that motivates not only yourself, but those around you.

Working towards this, and keeping in mind your feedback from previous IBADDs, here are some things we are working on for IBADD 2014:

LEARN | PRACTICE | APPLY

IBADD 2014 will focus on practical learning, providing opportunities to learn, practice, and apply new techniques within a safe, supportive environment.

The focus is on content and how you can use what you have learned.

NEW TYPES OF LEARNING

The event will offer new types of learning in addition to speakers and workshops.

Our goal is to expose you to as many ideas as possible, engaging you in discussions that transform ideas from concept to skill. We are excited to develop this concept as an addition to IBADD 2014!

NEW LOCATION

To accommodate growth, IBADD is moving to The Meadows Events & Convention Center in Altoona. The new location will provide additional space for more of everything!

COST

This year's Early Bird Member Rate of \$200 is the same as last year (valid through April 1st 2014).

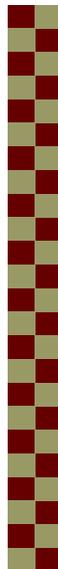
Don't be the team that misses IBADD. Make sure your manager has budgeted to send your entire team to IBADD 2014. You won't want to miss it.



Go, go Central Iowa!

Did you know:

- Our chapter has more membership than the Atlanta, Georgia chapter.
- Our chapter is continually sought after for advice and success strategies from other chapters.
- Our membership of just under 300 represents 50 companies and 30+ companies are represented at events by non-members.



Upcoming Events:

October

- 8th—Board Meeting
- 10th—BABOK Study Group
- 10th—Agile Discussion Group, WDM Library, 5:30-7:30 pm
- 17th—BABOK Study Group
- 24th—October Chapter Meeting, ING, 11 am
- 24th—BABOK Study Group
- 31st—BABOK Study Group

November

- 5th—Board Meeting
- 21st—November Chapter Meeting,

Farm Bureau, 11 am

- 21st—Agile Discussion Group, WDM Library, 5:30-7:30 pm

December

- 10th—Board Meeting
- 19th—December Chapter Meeting, Wellmark, 11 am
- 19th—Agile Discussion Group, WDM Library, 5:30-7:30 pm

January

- 7th—Board Meeting
- 23rd—Annual General Meeting

Central Iowa Chapter IIBA®

Working to strengthen the presence and understanding of business analysis.

PO Box 7781
 Urbandale, IA 50323
contact@centraliowaiiba.org

Website:
<http://www.centraliowaiiba.org>

Central Iowa Chapter IIBA Socially

-  IIBA Central Iowa Chapter
-  CIA_BA
-  IIBA Central Iowa



Thank you QCI for your sponsorship and dedication to our chapter!

Willingly edited and published by Ann Stough, Director of Communications, and Caron Osberg, Treasured Committee Member.

Have an idea or article suggestion? Write me:

communications@centraliowaiiba.org

IBADD Volunteers Needed

As a volunteer, your IBADD registration is free. If you are open minded, willing to work, enjoy collaboration and the satisfaction of a job well done, all while having a great time, give IBADD a try. Below are team descriptions. If the time is right for you to get involved and see how the magic happens, contact us at ibadd@centraliowaiiba.org with your top two team preferences.

IBADD 2014 Teams	
Logistics	Responsible for all physical aspects of the event including venue, audio and video, catering, information dissemination and attendee registration. Administers attendee lists, ensuring that the event is prepared for each and every attendee.
Content	Ensures all attendees receive the learning opportunities they are looking for, with the goal of earning their registration again the next year. Manages the selection of speakers and organization of any other learning opportunities at the event.
Promotion	Develops and implements a marketing plan and is responsible for all communication tasks required to ensure high levels of participation in the event.
ComTech	Responsible for the NEW IBADD website and all required data-related technology. Utilizes this technology to facilitate all external communications before and after the event, including broadcast communications.
Design & Print	Manages the production of all graphical materials needed for the event including promotion and logistical materials. Responsible for selecting an event-wide graphical theme and incorporate it into all web, communication and print items, including the event guide and all signage.
Partnerships	Focuses on those third-party relationships required to financially support the event. This includes the sponsorship program as well as donations and certain vendors.
Administration	Manages the IBADD document repository; maintains high-level activity documentation; manages/tracks expenses; monitors budget.