



BY-LAWS OF THE CALIFORNIA ASSOCIATION OF PUBLIC INFORMATION OFFICIALS Revised November 2023

I. Name

The name of this organization is the California Association of Public Information Officials, abbreviated CAPIO.

II. Purpose

The purposes of this organization are to:

- A. Promote professionalism in the field of Public Information and among CAPIO's members;
- B. Raise the consciousness of public sector management and members of the general public as to the necessity for public information operations and of the ethical standards within which such operations should be conducted;
- C. Conduct and/or sponsor activities which improve communications between public sector organizations and the public(s) their organizations serve;
- D. Serve as an information resource for government management and communications professionals;
- E. Serve as a vehicle for professional growth.

III. Membership

- A. Qualifications: Individuals who represent a public jurisdiction to the media and population they serve as working communicators, public relations or community affairs specialists, public information officers, and public administrators, including appointed and/or elected officials.
- B. Types of Membership:
 - a. Regular Member: Persons employed by the state, counties, cities, special districts, or other governmental or private agencies involved in communications. Regular members are further classified as Professional or Affiliate members. We also have a Professional+ membership that includes free webinars
 - b. Student Member: Persons enrolled as full or part-time students in colleges or university courses specializing in public information, communications, journalism or public administration.
 - c. Lifetime Member: Paul B. Clark Award recipients become Lifetime Members and receive perpetual membership status.
 - d. Multiple Memberships: If five or more Regular members join from one organization, they are entitled to a Multiple Member discount of 10 percent. Additional members (four or fewer) from the same organization who join at a later date will also receive a 10% discount if requested in advance.

IV. Rights of Membership

Every Regular and Lifetime Member based in California is a voting member of the general body, eligible to serve on the CAPIO Board of Directors.

V. Selection of Membership

Candidates are selected upon satisfactory application to CAPIO and payment of dues.

VI. Membership Dues

- A. Dues are established by a two-thirds vote of the Board of Directors and are payable annually.
- B. Membership dues paid by a member with a personal check or paid by a member's organization may be requested to be transferred by the person or organization who paid the CAPIO membership dues.

VII. Board of Directors

CAPIO activities and affairs are under the direction of the CAPIO Board of Directors, members of which are selected annually to serve in this capacity.

A. Board Composition

The Board of Directors consists of the executive committee, officers and three directors-at-large and chairpersons of standing committees (if appointed by the President). The executive committee, consisting of the President, President-Elect/Treasurer, Vice President-Awards, Vice President- Conference, Vice President – Communications and Immediate Past President shall have the authority to act for the Board of Directors on matters of urgency, at the discretion of the President. The board members, elected by the membership are President, President Elect/Treasurer, Vice President - Awards, Vice President- Conference, Vice President-Communications, , Membership/Regional Chair (Southern, Central and Northern CA); Social Media Chair; Education Chair; and the Immediate Past President. While we welcome members from out-of-state, all board members shall be based in California. Committee chairs may be appointed by the President, shall be approved by the Board of Directors and may participate in Board business, but shall neither vote nor count in a quorum. Presidential candidates (Incoming President, President) must be a Professional Member in good standing and must have had a minimum of two years of prior board experience.

B. Terms

The presidential board positions will each be one-year terms which promote forward as follows: President-Elect, President and Past President, making for three years total. If recommended by the executive committee and ratified by the full board of directors, the president may serve one additional term for a maximum of two one-year terms as president. The President-Elect and Past President will then also serve a second term in their positions.

Except for the three presidential positions which are one-year terms (unless an exception is made as noted above), members of the Board of Directors shall each serve a two-year term, commencing upon installation during the Annual Conference and ending upon installation of a new Board of Directors during the Annual Conference at the end of the term. Any business of the Board conducted after the aforementioned term expiration must be approved by a majority vote of the newly elected Board. A board member may serve two roles on the board under the following circumstances: a) to fill an additional role on a temporary basis in the case of a mid-term board vacancy or b) to fill the role of the incoming president while also serving in another capacity on the board.

In order to provide consistency and stability on the board, half of the board positions will change each year as follows:

Annual Elections:

President-Elect/Treasurer

President

(The Past-President position will be automatically filled by the outgoing president)

Elections on Odd Numbered Years:

Education and Development Chair

Vice President - Communications

Membership/Regional Chair – Northern

Membership/ Regional Chair - Central CA

Elections on Even Numbered Years:

Vice President – Conference

Chair, Strategic Partnerships & Initiatives

Vice President – Awards

Membership/Regional Chair – Southern

Social Media Chair

1. Vacancies: If a governing Board vacancy occurs during the two-year term more than three months or more prior to the board elections, the President may use his or her discretion to recommend a new officer or director be approved by the Board to serve the remaining term of the departing officer or director. The appointed director may elect to run for the position again when the position's election cycle comes up if he / she so chooses.
2. If needed or due to a vacancy on the board, the Board may allow specific positions to be elected as single-year terms in order to cycle back to the rotation listed above.

C. Duties & Responsibilities of the Directors

- President: The President presides over all meetings and functions of the organization. The President is an ex-officio member of all committees. The President is the official spokesperson for CAPIO and is responsible for implementing the policies and programs of the organization. The President, along with the Treasurer and one other elected officer designated by the President and approved by the Board, shall be authorized to sign for expenditures of CAPIO funds. This position requires a monthly commitment of 30+ hours.
- President-elect/Treasurer: The President-elect collaborates with the President to learn the role of the President, to become familiar with the CAPIO programs and its governance and to develop and facilitate officer transition. The President-elect assists and supports the President as needed and plans for the Presidential year. The President-elect shall automatically become President at the end of the term as President-elect. Additionally, the President-elect/Treasurer is responsible for oversight of CAPIO's financial affairs. In this capacity, the President-elect/Treasurer must sign or approve check requests and keep financial records for CAPIO. Additionally, the President-elect/Treasurer reports on CAPIO's financial condition at each Board meeting and issues an annual report at the end of the Board term which shall be published and made available for public review. The President-elect will also ensure that records are available for any audit activity as directed by the Board. This position requires a monthly commitment of 20+ hours.
- Immediate Past President: The Immediate Past President provides assistance to the President and President-Elect and the CAPIO Board of Directors as requested. The Immediate Past President assists in elections and the transition of the incoming board and provides continuity from one board to the next as well as historical perspective on CAPIO past practices and policies. He/she may assist the President/Board as requested with duties and matters pertaining to CAPIO and will be available for assistance and counsel on CAPIO business. This position requires a monthly commitment of 10+ hours.
- Vice President – Awards: The First Vice President is responsible for coordination and marketing of the annual awards Program and special CAPIO programs or activities that may be assigned at the discretion of the President. This position develops a committee and oversees several subcommittees supporting all aspects of the Awards program. This position requires a monthly commitment of 30+ hours.
- Vice President – Conference: The Second Vice President is responsible for coordination of the Annual Conference and other special CAPIO programs or activities that may be assigned at the discretion of the President. This position develops a committee and oversees several subcommittees supporting all aspects of the conference planning. This position requires a monthly commitment of 30+ hours.
- Vice President Communications: The Vice President Communications is responsible for oversight of all published CAPIO materials, including the monthly newsletter for the membership. The role includes collaborating with the CAPIO administrator and Board of Directors to obtain articles and information for the newsletter development process, as well as other publications. The Vice President Communications will coordinate with the Social Media Chair and subcommittee to coordinate communications efforts. The Vice President Communications shall assist with organizational publications as required or requested by staff or other board members. This position requires a monthly commitment of 20+ hours.

- **Social Media Chair:** The Social Media chair serves to ensure that CAPIO is represented on its various social media channels. This board position communicates CAPIO's messages to members and potential members using the latest social media platforms to effectively inform, educate and engage audiences and increase association's reach. This position curates content related to association events, share information and resources applicable to the field of government communication, and develop campaigns and posts to highlight members' activities, projects and programs. This position requires a monthly commitment of 20+ hours.
- **Education and Development Chair –** The Education and Development Chair is responsible for overseeing development opportunities for CAPIO members, including the Accreditation in Public Relations (APR) Certification offered through the Universal Accreditation Board, CAPIO's J. Lindsey Wolf PIO Institute certificate program; CAPIO's Mentoring Program; CAPIO's Young Communicator Scholarship Program and CAPIO webinars and workshops. In addition, the Education and Development Chair may oversee CAPIO mentoring and scholarship programs as needed. CAPIO's Education and Development Chair should have an APR certification and should have completed the J. Lindsey Wolf PIO Institute certificate program to properly promote and implement these specialized programs. This position requires a monthly commitment of 20 hours for all programs. Plus an additional 80 hours of meetings with the Universal Accreditation Board (who administers the APR) annually.
- **Membership/Regional Chair:** In this capacity, the three chairs (North, Central, and South) collaborate monthly with the Association Manager to review member totals and report out at each board meeting. They take the lead on ensuring the Annual Membership Survey is updated, distributed, summarized and results shared member-wide. Membership and Regional chairs attend regional events, promote CAPIO with other organizations, welcome new members via phone and/or email as well as provide feedback on membership renewal communications and similar marketing materials. This position also provides input on the development of programs and activities within their regions for the benefit of CAPIO members. This position requires a monthly commitment of 20+ hours.
- **Chair, Strategic Partnerships & Initiatives:** This position strives to establish and manage partnerships with affiliated associations to support CAPIO's influence and increase our visibility within the executive leadership of cities, counties, special districts and other public agencies. This position will look for speaking opportunities (ex. League of CA Cities City Manager's conference) for CAPIO Board and members to present on communications topics of interest to that sector. This position also may explore other opportunities with universities or educational institutions that benefit our members. This position may identify, target and initiate strategic partnership opportunities aligned with CAPIO's goals and objectives. This position requires a minimum of two years' prior CAPIO Board experience. This position requires a monthly commitment of 20+ hours.

VIII. Powers and Authority

The Board of Directors controls all business and activities of the organization and shall set its policy. In case of Board vacancies, the President may nominate and the Board shall approve successors as necessary to serve for the remainder of a term. If a Board member misses two meetings without being excused, or is otherwise found derelict in his/her duties, the Board or Executive Committee may remove said member by a simple majority vote.

The Board may contract for professional assistance in handling the day-to-day affairs of the organization, including meeting arrangements, finances, membership outreach and communications. Such paid professional staff shall work with the appropriate board member(s) in conducting organizational business, and shall participate in Board meetings without voting privileges.

IX. Elections

A CAPIO Board election is held every year (with terms alternating as noted in VII. B.). A nominations chair shall be appointed by the President six months prior to the Annual Conference and shall be responsible for

accepting and soliciting all nominations. The chair shall present the slate of nominees to the Board of Directors for ratification prior to the distribution of ballots to the members.

It is the aim of the organization to fully represent the interests of the general membership. The officers may reside in any part of the state of California, so long as attempts are made to balance geographic and jurisdictional representation on the Board. The Membership/Regional Director geographical responsibilities are as follows:

- A. The northern region Membership/Regional Director shall be from one of these counties: Alameda, Amador, Butte, Colusa, Contra Costa, Del Norte, El Dorado, Glenn, Humboldt, Lake, Lassen, Marin, Mendocino, Modoc, Napa, Nevada, Placer, Plumas, Sacramento, San Francisco, San Mateo, Santa Clara, Santa Cruz, Shasta, Sierra, Siskiyou, Solano, Sonoma, Sutter, Tehama, Trinity, Yolo or Yuba.
- B. The central region Membership/Regional Director shall be from one of these counties: Alpine, Calaveras, Fresno, Inyo, Kern, Kings, Madera, Mariposa, Merced, Mono, Monterey, San Joaquin, San Luis Obispo, Santa Barbara, San Benito, Stanislaus, Tulare, Tuolumne and Ventura
- C. The southern region Membership/Regional Chair shall be from one of these counties: Imperial, Los Angeles, Orange, Riverside, San Bernardino, San Diego.

Election of the officers and directors-at-large shall be by emailed ballot to each member following slate ratification. The new Board of Directors shall be announced at the Annual Conference and shall take office upon installation at the Conference.

X. Meetings and Quorums

- A. Meetings: General membership meetings shall be held at least once a year. Board meetings may be held more frequently. An Annual Conference shall also be held each year, unless circumstances preclude it, as determined by the Board.

General membership meetings may include: administrative elements such as Board minutes, financial reports, notations of upcoming sessions, affiliate grants, award opportunities, legislative issues, educational sessions and workshops, input from attendees, food or other refreshments, etc.

Board meeting business shall include approval of the annual budget, approval of all matters pertaining to the Annual Conference not left to the discretion of the Vice President- Conference, as approved by the Board, and consideration and approval of other policies or actions deemed beneficial to the organization.

- B. Quorums: A quorum for the purpose of conducting business at a general meeting of the membership shall require the attendance of a minimum of 25% of the voting members and a simple majority of those voting shall be required to carry a vote.

A quorum for the conduct of Board meetings shall consist of a simple majority of the total number of voting members of the Board whose majority vote shall determine policy. At a meeting at which a quorum is initially present, an action may be taken by a majority of the required quorum even though a quorum is no longer present at the time of the vote.

XI. Communications

The CAPIO newsletter and website are two essential tools that shall be used to enhance communication with, encourage the highest level of professionalism of and provide additional information to CAPIO's membership statewide. The CAPIO newsletter shall be produced and distributed no less than quarterly, and the CAPIO website shall be maintained and updated as frequently as necessary to ensure that members and other visitors receive timely and useful information about the organization and other matters of interest to those in the field of communications.

XII. Paul B. Clark Award Guidelines

The Paul B. Clark Award, otherwise known as CAPIO's lifetime achievement award, is given once a year during the annual conference based on nominations submitted to and voted on by the Board of Directors. The award recipient does not have to be a current member of CAPIO to receive the award, although it is understood that the recipient should have made contributions to the CAPIO organization during their career to be eligible to receive the award. Paul B. Clark Award recipients become Life Members and receive perpetual membership status.

XIII. J Lindsey Wolf Certificate in Communication Guidelines

Established by CAPIO in 2003, and renamed in honor of CAPIO member and Paul B. Clark award-winner Lindsey Wolf in 2010, the J. Lindsey Wolf Certificate in Communications is a professional development program that offers a certificate in the field of public information for CAPIO members who complete seven designated Institute courses.

XIV. Awards Programs

CAPIO has established annual awards programs to recognize and honor outstanding professional work and accomplishment. This work represents standards of excellence and creativity and stand as inspiration for those in our profession. Eligibility guidelines for each awards program are established by the Vice President-Awards and adopted by the Board of Directors.

XV. Amendments

These By-laws may be amended after circulation by email to Regular and Life Members, with the proposed amendment(s) at least 45 days in advance of a vote to adopt the amendments by the CAPIO Board of Directors.