



Resource Guide

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Table of Contents

1 CompTIA Background 3

2 Purpose of this Document 4

3 Industry Advisory Councils Background 5

3.1 Advisory Councils Objective and Overview 4

3.2 What We Do 4

4 Industry Advisory Councils Governance & Organization 6

4.1 Council Roles & Leadership 6

4.2 Thought Leadership Content 9

4.3 Decision Making 9

4.4 Meetings 9

5 How to Engage with Us…………………………………………………………………………………………………………………..11

# CompTIA Background

CompTIA is the leading, not for profit, globally focused, IT industry trade association. Together with our alliance of vendors, distributors, channel partners and end clients, we help to educate the technology industry, certify the technology work force, advocate on behalf of the industry and engage in various philanthropic endeavors.

The organization is made up of two main parts, a Certification business, and the Trade Association. These two distinct businesses are supported by a common support staff at CompTIA's suburban Chicago headquarters in Downers Grove, IL, as well as a variety of other locations throughout North America and around the world.

CompTIA is practically self-funded; annually re-investing millions of dollars towards industry education, public policy/advocacy and philanthropy.

Today, CompTIA earns roughly 95% of its revenue through training and facilitation of its industry certifications. CompTIA exam vouchers are designed primarily for Technology Professionals seeking to enhance their technical knowledge and advance their careers. Our certifications have achieved wide industry acceptance, with roughly two million Technology Professionals certified worldwide.

CompTIA has approximately 2200 Corporate Members, including value added resellers, application developers, cloud providers, solution providers, service providers, system integrators, agents, consultants, vendors, carriers, cable companies, master agents, and distributors to name a few.

The Association champions ten special interest communities, eight public advocacy and industry advisory councils and an end user commission. Your participation will help all of these industry groups to better understand your approach to technology, and how they can better support those needs in a time-efficient and cost-effective manner. Your investment in time and energy will therefore be well-spent.

For more information on our organization, please visit [www.comptia.org](http://www.comptia.org).

# Purpose of this Document

Welcome and congratulations on being appointed to CompTIA’s Industry Advisory Council. This invitation only advisory council, is designed to provide guidance and direction to CompTIA on some of the most challenging topics facing industry professionals today. I hope you find this experience to be both fun and rewarding. On behalf of CompTIA, I would like to thank you for your leadership and efforts in advancing the global technology industry.

This document is a handbook for CompTIA Industry Advisory Council members. It provides a detailed overview of the objectives, values, roles and responsibilities of a council member, as well as background information on how councils are generally managed. It is recognized that each council will take on its own identity. The information in this handbook is meant to be a foundation from which to build your council’s individual direction.

Your willingness to volunteer your time and expertise on behalf of our industry, means the world to us. We ask that you commit to attend a minimum of three of the four face to face council meetings being held each year and join the council conference calls. For newly formed councils, CompTIA reserves the right to grant flexibility where needed. Throughout the year there maybe sub-committee project calls in additional to the regularly scheduled council calls. It is important to note that, as a not for profit, we do not cover travel related costs. You will be responsible for booking your own hotel, air, and ground transportation to and from council meetings. CompTIA negotiates very competitive hotel rates and covers all food while onsite at meetings and events.

Benefits of your participation include:

* The ability to leverage peer networking opportunities at the highest level
* Recognition as an industry leader/influencer
* The opportunity to influence CompTIA’s annual investment into programs, tools, education, research, certifications, policy, etc. to ensure that the needs of the industry are met
* The opportunity to listen and understand how other influencers are impacting the industry
* Potential engagement in media opportunities, spotlights in CompTIA World magazine, panel discussions, speaking engagements, etc.

Please take a minute to familiarize yourself with the contents of this handbook; it will prove to be very helpful as you participate and engage within our councils. If you have any questions about the contents of this handbook, do not hesitate to contact Annette Taber, VP of Industry Outreach, ataber@comptia.org; Chris Phillips, Director of our Industry Advisory Councils, cphillips@comptia.org; or Kimaya Wentworth, Specialist Industry Relations, kwentworth@comptia.org

# Industry Advisory Councils Background

CompTIA’s Industry Advisory Councils are an important part of the association’s initiatives, programs, education and research. Your thought leadership is critical to the success of the associations activities. Our councils are made up of CEO’s and senior level executives from a wide range of technology firms including Distributors, Vendors, Technology Solution Providers, all representing different roles in the technology ecosystem. You will have the opportunity throughout the year to network, engage, and work alongside these executives, developing friendships that will benefit your company as well as yourself, both personally and professionally.

## Advisory Councils Objective and Overview

Our Advisory Councils provide an important venue for establishing vision and strategic direction on the most critical issues facing the industry. Our discussions lead to prioritized projects which, in turn, lead to actionable results that promote the advancement of technology and enhanced value for technology customers.

With the advice of our Advisory Councils, CompTIA can more effectively assist industry participants in understanding and navigating new models.

Industry Advisory Councils serve the following general purposes:

* Define the industry of tomorrow, seeking to be as impactful and inclusive of all industry participants as possible.
* Provide a voice to the concerns/issues/positions of its members and the industry.
* Provide members and industry participants an opportunity to educate the broad audience of the association’s members through speaking opportunities based on expertise.
* Provide members and industry participants with face-to-face and virtual networking and educational opportunities.
* Position CompTIA Industry Advisory Councils as thought leaders.

Recognizing that the technology industry is very dynamic, the CompTIA Advisory Council lineup is reviewed on an annual basis to ensure that they continue to best meet the needs of members and the industry.

## What We Do

* Create industry-level thought leadership to assist the broader technology industry with the adoption and advancement of emerging technologies and new business models
* Assist in validation, development and/or endorsement of Industry Education and Training for industry professionals and corresponding vertical market professionals
* Assist in the validation, development and endorsement of related credentials for companies and individuals competing to satisfy customer needs
* Advocate on behalf of the Technology Industry through CompTIA’s Public Policy team and its three associated advisory councils
* Provide a feedback mechanism to CompTIA on behalf of all types of industry players, including hardware, software, business applications, distributors, digital marketing firms, CPAs, law firms, specialized business consultants, technology solution providers, flight service providers, ISVs, BICs MSPs/ASPs, telecom agents, carriers, VARs, technology retailers/e-tailers, and system/network integrators. Be CompTIA’s “feet on the street”, keep us in tune with what’s happening in the industry.
* Provide support for CompTIA’s philanthropic arm, CompTIA Giving which includes our Annual Council Charity Program through which CompTIA provides a $10,000 grant for each of our Industry Advisory Councils to nominate and vote on their preferred non-profit recipient.
* New appointees of CompTIA’s Industry Advisory Councils are inducted into our Tech Leader’s Giving Circle. As a thank you for your volunteer hours with us, CompTIA will donate $1,000 to a local charity of your choice.

All CompTIA Advisory Councils have:

* An official council roster of 20 – 30 invited members including 2 Co-Chairs (with alternating term dates) and 1 Vice Chair
* Leadership and Joint Council conference calls
* Four, face to face meetings
* A Slack Working Group
* CompTIA Council Liaison and Administrative Support

# Industry Advisory Council Governance & Organization

Members of CompTIA Advisory Councils are selected based on individual achievements, experience and knowledge of the market.

## Council Roles & Leadership

This section describes the roles and responsibilities, and employment of the following participating on the council:

* Members
* Co-Chair and Vice Chair

**Members**

Our Advisory Councils provide an important venue for establishing vision and strategic direction on the most critical issues facing the industry. Our member discussions lead to prioritized projects which, in turn, lead to actionable results that promote the advancement of technology and enhanced value for technology customers.

With the advice of the Industry Advisory Council, CompTIA can more effectively assist industry participants in understanding and navigating new models.

**Co-Chair and Vice Chair**

Our Advisory Council governance structure typically includes two co-chairpersons and one vice chairperson, to be elected by the membership of the advisory council. These three officers provide leadership, direction, and planning of council activities. They will effectively structure priorities and work with the advisory council team to coordinate activities. The co-chairpersons and vice chairperson are expected to regularly attend all four, face to face meetings and conference calls. They are also expected to lead the Council activities in the following areas:

* Attend all “Advisory Council Executive Board” (ACEB - Co-Chairs and Vice Chair only)
* Formulate the strategic direction of their Advisory Council based upon the input of members and CompTIA staff.
* Provide a high level of thought leadership in working with fellow members and CompTIA staff to develop priorities for the council.
* Ensure that council activities are aligned with the needs of the members and the overall direction of the association.
* Act as the primary leaders of the council with assistance of the CompTIA staff.
* Assist in formulating educational content to be shared with industry.
* Help lead meetings through the development of the meeting agenda.
* Ensure meeting topics are aligned with the overall direction of the council.
* Actively promote the council as a forum within the industry.
* Provide referrals and assist with engagement of new members.
* Drive engagement of council Members on projects (videos, podcast, webinars, etc.).
* Encourage council participation for meetings and calls.

**Terms**

Council terms are two years and officially expire on December 31st of each year. Members of CompTIA Advisory Councils are selected based on individual achievements, experience and knowledge of the market. For the development of new councils, some members may be asked to serve an additional year.

**Transitions**

In the event that an individual should change employment, membership is retained by the individual, as opposed to the former employer. Similarly, vacancies in CompTIA Advisory Councils are filled via industry-level search, as opposed to appointing a replacement from the same member organization. This policy, however, does not necessarily preclude consecutive or duplicate membership from within the same member organization representing different interests. Should a council member lose their employment altogether, the individual has a 90 day grace period to continue to attend meetings. Once landed, the new employer must become a CompTIA member within 30 days, in order for the member to regain their seat on the Advisory Council.

**Leadership Team**

The Industry Advisory Council governance structure typically includes two co-chairpersons and one vice chairperson, to be elected by the membership of the advisory council. These three officers provide leadership, direction, and planning of Council activities. They will effectively structure priorities and work with the staff to coordinate activities.

The leadership is elected per the following terms:

|  |  |
| --- | --- |
|  | Per Community |
| Council Size | 20 - 30 Council Members |
| Co-Chair Term Limit | 2 years  |
| Vice Chair Term Limit | 1 year (but elected annually) |
| Company Representation | Maximum of 1 per Advisory Council |
| Member Term  | 2 years |

Each year one Co-Chairs term will expire, the Vice-Chair will automatically step up to Co-Chair and a new Vice Chair will be elected.

**Council Member Requirements**

The requirements associated with Industry Advisory Council membership apply to “Active Members” and include the following:

* If not already, become a CompTIA member before December 31st of the upcoming year
* Own, or hold a Sr. Executive Position (VP & Above) within a technology solution provider, vendor, distributor or other technology company.
* Attend **a minimum of** three of our four face to face engagements. (A Spring and Summer Council Meeting, ChannelCon, and our Year End Planning Meeting)
* Submit a professional digital headshot (JPG, PNG; 300 dpi+) with a solid background.
* Provide an up-to-date professional biography of 200 words or less, to be used in CompTIA’s member directory, council website, media engagements and speaker introductions.
* Read and abide by CompTIA’s Antitrust Statement.
* Browse CompTIA.org and our Member Resource Center to become knowledgeable of existing resources, programs and benefits.
* Be prepared to share and discuss industry trends, issues, channel or direct needs, ideas and/or potential CompTIA action items in open discourse during council calls and meetings.
* Be available, as is reasonable, for impromptu follow-up calls throughout the year.

## Thought Leadership Content

Our objective is to provide a forum in which we capture members’ thought leadership. Individuals who present unique perspectives or demonstrate powerful views on a given subject will be invited to participate in one of the following ways:

* Short videos
* Extended videos, providing greater depth on the featured subject
* Podcasts
* White papers
* Webinars
* Presentation support, such as video clips played during CompTIA speeches, etc.
* Blogs, which provide editorial opportunities in the range of 600-800 words
* Similar content which may be initiated in the upcoming year
* Discussions which leads to further content or output (infographics, word clouds, etc.)

Participation in such projects is completely voluntary, and it is understood that participants are providing CompTIA with full rights to the use of their likeness and views expressed during the interview on a worldwide basis in perpetuity. Participants are invited to promote the finished products via social media and other marketing efforts.

Council communication and interaction is fostered via email, council forums using SLACK, WebEx and face to face meetings.

**Email**

Meeting invitations, agendas, meeting notes, recording links, podcast are usually sent via email and stored on the [Resource Tab](https://www.comptia.org/councils/industry-advisory-councils/resources) of the Council Website.

## Decision Making

Council decisions should be made by consensus. When this is not possible, an item may proceed to a vote at the discretion of the staff and council leadership. An item is considered adopted when it receives a majority vote from the council.

## Meetings

It is expected that councils will meet face to face, four times per year. Additionally, we hold conference calls throughout the year, to prepare for the face to face meetings or to conduct other council business. This section provides detail on how we run our council meetings.

**Anti-Trust Statement**

CompTIA has a policy of strict compliance with federal and state antitrust laws. It is the responsibility of the council staff leader to ensure that all meetings are held in compliance with this policy. The policy is:

“CompTIA has a policy of strict compliance with federal and state antitrust laws. The antitrust laws prohibit competitors from engaging in actions that could result in an unreasonable restraint of trade. Consequently, you agree to avoid discussing certain topics in participating at any CompTIA events or activities, including, without limitation, any discussions relating to prices, fees, rates, profit margins, or other terms or conditions of sale (including allowances, credit terms, and warranties); allocation of markets or customers or division of territories; or refusals to deal with or boycotts of suppliers, customers or other third parties, or topics that may lead participants not to deal with a particular supplier, customer or third party.”

**Face to Face Meetings**

It is expected that all councils meet face-to-face at least four times throughout the year. There will be two stand-alone working meetings, along with ChannelCon and our Year End Planning Meeting.

**WebEx Meetings**

WebEx meetings are the default method of holding council conference calls. CompTIA staff will publish a conference call calendar for each year, in advance.

**Inter-Council Coordination and Communication**

Some activities have relevance to more than one council. Generally, cross coordination of initiatives is the responsibility of CompTIA staff in consultation with council members.

# **How to Engage with Us**

Council members can further engage the trade association and:

* Learn more about CompTIA’s [Industry Advisory Councils](https://www.comptia.org/councils/industry-advisory-councils)
* Become personally involved, or have key personnel within your organization participate in CompTIA member [Communities](http://www.comptia.org/communities/all).
* Attend complimentary “vendor neutral” CompTIA IT [Channel Training](http://www.comptia.org/events/training) courses at industry events, via Webinars, eLearning, or through Video on Demand.
* Support CompTIA’s philanthropic initiatives through donations or “in-kind gifts” to our [Creating IT Futures](http://www.creatingitfutures.org/). Learn how to support our returning U.S. Veterans, with jobs in the IT Industry.
* Get involved in [Public Advocacy](http://www.comptia.org/advocacy) initiatives on Capitol Hill to strengthen Cyber Security laws, SMB Tax Policies, Fair Procurement Rules, Access to Capital, and more.
* Read [CompTIA Industry Research](http://www.comptia.org/insight-tools) reports and white papers. Share them in your newsletters, websites, etc.
* Utilize [CompTIA Certifications](http://certification.comptia.org/) to build your staff’s technical or sales knowledge.
* Learn about CompTIA organizational [Trustmark](http://www.comptia.org/trustmarks) Standards. Identify yourself as a “best of breed” solution provider who demonstrates industry recognized best practices in the areas of Cloud, Managed Print, Managed Services, and IT Security.
* See snapshot of [CompTIA Benefits](http://www.comptia.org/register/become-a-premier-member) for premier members.