

ISSIP Handbook (2024 Edition)

President's Welcome

Welcome to the ISSIP non-profit professional association, community of practice, and platform. You are receiving a copy of the ISSIP Handbook because of your interest in participating. Please acquaint yourself with the contents of this ISSIP Handbook. All participants in the community are expected to agree and follow the code of conduct before engaging with the non-profit, community, and platform. Please share any questions or concerns to handbook@issip.org.

In 2012, ISSIP was founded with the mission of supporting service innovation in our interconnected world. Non-profit professional association platforms, like ISSIP.org, support give-get-grow community engagement at all stages of career development (from student to diverse career roles to retired) with recognition and awards for growing and sharing knowledge at events (see [Recordings](#)), in publications (see [Books](#)), in practice via innovative offerings (see [Annual Excellence Award](#)).

We recognize that many of today's service innovations combine a wide range of advanced technologies for amplifying capabilities, business models for scaling benefits, and institutional arrangements for mitigating harms. We take great pride in the diversity of participants in the community and on the platform. Together we focus on value cocreation activities which are at the heart of all service innovations in business and society. With humility and compassion, we embark on our innovation journey and annual cycle of activities together. We thank you for your interest in and contributions to the give-get-grow activities of the ISSIP community of practice and professional association platform.

Service is dynamic, economically significant, and worthy of study across cultures, sectors, disciplines, advancing technologies, work practices, and mind sets. Globally, the way people and organizations interact to give and get service is undergoing a seemingly endless stream of changes fueled by the digital transformation of business and society. Amidst all these changes and innovations, *we define service as the application of resources (e.g., knowledge) for the benefit of another.* Together we can improve our T-shaped skills, including communications breadth and problem-solving depth, to responsibly design, engineer, deliver, manage and govern more socially conscious, humanity-centered service system innovations. We welcome practitioners, scholars, policy makers, educators and students who recognize the value of investing in this type of lifelong learning and professional development.

Sincerely,

[Deb Stokes](#) (ISSIP President 2024)

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Summary of Handbook

Code of Conduct: The way people interact with each other matters. Respect for the individual, no matter how different from each other matters. All participants must acknowledge they understand, agree with and will follow the code. Value cocreation with polite and professional interactions, and zero tolerance for harassing or unwelcomed interactions. People do make mistakes, slips, and errors, and conflicts do occur. Participants are encouraged to seek to resolve conflict situations amicably and on their own if possible. However, documentation and escalation are options as well.

Annual Calendar. The annual cycle of activities is summarized in a [calendar](#). Each month is busy for leaders, teams, and participants with highlights shared in the monthly ISSIP Newsletter and website blog posts. Twice a year, the last Wednesday of January and July, the Executive Director helps the President prepare a progress update to the Board that is open to all ISSIP participants. January is when the new list of ISSIP Ambassadors is formally announced, along with any new ISSIP Fellows. The July progress call is when the new list of ISSIP Excellence Award Winners and Distinguished Recognition are announced. Quarterly, an ISSIP community engagement online meeting helps new participants get introduced and give-get-grow stories and plans are shared.

Non-Profit Professional Association: California non-profit with [bylaws](#). ISSIP is free to individuals, and as a non-profit able to receive donations from organizations and individuals to cover operating costs. Every other week, the Executive Directors convenes the Executive Committee (senior ISSIP leaders present and past, including several Board members) to review operations. As mentioned, twice a year, the Executive Director ensures Board progress updates. Also, twice a year, the Strategy Council and Donors rank service innovation topics and identify leaders Discovery Summits and Speaker Series topics.

Community of Practice: Program leaders engage participants. A wide range of programs are designed and delivered by unpaid, volunteer program leaders who assemble operations teams and rely on active participants to engage and cocreate. Program team leaders, operations teams, and participants stay in close collaboration with the Executive Director, who reviews, approves, or recommends required changes to all activities associated with the ISSIP non-profit, community, and platform brand. Together these program teams promote service innovation knowledge sharing in events and publications, as well as recognition for contributions to the communities' efforts to give-get-grow together.

Platform: Shared knowledge on a constellation of platforms. New participants register as users on the ISSIP website (WordPress, Hostgator) and can sign up for the monthly newsletter (Mailchimp). They also join the LinkedIn (company and group), and can follow ISSIP YouTube to access event recordings, and ISSIP Slideshare for presentations. Books are posted to Business Expert Press website. Slack is used for program teams to coordinate operations. The GDrive is also used for documentation as well as event invitations and surveys. ISSIP emails (role@issip.org) are part of a Google Workspace. While the ISSIP platform is mostly open access, the Executive Directors determines who has access to GDrive and other limited access parts of the ISSIP Platform.

Code of Conduct

Ethical professional conduct is expected of every participant of the ISSIP non-profit professional association, community of practice, and platform. The ISSIP code of conduct consists of imperatives, responsibilities, and commitments. Participants must agree to do their best to follow the code. Furthermore participants must agree that in all matters of day-to-day operations (1) all participant roles seeking to help the ISSIP community respectfully take direction from the ISSIP executive director, (2) all the participant service roles last for one year, unless renewed by mutual agreement with the executive director, and (3) any participant concerns not resolved by the executive director should be escalated to the president, only going to the board if the president deems further escalation is appropriate.

1. General Moral Imperatives: As an ISSIP participant, I will...

- 1.1 Contribute to the well-being and well-becoming of people and planet. Avoid harm to others.
- 1.2 Be fair and take action not to discriminate. Be honest and trustworthy.
- 1.3 Honor property rights. Give proper credit for intellectual property.
- 1.4 Respect the privacy and dignity of others. Honor confidentiality.
- 1.5 Criticism of others should be a private constructive matter. Criticize ideas politely, not people.

2. Specific Professional Responsibilities: As an ISSIP participant, I will...

- 2.1 Improve public understanding of service, service systems, and service innovations.
- 2.2. Accept and provide polite and constructive professional review. Never defame or demean.
- 2.3 Access and share access to resources in an appropriate manner.
- 2.4 Know and respect existing laws pertaining to professional work.
- 2.5. Give thorough evaluations of systems and their impacts, including possible risks and harms.

3. Specific Leadership Responsibilities: As an ISSIP leader, I will...

- 3.1 Create opportunities for lifelong learning and T-shaped professional development of skills.
- 3.2. Articulate social responsibilities and encourage full acceptance of those responsibilities.
- 3.3 Acknowledge and support proper and authorized uses of resources, including data resources.
- 3.4 Articulate and support policies that protect the dignity of participants.
- 3.5 Design and build systems that enhance the quality, effectiveness and dignity of working life.

4. Commitments: As an ISSIP participant, I will...

- 4.1 Support the professional development of others.
- 4.2 Focus on productive, value cocreation activities for the ISSIP community.
- 4.3 Uphold and promote the principles of this code.
- 4.4 Report suspected violations to appropriate leaders in a polite and professional manner.
- 4.5 Abide by leadership decisions. Update guidelines as needed to avoid future conflicts.

Annual Calendar

The [annual calendar of activities](#) provides opportunities for participants to give-get-grow as service innovation professionals. Monthly the newsletter summarizes activities and events, including program team updates. Twice yearly online Progress Update and Board of Directors call highlight programs.

January: Progress Update and Board of Directors online meeting (open to all ISSIP participants) is the final Wednesday of the month at 12noon PT; Review of previous year, thank outgoing president, welcome incoming president and vice president, as well as any new ambassadors and service role leaders & operations team members. Second Wednesday, new participants invited to introduce themselves.

February: Awards & recognition team scores the nominations for the annual excellence award.

March: Winners of annual excellence award notified.

April: Press release and blog post share excellence award winners. Second Wednesday, new participants invited to introduce themselves.

May & June: See calendar, like most months, the project team and routine speaker series are happening. [Note: The July Progress call will shift to end of June in 2025 going forward.]

July: Progress Update and Board of Directors online meeting (open to all ISSIP participants) is the final Wednesday of the month at 12noon PT – excellence award winners celebrated. Second Wednesday, new participants invited to introduce themselves.

August: Nominations for vice president open.

September: Vice president candidates bio's and position statements are posted to ISSIP website blog.

October: Election of ISSIP Vice President. Second Wednesday, new participants invited to introduce themselves.

November: Nominations for excellence award open. Strategy council meets to discuss and prioritize “hot” service innovation topics, and seek Discovery Summit and/or Speaker Series leaders.

December: Nominations due for ISSIP Excellence in Service Innovation awards are due by midnight PT Dec. 31st.

Non-Profit Professional Association

California non-profit with [bylaws](#). ISSIP is free to individuals, and as a non-profit able to receive donations from organizations and individuals to cover operating costs. Every other week, the Executive Directors convenes the Executive Committee (senior ISSIP leaders present and past, including several Board members) to review operations. As mentioned, twice a year, the Executive Director ensures Board progress updates. Also, twice a year, the Strategy Council and Donors rank service innovation topics and identify leaders Discovery Summits and Speaker Series topics.

Non-Profit [ByLaws](#): All California non-profits are required to have [posted bylaws](#). The bylaws primarily discuss adding and removing Board members, as well as the brief descriptions of senior leadership roles and processes for president, secretary, treasurer, and executive director.

Board of Directors & Progress Calls: Twice a year, all participants are invited to a progress update call, and to hear the ISSIP board members voice their priorities. Any board member can request via email a special board meeting with two weeks of advance notice.

Election of Vice President/President: A vice president elect is chosen each year by the election committee, then serves the following year as vice president, then becomes president the year after that, and finally the next year chairs the election committee. Typically, at least three candidates run for the vice president elect role. Past presidents have been drawn from both industry and academia.

Secretary, Treasurer, and Executive Director: These are roles mentioned in the bylaws. The [job description for executive director](#) has been created.

Bi-weekly Executive Committee Calls: The executive director sets the agenda for these meetings which happen twice a month to ensure operations. Typically, the executive director oversees and directly or indirectly handles all the day-to-day routine operations decision making. The president is consulted on novel or non-routine matters. President may escalate decisions on non-routine topics to the board.

Strategy Council & Donor Calls: The vice president is the de facto chair of the strategy council. The purpose of the strategy council is to help generate a list of “hot” priority service innovation topics each year and find a leader for a discover summit event. Ideally, the leader of the discover summit on the “hot” topic comes from a past, present, or future donor organization.

Summary of Responsibilities: The secretary of the board of directors works closely with all board members, the treasurer, the executive director, the president, vice president, the strategy council, members of the executive committee (which may include past board members, presidents, and strategy council members in addition to those currently in those roles) to ensure the [bylaws](#) are followed, the non-profit is able to receive donations, taxes and other state and federal forms are filed on time. The secretary may delegate to the executive director who is responsible for [day-to-day operations](#).

Community of Practice

Program leaders engage participants. A wide range of programs are designed and delivered by unpaid, service role program leaders who assemble operations teams and rely on active participants to engage and cocreate. Program team leaders, operations teams, and participants stay in close collaboration with the executive director, who reviews, approves, or recommends required changes to all activities associated with the ISSIP non-profit, community, and platform brand. Together these program teams promote service innovation knowledge sharing in events and publications, as well as recognition for contributions to the communities' efforts to give-get-grow together.

2024 Program Teams: The 2024 set of program teams include: Newsletter, Recognition and Awards (e.g., Annual Excellence in Service Innovation Awards), Ambassadors, Community Engagement (e.g., Give-Get-Grow), Book (e.g., Business Expert Press), AI Collab (Academic-Industry Collaborations), MyT-Me (T-shaped Skills Platform), Event Series (e.g., Discovery Summits, Weekly Speaker Series, Special Interest Groups (SIGs), Regional Chapters).

Program Team Leaders: The executive director approves program team leaders, oversees nominations and transition processes, and work with the program team leader to put in place operation teams to handle all tasks and activities for successful execution of programs.

Program Team Operations: The executive director works closely with the program team leader to establish tasks and activities and identify community participants to join the operations team.

Summary of Responsibilities: Bi-annual reporting during progress calls with the Board of Directors, designing role transitions and onboarding, implementing automation and augmentation, starting and stopping programs, documenting the program team roles, tasks, and activities in the ISSIP guidelines.

Platform

Shared knowledge on a constellation of platforms. New participants register as users on the ISSIP website (WordPress, Hostgator) and can sign up for the monthly newsletter (Mailchimp). They also join the LinkedIn (company and group), and can follow ISSIP YouTube to access event recordings, and ISSIP Slideshare for presentations. Books are posted to Business Expert Press website. Slack is used for program teams to coordinate operations, and Zoom for communications. The GDrive is also used for documentation as well as event invitations and surveys. | Digital credentials are issued on Badgr.com. SSIP emails (role@issip.org) are part of a Google Workspace. While the ISSIP platform is mostly open access, the Executive Directors determines who has access to GDrive and other limited access parts of the ISSIP Platform.

2024 Constellation of Platforms: (Website and Newsletter, LinkedIn Company and Group, YouTube and Slideshare, Website Blog Posts and Whitepapers, Website & Brand Content Guidelines, Communications – Slack, Zoom, GDrive, Digital Credentials – Badgr)

Platform Selection Issues: To keep operating costs low, ISSIP prefers platforms that have a free tier for non-profits. To ensure global access, ISSIP prefers platforms that do not run into access limitations imposed by businesses or nations. While no set of platforms perfectly matches ISSIPs needs for low cost and universal access, the search is on-going to find the best constellation of platform for ISSIP's diverse, global participants.

Summary of Responsibilities: The executive director is responsible for all day-to-day operations of ISSIP including platforms. Keeping the platform accounts in good standing, updating those who should have access, and reviewing alternatives are just some of the responsibilities. See ISSIP guidelines for additional information about specific responsibilities.

Concluding Remarks

Annually, all participants the ISSIP non-profit professional association, community of practice, and platform are expected to read ISSIP Handbook. To be a “participant in good standing” - one must acknowledge that they have read and understood the ISSIP Handbook and agree to the code of conduct (indicate your agreement here or go to this URL into your web browser). To suggest changes to the ISSIP Handbook, you can also email handbook@issip.org with any questions or concerns.

Thank-you for your participation in ISSIP. Together we can improve the give-get-grow of service innovations and development of T-shaped professionals in our interconnected world.