

STC Rochester Plan, July 2011- June 2012

This document presents the long-term goals and activities for the July 2011-June 2012 chapter year.

Long term goals

- Increase financial stability of local chapter
- Increase membership
- Increase value proposition of STC for members
- Create mentoring opportunities
- Increase interconnectedness with other chapters and the society
- Provide appropriate recognition
- Build professional skills

2011-2012 Activities and Goals

Activity	Short term Activity	Long Term goal	Dates
Launch revised STC Rochester Products and Services Guide	Offer members the opportunity to be included in the guide at no cost. Offer non-members the opportunity to participate in the guide for a fee.	<ul style="list-style-type: none"> • Increase financial stability of local chapter • Increase membership • Increase value proposition of STC for members 	Dec. 2011
Provide better services to members in a wider geographical area and provide a stronger value proposition for chapter participation.	<ul style="list-style-type: none"> • Create greater cost differentiation between members and non-members • Increase networking with sister organizations to attract new members • Create mentoring opportunities and provide opportunities to participate in local meetings 	<ul style="list-style-type: none"> • Increase financial stability of local chapter • Increase membership • Increase value proposition of STC for members • Reach out to members in Syracuse, Albany and Buffalo areas 	Plan implementation: Sept. 2011-June 2012
Leverage marketing opportunities with local	<ul style="list-style-type: none"> • Increase networking with sister 	<ul style="list-style-type: none"> • Increase membership 	January 2012 – June 2012

Activity	Short term Activity	Long Term goal	Dates
organizations	organizations		
Deliver webinars or workshops to members, and to non-members for an increased fee	Provide alternative program activity	<ul style="list-style-type: none"> • Increase interconnectedness with other chapters • Build professional skills • Create revenue to be used in other member programs 	January 2012-June 2012
Use social media to publicize chapter activities and to communicate local and society-level news and issues	Publicize activities through Facebook, LinkedIn, Twitter, MySTC, and STC Rochester website	<ul style="list-style-type: none"> • Increase membership • Increase value proposition of STC for members • Build a sense of purpose • Increase interconnectedness with other chapters 	July 2011-June 2012
Create and deliver updated content via the chapter website	Create program promotions and summaries, information on tech pubs competition, and expanded information about membership services	<ul style="list-style-type: none"> • Increase value proposition of STC for members • Build a sense of purpose 	July 2011-June 2012
Maintain employment listings	Provide service to local employers and provide members with new job openings	<ul style="list-style-type: none"> • Increase value proposition of STC for members 	Monthly, July 2011-June 2012
Have monthly face-to-face Council meetings, and amend Bylaws	<ul style="list-style-type: none"> • Govern the chapter for 2011-2012 • Determine long-term goals • Provide leadership development opportunities • Review and amend chapter Bylaws 	<ul style="list-style-type: none"> • Build teamwork • Set goals • Create new marketing for reaching potential members • Create platform for increasing technical skills through programs and mentoring 	Sept. 2011-June 2012
Hold several programs	<ul style="list-style-type: none"> • Sept Kickoff at Artisan Works • Monthly Meetings: • Oct. - "Marketing Common Sense" with Kathy Palokoff and "Making Info Security Fun" (Marketing using 	<ul style="list-style-type: none"> • Increase membership • Increase value proposition of STC for members • Build professional skills 	Monthly September 2011-June 2012

Activity	Short term Activity	Long Term goal	Dates
	Social Media) with Ben Woelk <ul style="list-style-type: none"> • Nov. – “Branding Yourself – If You Don’t, Someone Else Will” with Tom Proietti • Dec. Holiday Dinner - “Your Career: New Year, New Focus” with Hannah Morgan • Jan. – “StR8-Talk for Difficult Conversations” with Tina Smagala • February Meetup • March – Flare with Nita Beck • April – No meeting due to Spectrum • May --Kepner awards & speaker TBD • June Crossover meeting 		
Spectrum conference at RIT	Host 53rd annual spectrum technical communications conference at the Rochester Institute of Technology	<ul style="list-style-type: none"> • Increase financial stability of local chapter • Increase membership • Increase value proposition of STC for members • Build professional skills 	April 2012
Chapter Awards	Carl E. Klug President’s Award, Barbara Knight Award, Rookie of the Year Award	<ul style="list-style-type: none"> • Provide appropriate recognition 	April 2012
Distinguished Chapter Service Award	Recognize long-term outstanding service to STC Rochester	<ul style="list-style-type: none"> • Provide appropriate recognition 	April 2012
Community Achievement Awards	Complete and submit materials for STC Community Achievement Award	<ul style="list-style-type: none"> • Provide appropriate recognition • Build a sense of purpose 	October 2011- January 2012
Elections	<ul style="list-style-type: none"> • Elect chapter leaders for upcoming program year 	<ul style="list-style-type: none"> • Build a sense of purpose 	April 2012

Activity	Short term Activity	Long Term goal	Dates
	<ul style="list-style-type: none"> • Provide opportunities for leadership development 		
Build sponsorship program	Provide an opportunity for local businesses to support STC Rochester	<ul style="list-style-type: none"> • Increase financial stability of local chapter 	Jan. –May 2012
Annual business meeting	<ul style="list-style-type: none"> • Fulfill IRS and NYS corporation requirements • Examine and update chapter goals 	<ul style="list-style-type: none"> • Build a sense of purpose 	Jan. 2012
Pubs Competition	<ul style="list-style-type: none"> • Provide recognition for excellence in technical communication work • Provide opportunity to build skills and provide constructive feedback through judging • 	<ul style="list-style-type: none"> • Provide appropriate recognition • Increase financial stability of local chapter • Increase membership 	August- November 2011
Kepner Awards	Recognize excellence in technical communication work by local students	<ul style="list-style-type: none"> • Provide appropriate recognition • Increase membership 	March-May 2012

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