



STC Rochester Plan, July 2014- June 2015

This plan outlines the long term goals and activities for the July 2014 to June 2015 chapter year.

Long Term Goals

- Increase financial stability of the chapter
- Increase membership
- Increase value proposition of STC for members
- Continue and expand the mentoring program to provide more opportunities to members and students
- Increase interconnectedness with other chapters and the Society
- Provide appropriate recognition to members
- Build the professional skills of members

2014-2015 Activities and Goals

Activity	Short-Term Activities	Long-Term Goals	Dates
Conduct annual business meeting	Examine and update chapter goals	<ul style="list-style-type: none"> • Build a sense of purpose • Fulfill IRS and NYS corporation requirements 	August 2014
Nominate member for Distinguished Chapter Service Award	Recognize long-term outstanding service to STC Rochester	<ul style="list-style-type: none"> • Provide recognition every year to a volunteer who has offered exemplary service to the chapter over time 	October 2014
Provide an updated chapter brochure	Create an updated brochure that explains the benefits of the Chapter	<ul style="list-style-type: none"> • Strengthen the chapter's marketing efforts, and • Extend our reach to non-members and potential members by providing a take-away for chapter events. 	December 2014
Plan and deliver Spectrum conference at RIT	Host 56th 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 of 	March 2015

Activity	Short-Term Activities	Long-Term Goals	Dates
		members <ul style="list-style-type: none"> • Position the chapter as a strong educational resource for technical communicators 	
Maintain chapter awards program	Award Carl E. Klug President's Award, Barbara Knight Award, Rookie of the Year Award	<ul style="list-style-type: none"> • Recognize the skills and dedication of chapter volunteers 	March 2015
Hold elections for chapter officers	Elect chapter leaders for upcoming program year and provide opportunities for leadership development	<ul style="list-style-type: none"> • Maintain a strong team of leaders from year to year • Encourage chapter members to step up to leadership 	May 2015
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 2014 – June 2015
Create a monthly e-newsletter to be distributed to members	Publicize chapter activities and news regularly via email on a monthly basis	<ul style="list-style-type: none"> • Increase membership • Increase value proposition of STC for members • Build a sense of purpose • Keep members informed of chapter events and news in a timely manner 	September 2014 – June 2015
Create and deliver relevant, up-to-date 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 2014 – June 2015
Continue to provide up-to-date employment listings on the website and via email	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 	July 2014 – June 2015
Hold annual Technical Publications 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 the chapter • Increase membership 	August 2014 – March 2015
Deliver webinars or workshops to	<ul style="list-style-type: none"> • Provide alternative program activities 	<ul style="list-style-type: none"> • Increase connections with other chapters 	September 2014 – June 2015

Activity	Short-Term Activities	Long-Term Goals	Dates
members, and to non-members for an increased fee	<ul style="list-style-type: none"> • Continuous improvement of the webinar process 	<ul style="list-style-type: none"> • Build professional skills • Create revenue to be used in other member programs 	
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"> • Establish 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 the chapter • Increase membership • Increase value proposition of STC for members • Reach out to members in Syracuse, Albany, and Buffalo areas 	September 2014 – June 2015
Have monthly Council meetings and amend chapter Bylaws	<ul style="list-style-type: none"> • Govern the chapter for 2014 – 2015 • 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 	September 2014 – June 2015
Hold regular chapter programs throughout the year	<p>Monthly Programs:</p> <ul style="list-style-type: none"> • September – Kickoff meeting • October – TBD • November – TBD • December - Holiday Dinner • January – TBD • February – TBD • March – Spectrum • April – TBD • May – TBD • June - Crossover meeting 	<ul style="list-style-type: none"> • Increase membership • Increase value proposition of STC for members • Build professional skills for both presenters and attendees 	September 2014 – June 2015
Apply for the Pacesetter Award	Complete and submit materials for STC Pacesetter Award	<ul style="list-style-type: none"> • Provide appropriate recognition • Build a sense of purpose • Be recognized for innovation • Encourage creative thinking among chapter leaders 	September 2014 – March 25, 2015
Apply for the 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 • Seek recognition for the chapter's achievements 	October 2014 – December 31, 2014

Activity	Short-Term Activities	Long-Term Goals	Dates
Continue to provide off-site web attendance option for chapter programs	Implement a method for members and non-members to attend programs remotely.	<ul style="list-style-type: none"> • Increase attendance 	November 2014 – June 2015
Leverage marketing opportunities with local organizations	Increase networking with sister organizations	<ul style="list-style-type: none"> • Increase membership 	January 2015 – June 2015
Give the STC Rochester Heritage Award (in honor of Edline Chun)	Recognize excellence in technical communication work by local students	<ul style="list-style-type: none"> • Provide appropriate recognition • Increase membership 	March 2015 – May 2015

Wendy Barnhart Ross
 President
 STC Rochester
president@stc-rochester.org