



## STC Rochester Plan, June 2016 – June 2017

This plan outlines the long-term goals and activities for the June 2016 to June 2017 chapter year.

### Long-term goals

- Increase financial stability of the chapter
- Increase membership
- Increase value of chapter programs and services
- Build a sense of purpose and vision for the chapter
- Expand and improve communication channels with the chapter membership
- Strengthen the chapter’s PR and marketing efforts
- Continue and expand the mentoring program to provide professional development opportunities to members and students
- Increase interconnectedness with other communities and the Society
- Provide appropriate recognition to members, the chapter, and students
- Build the professional skills of members
- Promote teamwork
- Enhance relevance of chapter
- Develop a succession plan and recruitment strategy
- Create a knowledge management system for chapter

### 2016-2017 activities and goals

Activity	Short-term activities	Long-term goals	Dates
Hold a Council planning retreat	<ul style="list-style-type: none"> <li>• Examine and update chapter goals</li> <li>• Collaborate on selected chapter projects</li> </ul>	<ul style="list-style-type: none"> <li>• Build a sense of purpose and vision for the chapter</li> <li>• Promote teamwork</li> </ul>	August 2016
Conduct annual business meeting	<ul style="list-style-type: none"> <li>• Examine and update chapter goals</li> <li>• Report on ongoing chapter projects</li> <li>• Fulfill IRS and NYS corporation requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Build a sense of purpose and vision for the chapter</li> <li>• Expand and improve communication channels with the chapter membership</li> </ul>	November 2016

Nominate member for Distinguished Chapter Service Award	<ul style="list-style-type: none"> <li>Recognize long-term outstanding service to STC Rochester</li> </ul>	<ul style="list-style-type: none"> <li>Provide recognition every year to a volunteer who has offered exemplary service to the chapter over time</li> </ul>	October 2016
Review chapter flyer and update as needed	<ul style="list-style-type: none"> <li>Explain the benefits of the chapter in a simple, attractive document to be available at chapter events</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen the chapter's marketing efforts</li> <li>Extend our reach to non-members and potential members by providing a take-away for chapter events</li> </ul>	October - December 2016
Use social media to publicize chapter activities and to communicate local and society-level news and issues	<ul style="list-style-type: none"> <li>Publicize activities through Facebook, LinkedIn, Twitter, , and STC Rochester website</li> <li>Update mailing/contact lists for area colleges/universities and businesses, and use them to promote chapter events</li> </ul>	<ul style="list-style-type: none"> <li>Increase membership</li> <li>Increase value of STC for members</li> <li>Expand and improve communication channels with the chapter membership</li> <li>Build a sense of purpose and vision for the chapter</li> <li>Increase interconnectedness with other chapters and the Society</li> <li>Strengthen the chapter's PR and marketing efforts</li> </ul>	June 2016 – June 2017
Create a monthly e-newsletter to be distributed to members	<ul style="list-style-type: none"> <li>Publicize chapter activities and news regularly via email and STC Rochester newsletter on a monthly basis</li> <li>Keep members informed of chapter events and news in a timely manner</li> </ul>	<ul style="list-style-type: none"> <li>Increase membership</li> <li>Increase value of STC for members</li> <li>Expand and improve communication channels with the chapter membership</li> <li>Build a sense of purpose and vision for the chapter</li> </ul>	June 2016 – June 2017
Create and deliver relevant, up-to-date content via the chapter website	<ul style="list-style-type: none"> <li>Create program promotions and summaries, columns from chapter leaders and other members, and expanded information about membership services</li> </ul>	<ul style="list-style-type: none"> <li>Increase value of STC for members</li> <li>Build a sense of purpose</li> </ul>	June 2016 – June 2017
Plan and deliver Spectrum conference at RIT, survey attendees, and report results and lessons learned to the council	<ul style="list-style-type: none"> <li>Host 57th annual Spectrum technical communications conference at the Rochester Institute of Technology</li> </ul>	<ul style="list-style-type: none"> <li>Increase financial stability of local chapter</li> <li>Increase membership</li> <li>Increase value of STC for members</li> <li>Build professional skills of members</li> <li>Position the chapter as a strong educational resource for technical communicators</li> </ul>	June 2016 – June 2017

Continue to provide up-to-date employment listings on the website and via email	<ul style="list-style-type: none"> <li>● Provide service to local employers and provide members with new job openings</li> </ul>	<ul style="list-style-type: none"> <li>● Increase value of STC for members</li> </ul>	June 2016 – June 2017
Hold annual Technical Publications Competition	<ul style="list-style-type: none"> <li>● Provide recognition for excellence in technical communication work</li> <li>● Provide opportunity to build skills and provide constructive feedback through judging</li> </ul>	<ul style="list-style-type: none"> <li>● Provide appropriate recognition</li> <li>● Increase financial stability of the chapter</li> <li>● Increase membership</li> </ul>	August 2016 – March 2017
Deliver webinars or workshops to members, and to non-members for an increased fee	<ul style="list-style-type: none"> <li>● Provide alternative program activities</li> <li>● Implement continued improvement of webinars as a program delivery medium</li> </ul>	<ul style="list-style-type: none"> <li>● Increase connections with other chapters</li> <li>● Build professional skills</li> <li>● Create revenue to be used in other member programs</li> </ul>	August 2016 – June 2017
Provide better services to members in a wider geographical area and add value for chapter participation	<ul style="list-style-type: none"> <li>● Establish greater cost differentiation between members and non-members</li> <li>● Increase networking with sister organizations to attract new members</li> <li>● Create mentoring opportunities and provide opportunities to participate in local meetings</li> </ul>	<ul style="list-style-type: none"> <li>● Increase financial stability of the chapter</li> <li>● Increase membership</li> <li>● Increase value of STC for members</li> <li>● Reach out to members in Syracuse, Albany, Ithaca, and Buffalo areas</li> </ul>	June 2016 – June 2017
Offer and promote a mentoring program	<ul style="list-style-type: none"> <li>● Schedule an organizational meeting and Invite participation via the chapter website and other channels</li> <li>● Enlist mentors to work one-on-one with students and/or new TechComm professionals</li> <li>● Generate positive word-of-mouth advertisement for the chapter</li> </ul>	<ul style="list-style-type: none"> <li>● Strengthen the local technical communication community</li> <li>● Stabilize student STC membership</li> <li>● Promote STC as a professional networking society</li> <li>● Help the chapter execute educational outreach initiatives at the high school and college level</li> <li>● Strengthen and expand the relationship between STC and area colleges and universities</li> <li>● Increase attendance at STC chapter meetings</li> <li>● Identify and develop potential new chapter leaders</li> </ul>	September 2016 – June 2017
Have monthly Council meetings and amend chapter Bylaws as needed	<ul style="list-style-type: none"> <li>● Govern the chapter for 2016 –2017</li> <li>● Determine long-term goals</li> <li>● Provide leadership development opportunities</li> <li>● Develop a leadership succession plan</li> </ul>	<ul style="list-style-type: none"> <li>● Promote teamwork</li> <li>● Create new marketing for reaching potential members</li> <li>● Create platform for increasing technical skills through programs and mentoring</li> </ul>	September 2016 – June 2017

	<ul style="list-style-type: none"> <li>● Review and amend chapter Bylaws as needed</li> </ul>		
Create and promote a Meetup group	<ul style="list-style-type: none"> <li>● Provide low-cost opportunities to network with technical communicators and others with similar interests</li> </ul>	<ul style="list-style-type: none"> <li>● Expand and improve communication channels with the chapter membership</li> <li>● Increase value of STC for members</li> <li>● Strengthen the chapter's PR and marketing efforts</li> </ul>	June 2016 – June 2017
Continue to provide off-site web attendance option for chapter programs	<ul style="list-style-type: none"> <li>● Implement a method for members and non-members to attend programs remotely.</li> </ul>	<ul style="list-style-type: none"> <li>● Increase attendance</li> </ul>	August 2016 – June 2017
Leverage marketing opportunities with local organizations	<ul style="list-style-type: none"> <li>● Increase networking with sister organizations</li> </ul>	<ul style="list-style-type: none"> <li>● Increase membership</li> <li>● Strengthen the chapter's PR and marketing efforts</li> </ul>	October 2016 – June 2017
Hold regular chapter programs throughout the year	<p>Monthly Programs:</p> <ul style="list-style-type: none"> <li>● August – Joe Welinske Webinar; STC/AMWA Mingler</li> <li>● September – Fox Run Winery: Tour, Wine tasting, and Luncheon</li> <li>● October – Hands-on program TBD</li> <li>● November – Tech Comm Showcase and Annual Business Meeting</li> <li>● December - Holiday Dinner</li> <li>● January – TBD</li> <li>● February – TBD</li> <li>● March – Spectrum</li> <li>● April – TBD</li> <li>● May – TBD</li> <li>● June - Crossover meeting</li> </ul>	<ul style="list-style-type: none"> <li>● Increase membership</li> <li>● Increase value of STC for members</li> <li>● Build professional skills for both presenters and attendees</li> </ul>	August 2016 – June 2017
Apply for the STC Pacesetter Award	<ul style="list-style-type: none"> <li>● Complete and submit materials for STC Pacesetter Award</li> <li>● Seek recognition for the chapter's achievements and innovation</li> <li>● Encourage creative thinking among chapter leaders</li> </ul>	<ul style="list-style-type: none"> <li>● Provide appropriate recognition</li> <li>● Build a sense of purpose and vision for the chapter</li> </ul>	September 2016 – March 25, 2017
Apply for the Community Achievement Awards	<ul style="list-style-type: none"> <li>● Complete and submit materials for STC Community Achievement Award</li> <li>● Seek recognition for the chapter's achievements</li> </ul>	<ul style="list-style-type: none"> <li>● Provide appropriate recognition</li> <li>● Build a sense of purpose and vision for the chapter</li> </ul>	October 2016 – December 31, 2016
Give the STC Rochester Heritage Award (in honor of Edline Chun)	<ul style="list-style-type: none"> <li>● Recognize excellence in technical communication work by local students</li> </ul>	<ul style="list-style-type: none"> <li>● Provide appropriate recognition</li> <li>● Increase membership</li> </ul>	March 2016 – May 2017

Maintain chapter awards program	<ul style="list-style-type: none"> <li>• Award Carl E. Klug President's Award, Barbara Knight Award, Rookie of the Year Award</li> <li>• Recognize the skills and dedication of chapter volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Provide appropriate recognition</li> </ul>	March 2016 – April 2017
Hold elections for chapter officers	<ul style="list-style-type: none"> <li>• Elect chapter leaders for upcoming program year and provide opportunities for leadership development</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain a strong team of leaders from year to year</li> <li>• Encourage chapter members to step up to leadership</li> </ul>	May 2017

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