



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

Nominate member for Distinguished Chapter Service Award	<ul style="list-style-type: none"> 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 2016
Review chapter flyer and update as needed	<ul style="list-style-type: none"> Explain the benefits of the chapter in a simple, attractive document to be available at chapter events 	<ul style="list-style-type: none"> Strengthen the chapter's marketing efforts Extend our reach to non-members and potential members by providing a take-away for chapter events 	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"> Publicize activities through Facebook, LinkedIn, Twitter, , and STC Rochester website Update mailing/contact lists for area colleges/universities and businesses, and use them to promote chapter events 	<ul style="list-style-type: none"> Increase membership Increase value of STC for members Expand and improve communication channels with the chapter membership Build a sense of purpose and vision for the chapter Increase interconnectedness with other chapters and the Society Strengthen the chapter's PR and marketing efforts 	June 2016 – June 2017
Create a monthly e-newsletter to be distributed to members	<ul style="list-style-type: none"> Publicize chapter activities and news regularly via email and STC Rochester newsletter on a monthly basis Keep members informed of chapter events and news in a timely manner 	<ul style="list-style-type: none"> Increase membership Increase value of STC for members Expand and improve communication channels with the chapter membership Build a sense of purpose and vision for the chapter 	June 2016 – June 2017
Create and deliver relevant, up-to-date content via the chapter website	<ul style="list-style-type: none"> Create program promotions and summaries, columns from chapter leaders and other members, and expanded information about membership services 	<ul style="list-style-type: none"> Increase value of STC for members Build a sense of purpose 	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"> Host 57th 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 of STC for members Build professional skills of members Position the chapter as a strong educational resource for technical communicators 	June 2016 – June 2017

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

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

Maintain chapter awards program	<ul style="list-style-type: none"> • Award Carl E. Klug President's Award, Barbara Knight Award, Rookie of the Year Award • Recognize the skills and dedication of chapter volunteers 	<ul style="list-style-type: none"> • Provide appropriate recognition 	March 2016 – April 2017
Hold elections for chapter officers	<ul style="list-style-type: none"> • 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 2017

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