



STC Rochester Plan, June 2017 – June 2018

This plan outlines the long-term goals and activities for the June 2017 to June 2018 chapter year.

Long-term goals

- 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

2017-2018 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 | September 2017 |
| 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 2017 |
| Conduct annual business meeting | <ul style="list-style-type: none"> ● Report on ongoing chapter projects ● Fulfill IRS and NYS corporation requirements | <ul style="list-style-type: none"> ● Expand and improve communication channels with the chapter membership | November 2017 |

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|--|---|---|----------------------------|
| 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 | January 2018 |
| 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 ● Strengthen the chapter's PR and marketing efforts | June 2017 – June 2018 |
| 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 | September 2017 – June 2018 |
| 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 ● Expand and improve communication channels with the chapter membership ● Build a sense of purpose | June 2017 – June 2018 |
| 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 59th 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 | December 2017 – March 2018 |
| 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 2017 – June 2018 |
| Participate in 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 2017 – March 2018 |

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|---|---|--|----------------------------|
| 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 2017 – June 2018 |
| 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 2017 – June 2018 |
| Offer and promote a mentoring program | <ul style="list-style-type: none"> ● 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 2017 – June 2018 |
| Have monthly Council meetings and amend chapter Bylaws as needed | <ul style="list-style-type: none"> ● Govern the chapter for 2017 –2018 ● Determine long-term goals ● Provide leadership development opportunities ● Develop a leadership succession plan ● Review and amend chapter Bylaws as needed | <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 2017 – June 2018 |
| 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 2017 – June 2018 |

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|---|---|---|----------------------------------|
| Hold regular chapter programs throughout the year | Monthly Programs: <ul style="list-style-type: none"> ● September –The Great Escape Room and Saha Med Grill (kick-off) ● October – Make Your Own Success: Consulting and Independent Contracting (panel) ● November – Tech Comm Showcase and Annual Business Meeting ● December - Holiday Party ● 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 | September 2017 – June 2018 |
| 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 2017 – February 2018 |
| 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 2017 – December 31, 2017 |
| 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 2017 – May 2018 |
| 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 2017 – April 2018 |
| 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 2018 |

Kelly Schrank
 President
 STC Rochester
 president@stc-rochester.org