



## STC Rochester Plan, June 2018 – June 2019

This plan outlines the long-term goals and activities for the June 2018 to June 2019 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

### 2018-2019 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 2018
Evaluate potential nominees 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 2018
Conduct annual business meeting	<ul style="list-style-type: none"> <li>● Report on ongoing chapter projects</li> <li>● Fulfill IRS and NYS corporation requirements</li> </ul>	<ul style="list-style-type: none"> <li>● Expand and improve communication channels with the chapter membership</li> </ul>	November 2018

Activity	Short-term activities	Long-term goals	Dates
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>	January 2019
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>● Strengthen the chapter's PR and marketing efforts</li> </ul>	June 2018 – June 2019
Publish a monthly e-newsletter to be distributed to members and published to the website	<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>	September 2018 – June 2019
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 60th annual Spectrum technical communications conference at RIT</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>	December 2018 – March 2019
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 2018 – June 2019
Participate in 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 2018 – March 2019
Offer and promote a mentoring program	<ul style="list-style-type: none"> <li>● 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</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</li> </ul>	September 2018 – June 2019

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	advertisement for the chapter	educational outreach initiatives at the high school and college level <ul style="list-style-type: none"> <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>	
Have monthly Council meetings and amend chapter Bylaws as needed	<ul style="list-style-type: none"> <li>● Govern the chapter for 2018 –2019</li> <li>● Determine long-term goals</li> <li>● Provide leadership development opportunities</li> <li>● Develop a leadership succession plan</li> <li>● Review and amend chapter Bylaws as needed</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 2018 – June 2019
Hold regular chapter programs throughout the year	Monthly Programs: <ul style="list-style-type: none"> <li>● September – Kick Off (Lunch and Glow Golf)</li> <li>● October – Networking Happy Hour</li> <li>● November – Tech Comm Showcase and Annual Business Meeting</li> <li>● December - Holiday Party</li> <li>● January – UX Presentation by Laura Whitby of BZ Design</li> <li>● February – Cross chapter webinar</li> <li>● March – Networking Happy Hour (early in month), Spectrum (end of month)</li> <li>● April – Lightning Talks</li> <li>● May – Summit Follow-up</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>	September 2018 – June 2019
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 2018 – February 25, 2019
Apply for the Community Achievement Awards	<ul style="list-style-type: none"> <li>● Complete and submit materials for STC CAA</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 2018 – January 28, 2019

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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 2018 – May 2019
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 2018 – April 2019
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 2019

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