



SOCIETY FOR TECHNICAL COMMUNICATION

## **STC Community Re-Chartering**

(Use as much space as necessary to answer the questions.)

1. What is the **current name** of your chapter or SIG?

Our current name is the Northeast Ohio Chapter of the Society for Technical Communication.

2. What will be the **name of your new community**?

Our new name will be **NEO STC**, meaning Northeast Ohio STC.

3. What is the **mission** statement of your community?

To support and enhance the field of technical communication in northeast Ohio by:

- Providing a community for local professionals who wish to interact with fellow professionals within their geographic region.
- Providing access to local, regional, and international opportunities that further the educational, professional development, and networking goals of community members.
- Promoting the profession to the business, academic, scientific, and professional communities within northeast Ohio and northwest Pennsylvania.
- Being the go-to resource for information about technical communication and all its specialties within northeast Ohio and northwest Pennsylvania.

4. What are the **goals** of your community? (list 5 to 10)

1. Increase community membership.
2. Increase sources of revenue for NEO STC.
3. Increase the visibility of NEO STC in the educational, professional, scientific, and business communities within our geographic area.
4. Cultivate leadership and professionalism in members by assisting them with and providing opportunities for career evolution (e.g. evolution into a specialty, management, self-employment, etc.).
5. Facilitate member participation and advancement in the Society at all levels: community (geographic and non-geographic), regional, and international.
6. Increase and promote communication among members.
7. Become the recognized go-to resource for information about technical communication in the northeast Ohio and northwest Pennsylvania areas.

5. What **strategies** will your community strive to implement to achieve your goals? (list 1-3 for each goal)

**1. Increase community membership.**

- 1.1. Retain 95% of community members over three years.
- 1.2. Increase community membership by 20% over three years.
- 1.3. Add two sustaining members to NEO STC over the next three years.

**2. Increase sources of revenue for NEO STC.**

- 2.1. Obtain sponsors for 30% of community events within three years.
- 2.2. Within the next three months, perform a preliminary study to analyze how our meeting price compares with that of other local professional organizations.
- 2.3. Within the next 3 month, investigate the price point for meeting fees for non-members attending events with the goal to encourage membership.
- 2.4. Develop, market, and offer educational sessions for NEO STC community members and non-members within the next three years.
- 2.5. Host at least one Regional or local conference over the next three years.

**3. Increase the visibility of NEO STC in the educational, professional, scientific, and business communities within our geographic area.**

- 3.1. Develop long-term contacts with ten professional non-profit organizations in our geographic area within three years.
- 3.2. Communicate monthly with local technical communication educators.
- 3.3. Develop a list of all related networking events and ensure NEO STC attendance at least one event per month over the next three years.
- 3.4. Hold at least one joint meeting with another related non-profit professional group each year.
- 3.5. Submit an entry to the STC PR competition within the next two years.
- 3.6. Have five members serve on the boards of other non-profit associations or participate in community events within the northeast Ohio or northwestern Pennsylvania areas in the next three years.
- 3.7. Hold Communication competitions

**4. Cultivate leadership and professionalism in members by assisting them with and providing opportunities for career evolution (e.g. evolution into a specialty, management, self-employment, etc.).**

- 4.1. Develop, market, and offer educational sessions for NEO STC community members and non-members over three years.
- 4.2. Hold at least nine monthly professional development meetings each year. At least one monthly meeting per year will be targeted toward professionals with more than seven years of experience.
- 4.3. Provide 20 volunteer opportunities for members within and outside NEO STC each year.

**5. Facilitate member participation and advancement in the Society at all levels: community (geographic and non-geographic), regional, and international.**

- 5.1. Have at least eight members serving the Society at a level beyond NEO STC within three years.
- 5.2. Host an STC international board meeting within the next three years.
- 5.3. Have at least three articles by NEO STC members published in STC publications within the next three years.

**6. Increase and promote communication among members.**

- 6.1. Continue providing current monthly networking opportunities.
- 6.2. Maintain and enhance existing communication vehicles.
- 6.3. Provide one additional networking avenue in the next three years.
- 6.4. Conduct new-member orientation at least once per year.
- 6.5. Conduct a membership survey once per year.

**7. Become the recognized go-to resource for information about technical communication in the northeast Ohio and northwest Pennsylvania areas.**

- 7.1. Conduct at least two Executive Briefings for employers and business leaders over the next three years.
- 7.2. Contact ten previously-uncontacted employers of technical communicators each year for the next three years.
- 7.3. Create a formal process for generating and processing requests about technical communication within three years.

6. What **programs and activities** will your community offer to implement your strategies? (list at least one for each strategy)

**1. Increase community membership.**

1.1. Retain 95% of community members over three years.

1.1.1. Conduct member surveys, at least two over three years and respond to members' concerns with changes/additions to programs and initiatives.

1.1.2. Conduct exit interviews with non-renewing members each year.

1.2. Increase community membership by 20% over three years.

1.2.1. Recruit new members by conducting membership drives each year.

1.2.2. Pro-actively seek out non-members at professional events and discuss the benefits of STC and NEO STC.

1.2.3. Encourage guests at meetings and educational events to become members; provide supporting literature at all NEO STC events.

1.3. Add two sustaining members to NEO STC over three years.

1.3.1. Recruit large companies in northeast OH that have demonstrated continued commitment to the field.

1.3.2. Publicize success of this initiative in the local business press.

**2. Increase sources of revenue for NEO STC.**

2.1. Obtain sponsors for 30% of community events within three years.

2.1.1. Develop materials publicizing sponsorship of NEO STC and recruit corporate sponsors to offset event costs.

2.2. Within the next three months, perform a preliminary study to analyze how our meeting price compares with that of other local professional organizations.

2.2.1. Ask board members to record prices of other professional meetings they attend or hear about; report these results at the mid-year board meeting.

2.2.2. Ask about meeting prices at the Cleveland Technical Societies Council meeting; cull information from their website.

2.3. Within the next 3 month, investigate the price point for meeting fees for non-members attending events with the goal to encourage membership.

2.3.1. Beginning in Fall 2004, increase the meeting fee for non-members.

2.4. Develop, market, and offer educational sessions for NEO STC community members and non-members within the next 3 years.

2.4.1. Survey membership to determine topics of interest.

2.4.2. Seek appropriately equipped host locations.

2.4.3. Host at least one STC WebEx seminar per quarter at the NEO STC's expense.

2.5. Host at least one Regional or local conference over the next three years.

2.5.1. Host the Region 4 conference in 2006 or 2007.

**3. Increase the visibility of NEO STC in the educational, professional, scientific, and business communities within our geographic area.**

3.1. Develop long-term contacts with ten professional non-profit organizations in our geographic area within three years.

3.1.1. Identify professional organizations to target.

3.1.2. Recruit a member to serve as our formal liaison to the Cleveland Technical Societies Council and make regular reports via existing and new communication vehicles.

3.2. Communicate regularly with local technical communication educators.

3.2.1. Develop a contact list.

3.2.2. Send monthly meeting announcements

3.2.3. Offer to speak to the classes.

3.3. Develop a list of all related networking events and ensure NEO STC attendance at least one event per month over the next three years.

3.3.1. Identify sources of meeting announcements.

3.3.2. Appoint a Networking events committee chair.

3.4. Hold at least one joint meeting with another related non-profit professional group each year.

3.4.1. Hold a joint meeting with Cleveland ASTD in 2005.

3.5. Submit an entry to the STC PR competition within the next two years.

3.5.1. Research award-winning PR programs of other communities.

3.5.2. Expand the current PR committee with volunteers who have the skills to produce the needed materials. Engage outside expertise only if needed.

3.6. Have five members serve on the boards of other non-profit associations or participate in community events within the next three years.

3.6.1. Identify Greater Cleveland community service opportunities.

3.6.2. Educate members on the importance of community service and how to effectively use it to achieve personal and professional goals.

3.7. Hold Communication competitions.

3.7.1. Continue with NEO STC's pattern of sponsoring Society competitions.

**4. Cultivate leadership and professionalism in members by assisting them with and providing opportunities for career evolution (e.g. evolution into a specialty, management, self-employment, etc.).**

4.1. Develop, market, and offer educational sessions for NEO STC community members and non-members over three years.

4.1.1. Activities as in 2.3.

4.2. Hold at least nine monthly professional development meetings each year. At least one monthly meeting per year will be targeted toward professionals with more than seven years of experience.

4.2.1. One meeting per year should be about developing a soft skill or leadership traits.

4.3. Provide members with 20 volunteer opportunities within and without the NEO STC each year.

4.3.1. Analyze NEO STC tasks and document them.

4.3.2. Activities as in 3.3 and 3.6.

**5. Facilitate member participation and advancement in the Society at all levels: community (geographic and non-geographic), regional, and international.**

5.1. Have at least eight members serving the Society at a level beyond NEO STC within three years.

5.1.1. Appoint a liaison to work with community, regional, and international STC leaders. This liaison will identify and/or develop service opportunities for NEO STC members and will help connect willing volunteers to available opportunities.

5.2. Host an STC international board meeting within the next three years.

5.2.1. Contact STC leadership to express interest in hosting a board meeting.

5.3. Have at least three articles by NEO STC members published in STC publications within the next three years.

5.3.1. Make members aware of the avenues for publishing.

**6. Increase and promote communication among members.**

6.1. Continue providing current monthly networking opportunities.

6.1.1. Conduct monthly networking lunches.

6.2. Maintain and enhance existing communication vehicles.

6.2.1. Maintain and enhance the list serve, website, and newsletter.

6.3. Provide one additional networking avenue in the next three years.

6.3.1. Investigate other networking opportunities, including local extensions of non-geographic STC communities.

6.4. Conduct new-member orientation at least once per year.

6.4.1. Develop a new member orientation program and materials.

6.5. Conduct a membership survey once per year.

6.5.1. Prepare the membership survey.

6.5.2. Identify the best delivery method.

**7. Become the recognized go-to resource for information about technical communication in the northeast OH and northwest PA areas.**

7.1. Conduct at least two Executive Briefings for employers and business leaders over the next three years.

7.1.1. Recruit a volunteer to plan and organize the Executive Briefings.

7.1.2. Research a relevant topic and a recognized presenter.

7.2. Contact ten previously-uncontacted employers of technical communicators each year for the next three years.

7.2.1. Prepare a standard letter or e-mail.

7.2.2. Send the communication.

7.3. Create a formal process for generating and processing requests about technical communication within three years.

7.3.1. Identify a volunteer to lead this initiative and provide them with the tools and support for success.

7.3.2. Determine the best means of distributing this information.

7. Describe the members whom you hope to attract to your new community.

In addition to members of the former Northeast Ohio Chapter, we hope to attract the following new members:

- Professionals currently practicing in the field within our geographic area.
- Professionals in related fields, such as web design, instructional design, usability, and marketing communication.
- Students studying or interested in technical communication.

8. How will your community provide value to the larger STC community and further the overall goals of the Society?

We will provide value to the Society by:

- Responding to our members' wants and needs in providing value to them.
- Continuing to help members prepare to serve the Society at higher levels.
- Promoting STC's values, mission, and guiding principles to NEO STC and the northeast Ohio and northwest Pennsylvania business, professional, scientific, and educational communities.
- Supporting the educational goals of NEO STC members, thus enhancing their skill levels and value/employability in the local marketplace.
- Increasing the visibility of the profession among those who hire technical communicators.

9. List names of community **members** who took part in this re-chartering process.

- Angela Dianetti
- Robert Dianetti
- Kris Henige
- Lori Klepfer
- Kim Lindsey
- Beth Williams