



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 (geographic community) or SIG (community of interest)?

Southwestern Ohio Chapter of the Society for Technical Communication

2. Do you want to change the **name of your community**? If so, please enter the new name.

STC – Southwestern Ohio (abbreviated to STC-SWO when appropriate)

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

To promote and advance the technical communication profession in Southwestern Ohio while recruiting and supporting members by providing professional development, networking, employment resources, and leadership opportunities

- 4a. What are the **goals** of your community? (list at least 3 but no more than 7)

- Enhance member value
- Build chapter continuity
- Provide employment services
- Increase corporate sponsorship
- Promote public awareness of STC-SWO and technical communication

- 4b. What **strategies** will your community strive to implement to achieve your goals? (list 1-3 for each goal)

Enhance member value

- a. Ask members what is valuable
- b. Develop relevant programs that meet member interests/needs
- c. Provide electronic communication tools such as a chapter bulletin board, mailing lists, and/or chat rooms to facilitate member communication

Build chapter continuity

- a. Ensure membership remains consistent or grows for longevity
- b. Plan for the future, instead of just letting it happen

Provide employment services

- a. Increase member, non-member, community, and business awareness of employment services
- b. Provide employment information and networking opportunities for members and community

Increase corporate sponsorship

- a. Create, implement, and publicize corporate sponsorship plan
- b. Encourage members to 'spread the word' and identify local corporations that may be interested in sponsorship

Promote public awareness of STC-SWO and technical communication

- a. Strengthen public relations efforts
- b. Increase involvement with local educational institutions and business networking groups

4c. What **programs and activities** will your community offer to implement your strategies? (list at least one for each strategy)

Enhance member value

- a. Perform annual membership surveys to assess interests and needs
- b. Provide low-cost meetings, programs, and training that expose members to new technologies and advancements
- c. Facilitate member communication and feedback via email, bulletin boards, etc.
- d. Provide a technical communication community that fellow members can turn to for help, mentoring, advice, and sharing

Build chapter continuity

- a. Contact former members to find out why they are no longer members and encourage them to rejoin, highlighting chapter services
- b. Identify and mentor at least five members to move up the 'volunteer ladder' each year
- c. Develop and maintain a succession plan
- d. Publish a chapter volunteer handbook, ensuring all team leads write down and share as much information as possible about their positions, responsibilities, and activities

Provide employment services

- a. Improve visibility with employers through targeted mailings, invitations to program meetings, and other venues
- b. Provide at least two employment-related networking opportunities per program year
- c. Encourage local employers to post open positions on our web site (free service)
- d. Encourage community members to post résumés and other information on our web site (members' only service)

Increase corporate sponsorship

- a. Develop a streamlined corporate sponsorship plan to be implemented for the 2005-2006 year
- b. Survey local corporations about their technical communication needs, their knowledge of STC and STC-SWO, our services, and corporate sponsorship ideas
- c. Maintain and expand corporate sponsorship plan annually

Promote public awareness of STC-SWO and technical communication

- a. Participate in career days at schools, religious organizations, and civic groups
- b. Encourage members to serve on advisory boards and steering committees of local universities and colleges that offer technical communication degrees and/or classes
- c. Partner with local professional organizations for meetings and other networking activities
- d. Maintain and expand public relations plan annually

5. What has been your average annual cost of operating your community over the last three years?

\$14,500.00 per year

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

- Current students and recent graduates
- People transitioning to technical communication from previous careers
- High school and college teachers/professors
- Technical communication managers

We will also continue providing services to attract and retain current members – ranging in experience from entry-level to retirees.

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

We will increase public awareness of STC and STC-SWO by continuing to have select members serve on local university and college boards and steering committees, by partnering with other professional organizations for meetings and other enhancement activities, and by participating in career days.

We will continue to provide chapter members to serve at the international level.

We will continue to share information and ideas with other STC members worldwide through listservs, newsletters, the magazine, the journal, conferences, and by other means.

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

Elizabeth Fryer
Jean Fudge
Dave Kimmel
Mindy Hoffbauer
Sarah Wigser