

# STC Washington, DC Chapter Three-Year Strategic Plan February 2003

## **Mission**

The STC Washington, DC Chapter's mission is to support the Society's mission to design the future of technical communication.

## **Goals**

The chapter's goals are to:

- Develop professional and personal growth of members.
- Stimulate the exchange of information by means of publications, meetings, and conferences.
- Increase regional visibility and prestige of the technical communication profession.
- Cooperate with other societies and organizations in mutually beneficial projects.
- Develop educational programs, establish scholarships, and encourage research.

## **Chapter Strengths**

- Large membership
- Good communications (newsletter, postcard announcements, Web site, email announcement list, Chat list, internal Yahoo Groups, Web surveys)
- Excellent programs
- Excellent competitions
- Dedicated leadership
- Adequate financial resources
- Momentum from previous successes
- Active Usability SIG
- Large number of involved Fellows, Associate Fellows, and past and present Society-level leaders
- Established chapter activity structure

## Chapter Weaknesses

- Limited active core leaders
- Limited visibility in the community
- Not enough SIGs to address chapter diversity
- Limited member participation in chapter activities
- Limited information provided to members about relevant continuing education programs at local schools
- Limited information made available to members about local employers who use technical communicators

## Chapter Opportunities (External Strengths)

- Corporate support for chapter activities
- Proximity and potential involvement of other STC chapters
- Vibrant, diverse metropolitan area with many people interested in their profession
- Large number of academic institutions in area (but information on technical communication programs, if any, is limited)

## Chapter Threats

- Geographic dispersion of members
- Vibrant, diverse metropolitan area with many alternative things to do
- Weak overall economy and consequent employment instability

## Terms and Definitions

Objective	Accomplishment to be attained to help the chapter reach its goals and fulfill its mission.
Strategy	Measurable target in a specified time frame (to meet the related objective). Tactics—implementation tasks—support each strategy.
Tactic	Specific actions to be taken within a strategy.

**Objective #1: Develop new leaders****Strategies to meet the objective:**

Strategies	Tactics	Year 1 (2002-2003)	Year 2 (2003-2004)	Year 3 (2004-2005)
Encourage volunteerism	Have one testimonial at each meeting.		X	X
	Highlight Web site link to volunteer Web page.	X	X	X
	Include one testimonial in monthly e-mail announcement.		X	X
	Reestablish a Hospitality Committee.		X	
Improve chapter transitions	Revisit succession plan yearly.	X	X	X
	Revise Bylaws as necessary to accommodate chapter needs.	X	X	X
	Investigate possibility of adding assistant position to major committee managers.		X	X
Build continuity in key committees	Update standard operating procedures.	X	X	X
	If feasible, invite the same people to coordinate the entire competition and each component for more than one year.	X	X	X
Support and educate chapter leaders	Send leaders to Leadership Day at Annual Conference.	X	X	X
	Host leadership workshop.	X	X	X
	Have past leaders coach new leaders.	X	X	X
	Establish senior advisory board.		X	

## Objective #2: Provide greater value to members

### Strategies to meet the objective:

Strategies	Tactics	Year 1 (2002-2003)	Year 2 (2003-2004)	Year 3 (2004-2005)
Establish Knowledge University (KU).	Plan KU.	X		
	Find and establish coordinator for KU		X	
	Kickoff KU. (partial implementation).		X	
	Implement KU.			X
	Establish low-cost technical training workshops (for example, Active X, Web page design).	X	X	X
	Create a Professional Development Committee to plan workshops and seminars.		X	
	Sponsor or co-sponsor a Region 2 Conference.		X	
	Educate members in business issues/trends by sponsoring a business-related seminar or program at least annually.	X	X	X
	Provide career coaching.			X
Enhance recognition programs.	Honor member of the year.	X	X	X
	Make a greater effort to nominate members for awards.	X	X	X
	Investigate other recognition rewards such as a picnic for volunteers or a Lucite cube with chapter logo as gift.	X	X	X
	Recognize companies for STC support.		X	X
	Publish bimonthly a member or volunteer spotlight.		X	X

**Objective #2 (Continued)****Strategies to meet the objective:**

Strategies	Tactics	Year 1 (2002-2003)	Year 2 (2003-2004)	Year 3 (2004-2005)
Increase hospitality at meetings.	Reestablish and sustain a Hospitality Committee (see Objective #1).	X	X	X
	Have networking topic tables at dinner meetings.	X	X	X
Help members connect.	Publicize use of STCWDC_CHAT discussion list.	X	X	X
	Establish alternate meeting formats such as lunch bunches (meet & eat).		X	
	Reinvigorate chapter SIGs.	X	X	X
Welcome new members.	Update New Member packet.	X	X	X
	Make immediate welcome phone calls to new members; get them involved right away with volunteer tasks.	X	X	X
	Reward recruitment of new members.	X	X	X
	Provide MD/VA/DC cluster activity for new members.	X	X	X
Increase program attendance.	Arrange videoconference meetings.		X	
	Provide a Web site suggestion box for program ideas.	X	X	
Increase employment information.	Build database of local employers.		X	
	Investigate possibility of résumé review service.		X	

**Objective #3: Reach out to wider communities****Strategies to meet the objective:**

Strategies	Tactics	Year 1 (2001-2002)	Year 2 (2002-2003)	Year 3 (2003-2004)
Establish liaison to related organizations	Have coordinated meetings with other organizations.	X	X	X
Increase outreach to students and teachers	Send member to High School Career Day.	X	X	X
	Organize a sustained college scholarship program.	X	X	X
	Send meeting flyers to universities.	X		
	Investigate ways of using technology (e.g., teleconferencing) to involve Metro Baltimore and other chapters in region, including JMU student chapter.		X	
Increase outreach to industry	Increase corporate sponsorship of programs.	X		
	Invite companies to sponsor employees as members.		X	
	Get at least one sustaining member.		X	
	Recognize employer support of STC.		X	
Increase outreach to community	Incorporate community service component into programs.	X	X	X