



# Virtual Town Hall and Annual Report

January 25, 2012

# 1

Leadership,  
events, and  
competitions

# 2

Social  
media

# 3

Finances

# 4

Forum



## Agenda



# 1

Leadership, events, and competitions



Charlotte Glenn  
President



Ann Ray  
VP/Competitions



Eric Anest  
Treasurer



Nicole Stewart  
Secretary



Marylyn King  
Immediate Past President



Linda Budinski  
Director-at-Large



Thank you to our 2011 officers!

Cynthia Lockley  
Carolyn Kelley Klinger  
Eddie VanArsdall  
Viqui Dill  
Hugh Owen  
Helen Sydavar  
Annette Reilly  
Brittany Horton  
Leslie Reed  
Betty Montgomery  
All of our judges  
Everyone who helped at our events



Thank you to our volunteers!



Carolyn Klinger  
President/Events

Ann Ray  
VP/Competitions

Eric Anest  
Treasurer

Mary Saunders  
Secretary



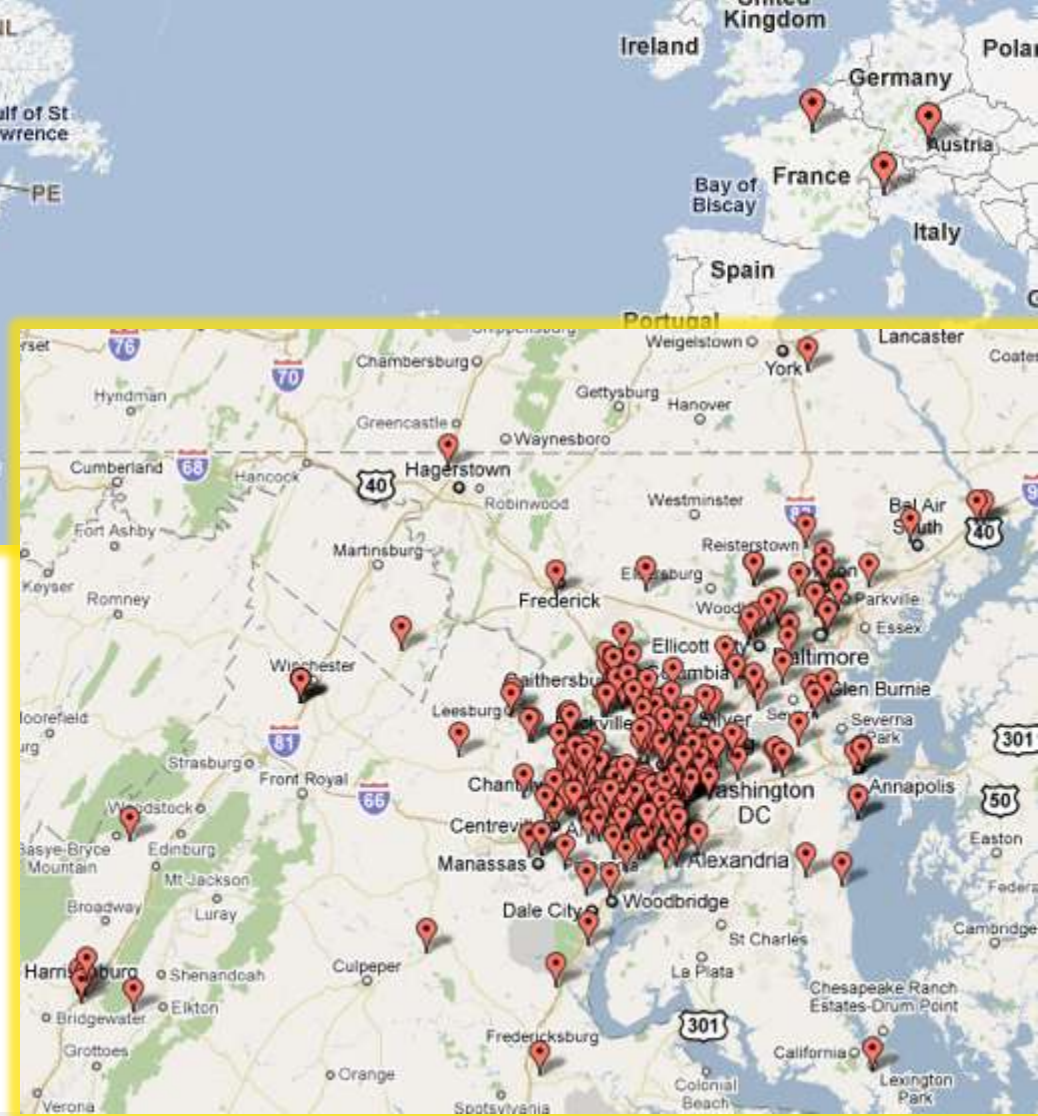
Eddie VanArsdall  
Director-at-  
Large/Membership



Viqui Dill  
Director-at-Large/  
Social Media



Welcome to our 2012 officers!



STC WDC-MB chapter members' geographic distribution

295 members as of 1/24/12

We're as widespread as we are diverse.



Date	Event	Location	Attendees
1/20/11	Tech Comm in Academia: A Panel of Local Tech Comm Teachers	Bethesda	26
2/8/11	Write More, Write Less: Embracing the value of crafted words and images	DC	46
3/3/11	2011 STC WDC Summit Competition Awards Celebration	Arlington	54
4/7/11	SharePoint and Content Management: How Microsoft SharePoint Gives You a Realistic Approach to Content Management	Arlington	49
6/15/11	Government Proposal Writing 101	Silver Spring	33
7/23/11	Orioles Game	Baltimore	15
9/17/11	Content Strategy in a Day with Rahel Bailie (with DCWW)	Rockville	39
9/29/11	Using EEG and Eyetracking to Usability Test a Market Research Questionnaire (with AAPOR)	Bethesda	22
10/24/11	Professional Certification for Technical Communicators	Online	58
11/9/11	Broadcast of STC Virtual Conference	Crofton	14
11/30/11	Fundamental Technology for Knowledge Workers	Arlington	29
12/12/11	Winning Proposals for Documentation - Beyond the Words	Online	25
			388



12 events in 2011

Month	Event	Location
January	Virtual Town Hall	Online
February /March	Awards Celebration with keynote speaker	Virginia
April/Ma y	Content Strategy Webinar with Colleen Jones	Online
June 14	Career Reboot with multiple related organizations, including UPA-DC	RFD, Washington, DC



2012 events are being planned now.

	2010	2011
Entries	43	31
Judges	24	18
Local winners	34	27
Submitted to STC international competition	18	10
International winners	14	



The number of entries in our competitions have gone down but our local winners always do very well internationally.

# 2

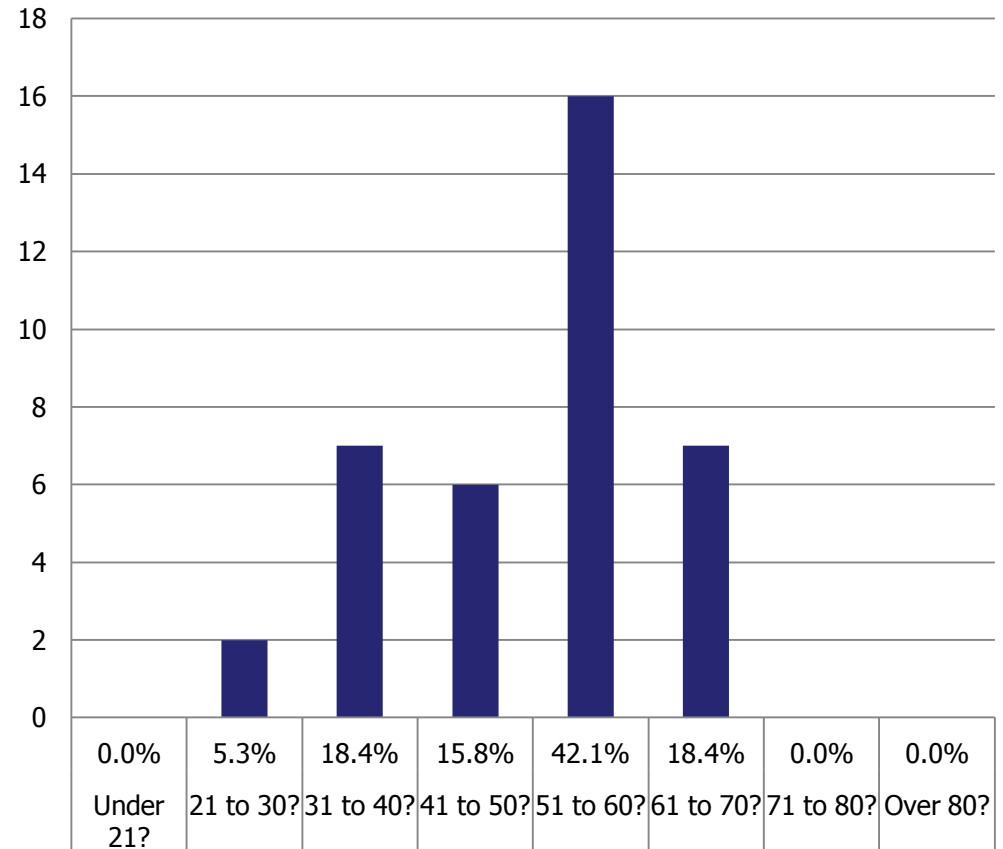
## Social media Viqui Dill



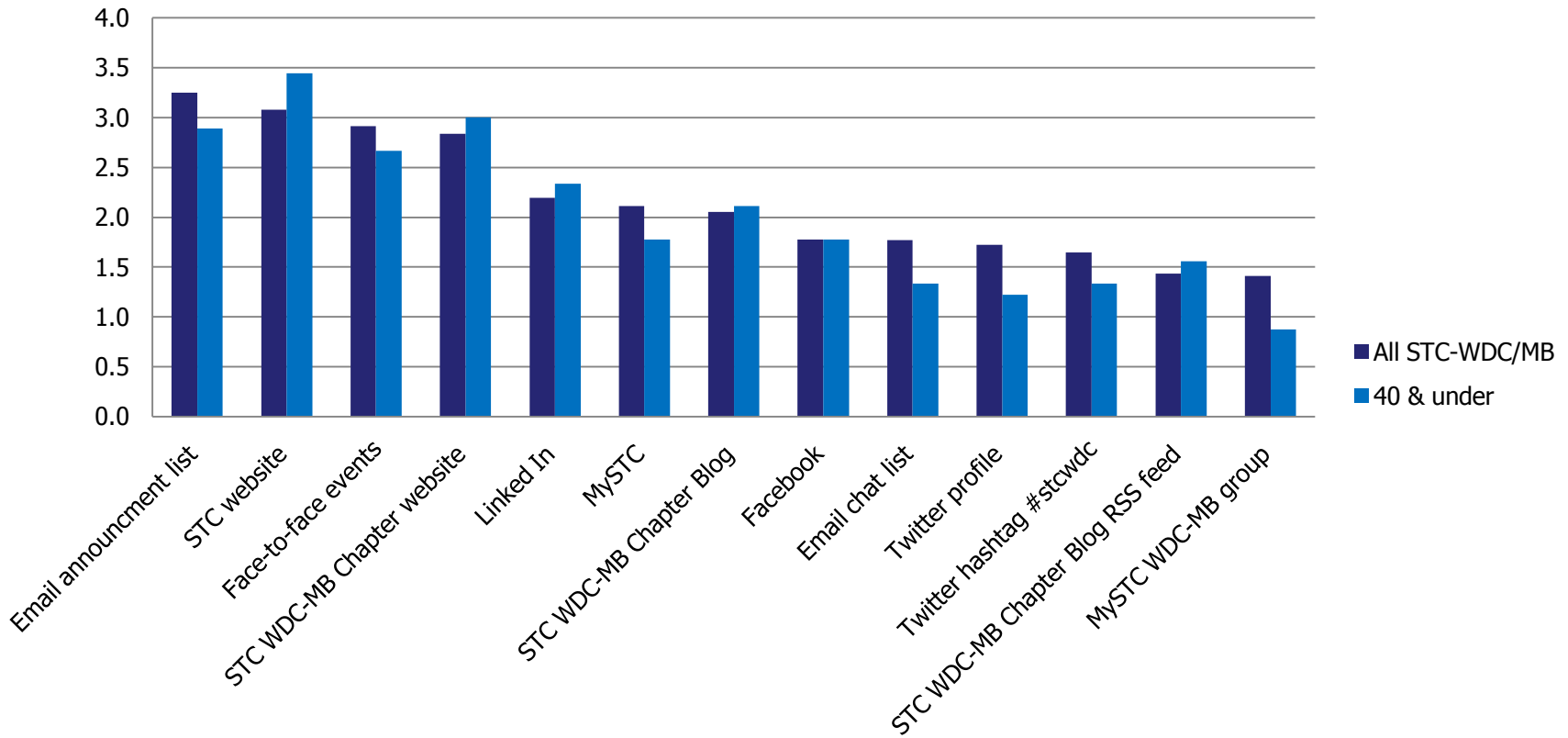
## The Survey

- 13 Social Media outlets currently available to members
- 40 people responded
- 81.6% women
- Mostly older, 80% over 40
- 90% members

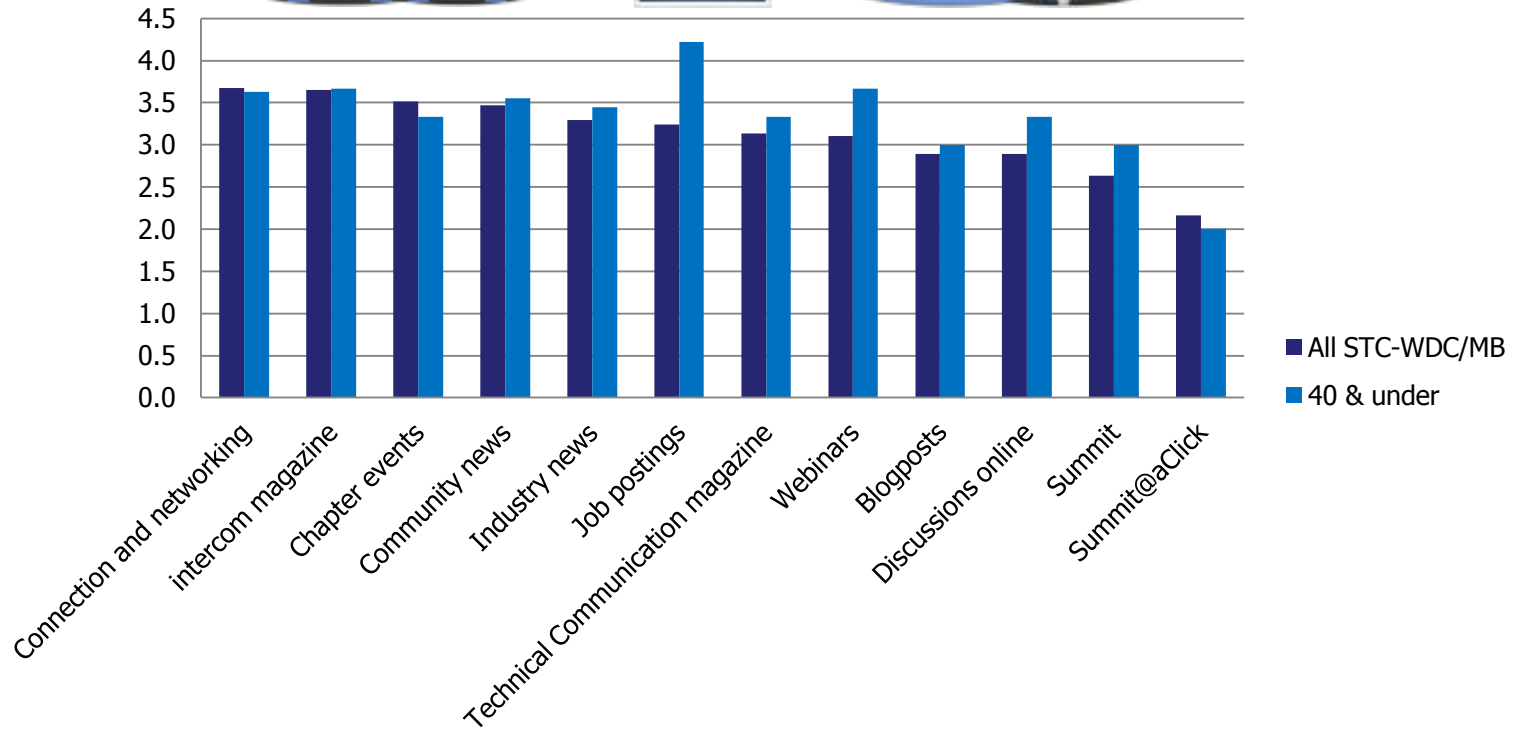
### Ages



We asked for feedback on the 13 different Social Media outlets available to our members. Who spoke up? Mostly older women members. Responses differed by age.



How did we rate STC-related social media?  
 We like email, the websites, and face-to-face meetings; things we are already doing well.



How did we rate benefits of membership?  
 Younger members valued job postings and training. Everyone loves *Intercom* and networking connections.

# 3

Finances  
Eric Anest



## The big picture

<b>2011 Expenses/Income</b>	
Events	(1,605.68)
Competition	(1,629.67)
Admin Council	(579.91)
Web Services	53.22
<i>Profit (loss)</i>	<i>(3,762.04)</i>
<b>2011 End of Year Bank Accounts</b>	
SunTrust	11,884.00
PayPal	343.81
<i>Total cash</i>	<i>12,227.81</i>

## Notable financial events in 2011

Profit from Content Strategy Workshop: \$1,121

Received IBM Community Grant: \$500

We moved our Shirley G. Carter Memorial Scholarship Fund money, originally a \$3000 grant from STC, into our operating fund. For tax reasons, however, we no longer have a scholarship program.

We renamed the Shirley G. Carter Memorial Scholarship Fund the Shirley G. Carter Memorial Award. This fund does not have a separate bank account at this time. One way we intend to use it is to reward the best student entry in our Summit Competition for Technical Communication. We have not yet voted on an amount.



We're spending down our significant savings but continue to have a healthy balance that we can spend on our members.

# 4

## Forum





Thank you!

- [president@stcwdc.org](mailto:president@stcwdc.org)
- [www.stcwdc.org/wdcblog](http://www.stcwdc.org/wdcblog)