

East Bay Chapter of Society for Technical Communication (EBSTC) Strategic Plan 2003–2006

Mission

The mission of the East Bay Chapter is to provide a forum for members to network, build professional skills, and stay current in the field of technical communication.

Plan Goals

- Goal #1: Strive to be a chapter of distinction
- Goal #2: Become a resource that is valued by members, employers, and the community
- Goal #3: Build a strong sense of chapter community
- Goal #4: Improve chapter communications

In the following tables, the year that the activity will be completed is marked with the following notation:

X = To be completed in this timeframe

x = May be completed in this timeframe depending on outcome of previous year

The *Note* column indicates the point person(s) for the current year.

Goal #1: Strive to be a chapter of distinction					
Strategy	Tactics	03–04	04–05	05–06	Notes
Meet requirements for chapter of excellence	Create project manager role	X			Becky Rude is PM
	Meet requirements	X			
	Submit application	X			Becky Rude/Susan Harlan
Meet requirements for chapter of distinction	Continue project manager role		X	X	
	Meet requirements		X	X	
	Submit application		X	X	

Goal #2 Become a resource that is valued by members, employers, and the community					
Strategy	Tactics	03–04	04–05	05–06	Notes
Increase meeting attendance to average 35% of chapter members	Complete member survey	X	X	X	Becky Rude/Roz Rogoff
	Make changes to meeting venue, time, other logistics as determined by survey	X	X	X	Hillary Russak
	Increase publicity efforts in local media	X			Janet Gray
Establish a repository of jobs and resumes	Research options for creating an online jobs database		X		
	Implement an online jobs database			X	
Help members stay employed	Continue to support the Networking SIG	X	X	X	Council
	Networking SIG manager writes newsletter article	X	x	x	Marsha Howard
	Maintain the resume counselor position	X	X	X	Council
	Survey members annually for chapter program topics	X	X	X	Council
	Hold a weekend training on a topic chosen by members	X	X	X	Education Mgr
Participate in a community project	Research projects	X	x	x	Judy Herr
	Survey members regarding what project to do	X	x	x	Judy Herr
	Recruit volunteers	X	x	x	Judy Herr

Goal #2 Become a resource that is valued by members, employers, and the community					
Strategy	Tactics	03-04	04-05	05-06	Notes
Expand non-meeting services for chapter members, especially for professional growth	Expand the education manager role to include: <ul style="list-style-type: none"> • Create a "the best of DMV" for 5 years, or a "best of (international) STC" brochure/web page • "Reviews" of local classes, conferences, books, or other resources. To be done in conjunction with the newsletter. 		X	X	Education Mgr Managing Editor
	As opportunities arise, respond to the evolving needs of local schools and their students for technical writing instruction.	X	x	x	T.R. Girill
Continue to build the Technical Literacy Project	Share locally developed literacy materials and techniques with other teachers and chapters through expansion of the EBSTC web site.	X	X	X	T.R. Girill
	Track links to the EBSTC Literacy Project web pages	X	x	x	T.R. Girill
	Encourage collaborations with local businesses and government agencies to support technical communication in Bay Area schools, especially for underperforming students.	X	x	x	T.R. Girill
	Explore and encourage member/student-mentoring projects where appropriate for local students.	X	x	x	T.R. Girill

Goal #3: Build a strong sense of chapter community					
Strategy	Tactics	03-04	04-05	05-06	Notes
Continue to build our reputation as the friendly chapter	Greet new members and guests at meetings	X	X	X	Gwaltney Mountford, council
	Create a new member packet	X			Becky Rude/Janet Gray
	Have guests sign in and send them a follow up letter	X	X	X	Susan Harlan/Becky Rude
	Hold ice breaker activities at chapter meetings	X	x	x	Gwaltney
	Chapter officers should sit with new people at meetings	X	x	x	Council
Keep the members we have	Conduct member survey regarding program preferences	X	X	X	Becky Rude/Roz Rogoff
	Arrange chapter programs that members want (use survey feedback)	X	X	X	Peggy
	Get member feedback on how to make the chapter valuable to them (use survey feedback)	X	X	X	Becky Rude/Roz Rogoff
	Hold new member orientation at least twice per year	X	X	X	Susan Harlan/Becky Rude
Increase volunteer participation	Complete member survey re: incentives for volunteers	X			Becky Rude/Roz Rogoff
	Make changes to volunteer recognition and structure as determined by survey	X			Ideas: press releases on volunteer; award presentations at individual's job; letters to clients and employers regarding accomplishments.
	Create a volunteers page on web site that lists openings	X			Becky Rude/Susan Harlan
	Keep volunteers page updated	X	x	x	Web team
	Strive to have no more than one office open at a time	X	X	X	Susan Harlan

Goal #3: Build a strong sense of chapter community					
Strategy	Tactics	03-04	04-05	05-06	Notes
Increase chapter membership by 20% (~180 as of 9/03) over the life of this plan	Part of all other goals	X	X	X	
	Part of all other goals	X	X	X	

Goal #4: Improve chapter communications					
Strategy	Tactics	03-04	04-05	05-06	Notes
Improve council communication	Hold bi-monthly council meetings	X			Susan Harlan
	Document the duties of all volunteer and council member positions	X			Council-past and present members
	Inventory our physical assets	X			Becky Rude/Susan Harlan/Joe Humbert
Improve communications on chapter website	Create a volunteers page	X			Becky Rude/Susan Harlan
	Create a history page	X			Becky Rude/June Schaefer
	Create an outreach page	X			Gwaltney Mountford/T.R. Girill
	Create a council members page		X		
	Create a chapter brochure to be used for recruiting members	X			Janet Gray
Develop leadership depth and a "leader career path"	Fill the membership position and webmaster position as shared positions (job sharing)	X			Susan Harlan
	Fill the newsletter editor as a shared position		X		
	Consider a grant for leaders to attend the STC conference		X	X	
	Recruit volunteers for NorCal leadership day	X	x	x	Susan Harlan