



STC Boston Chapter Strategic Plan 2006–2008

Objective 1: PARTICIPATION— Increase the percentage of Chapter members who are active participants.

This objective increases the vitality of the chapter.

Goal: Attendance at chapter events increases X%, and membership increases Y%.

Strategy 1.1: Change the Chapter’s focus and operations in response to changes in industry, membership, and technology.

1. Correlate and geographically map the membership database to event attendance to determine if a new meeting venue is appropriate.
2. Solicit “new blood” (presenters, attendees, and topics) at programs.
3. Extend the chapter's focus beyond computer-industry writers to writers in other verticals such as pharmaceutical, insurance, financial, legal, and manufacturing.

Note: Supports STC Strategy 1.2 and 1.5.

Strategy 1.2: Engage the membership.

1. Build and promote the value of the “Boston” brand to attract members.
2. “Internationalize” the Chapter to attract STC members from all over the world.
3. Host a regional conference (Region 1 or New England).

Note: Supports STC Strategy 2.1.

Strategy 1.3: Reenergize the Competition to increase participation.

1. Write and sell *So, You Want to Win the Competition?*
2. Restructure entry fees to appeal to individuals instead of companies.
3. Establish categories for Web sites, usability, globalization, and PDF files.

Strategy 1.4: Institute structural changes to the Chapter and the Administrative Council.

1. Eliminate the position of Second Vice President to shorten the time commitment for chapter leadership. (Council must remain an even number.)
2. Continue to reduce yearly budget deficits.

Objective 2: VOCATION—Support technical communicators throughout their careers.

This objective increases the value of chapter membership.

Goal: X% of participating members report satisfaction with the new initiatives.

Strategy 2.1: Increase support for new members.

1. Pair new members with senior members (at meetings and on an ongoing basis).
2. Offer free programs or memberships for college students—expose them to technical communication as a possible vocation.
3. Offer a reduced program or membership rate for five years after graduating from a recognized educational program.

Note: Supports STC Strategy 1.3.

Strategy 2.2: Increase support for mid-career members.

1. Do something for the unemployed (such as program discounts or extending membership).
2. Offer free seminars on employment, interviewing, etc. at night or on Saturdays.

Strategy 2.3: Increase support for senior members.

1. Create a recognition program for 5-, 10- and 20-year members (such as certificates, pins, tchotchkes, dinner).
2. Offer networking opportunities for senior members.
3. Offer a retired membership rate—create a community of potential experienced volunteers (like SCORE).

Note: Supports STC Strategy 3.2.

Objective 3: EDUCATION— Offer a multifaceted education program for members strong enough that course completion could be considered toward certification.

This objective increases the value of members as employees.

Goal: X% of participating members report that their employers accept program elements as part of their skill set.

Strategy 3.1: Educate members on technologies.

1. Offer technology “appetizers” at programs.
2. Include both base-level and cutting-edge programs.
3. Create an Idea Incubator task force, geared toward younger members but open to all members.

Strategy 3.2: Educate members on technical communication techniques.

1. Offer programs or seminars on writing, editing, presentation techniques, graphic design, and Web design.

Note: Supports STC Strategy 1.1.

Strategy 3.3: Educate members on business.

1. Offer programs or seminars on management topics such as budgeting, staffing, planning, interviewing, evaluating performance, and disciplining.
2. Partner with organizations such as ACM, IEEE, Boston-IA, and Toastmasters.

Note: Supports STC Strategy 2.2 and 3.2.

Objective 4: COMMUNICATION—Improve existing communication channels within the Chapter.

This objective increases the number of members using each channel.

Goal: Increase of X% in average traffic on each channel.

Strategy 4.1: Make the Broadside more accessible.

1. Publicize success stories.
2. Push out Broadside electronically (PDF distributed by e-mail).
3. Study member interest in and economic feasibility of offering Broadside in printed form again.

Strategy 4.2: Make the Web site more accessible.

1. Make the site a benchmark, reflecting solid design principles.
2. Establish a Chapter wiki/blog as a permanent, searchable, interactive knowledge repository.
3. Establish a confidential, solution-oriented “Dear STC” service (non-technical advice, sharing pain, advocacy).

Note: Supports STC Strategy 3.5.

Strategy 4.3: Make programs more accessible.

1. Have a "greeter" at events.
2. Make more program announcements using e-mail.
3. Use Webcasts or podcasts to make programs remotely accessible and permanently storable.