Community Planning Made Easy:
Using the CAA Application as a Guide

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Why use the CAA application for community planning?

- Provides a general business model
- Develops a well-rounded community that meets the needs of its membership
- Helps define basic tasks as a general “To Do” list for the year (The more tasks accomplished, the more value you provide to your membership)
- Gives your community a sound basis for program planning
- Offering CAA-related activities provides individual members with valuable professional development opportunities
- Serves as a solid template for incoming leadership
- Provides a framework for STC to provide measurable and comparable feedback to communities
What’s New in the 2017 CAA?

- Guidelines and application contain more detailed descriptions, additional “show me” examples, and notes on what is not acceptable
- Some point values have changed to reflect a more fair point distribution
  - “Member Engagement: Informal Small Group Activities” and “Informal Virtual Activities” - point values went back to the original design of giving differing points based on the community type. The two items work in tandem to offer a level playing field for all community types.
  - “Member Engagement: Mentor Board” – point value was changed from max. of 5 points to a max. of 3 points.
- Duplicate items have been removed
  - “Leadership: Communication” was removed as it was a duplicate of another item.
  - “Outreach: STC Community Outreach” (newsletter sharing) was changed as it was a duplicate of another item.
- Two new items have been added
  - “Leadership: Conference Presentations” has been added to acknowledge communities that have members that present at regional STC conferences, the STC Summit, or non-STC conferences on tech comm related topics (up to 2 points).
  - “Outreach: STC Community Outreach” now acknowledges communities that share programs with two or more communities either virtually or face-to-face (1 point).
What’s New in the 2017 CAA?

Continued

- Required list has been modified to add one requirement
  - *(required for SIGS)* SIGs must be hosted through STC Hosting, be on WordPress using the common STC platform, and link back to the stc.org site. (NOTE: Chapters must be using STC hosting by July 31, 2017 in order to be considered for awards in 2018.)

- CAA application is easier to submit
  - Applications can be submitted in any format (not just Word) provided the order and wording of the application are not changed.
  - Supporting documents can be submitted as links in the application to Google Docs or any other document sharing site (as long as the evaluation committee has full access).

- Points needed for award levels are now rounded down
- There are 71 base points, with a possible 10 additional bonus points
## Award Levels

<table>
<thead>
<tr>
<th>Award Level</th>
<th>Points Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(of 71 possible base points*)</td>
</tr>
<tr>
<td>Platinum Community Award</td>
<td>63 or more (90%)</td>
</tr>
<tr>
<td>Gold Community Award</td>
<td>56 to 62 (80%)</td>
</tr>
<tr>
<td>Silver Community Award</td>
<td>49 to 55 (70%)</td>
</tr>
<tr>
<td>Bronze Community Award</td>
<td>46 to 48 (65%)</td>
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*10 possible bonus points
CAA guidelines and application for the 2016 calendar year are posted at:

http://stc.org/membership/recognition/awards/1221-community-achievement-award

Applications will be due 29 Jan 2017

For any questions, contact:

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