

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

Award Level	Points Needed <i>(of 71 possible base points*)</i>
Platinum Community Award	63 or more (90%)
Gold Community Award	56 to 62 (80%)
Silver Community Award	49 to 55 (70%)
Bronze Community Award	46 to 48 (65%)

**10 possible bonus points*



Questions

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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