**Community Strategy**

<table>
<thead>
<tr>
<th>Leadership Tools:</th>
<th>Community Affairs Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Collaboration</td>
<td>...</td>
</tr>
<tr>
<td>Membership</td>
<td>...</td>
</tr>
<tr>
<td>Volunteers</td>
<td>...</td>
</tr>
<tr>
<td>External Collaboration</td>
<td>...</td>
</tr>
<tr>
<td>Marketing/Communications</td>
<td>...</td>
</tr>
<tr>
<td>Finances</td>
<td>...</td>
</tr>
<tr>
<td>Legal</td>
<td>...</td>
</tr>
<tr>
<td>Offerings</td>
<td>...</td>
</tr>
</tbody>
</table>

**Planning Tools:**
- Community achievement guidelines
- Student involvement guidelines
- Annual plan and budget

**STC’s Leadership Program 2012**

20 May and 23 May 2012
Hyatt Regency Hotel
Chicago-Rosemont IL
Welcome to the Leadership Program!

Sunday Morning
Where: International DEF

8:00 AM  Coffee, Tea, and Networking
8:15 AM  Welcome and Introduction from Hillary Hart, STC President
8:25 AM  Recognitions: Community Achievement Awards
8:55 AM  Community Affairs Committee (CAC) Report
9:25 AM  BREAK
9:40 AM  President’s Report
9:55 AM  Review and Discussion of Community Funding Models
10:30 AM Progressions – Round 1 (40 minutes)
11:15 AM Progressions – Round 2 (40 minutes)
12:00 PM Best Practices Wrap-up

Progressions

NOTE: The progressions below will be repeated in Rounds 1 and 2.

- Communications Liftoff: Rocketing Your Community to the Stars (Ben Woelk)
- Do You Want That Tweeted, Posted, or E-Mailed? The 2011 Social Media Survey—Washington DC Baltimore Chapter (Viqui Dill)
- STC Student Mentoring Programs: Investing in the Future (Dan Voss, Bethany Bowles)
- Moving Your Community’s Communications to the Cloud (Andrew Brooke)
- Build a Virtual Community Infrastructure and Deliver Community-Targeted Webinars (Mollye Barrett)
- Chapter Mergers: Pros, Pitfalls, and Process (Richard Lippincott, Carolyn Kelley Klinger, Taryn Light)
- Running a Community: Minimum Legal and Financial Requirements (Greg Larsen, Aiessa Moyna)
- Supporting, Honoring, and Sustaining Your Volunteers (Lori Meyer)
STC’s Mission Statement
STC advances the practice and theory of technical communication and promotes the value of technical communicators globally.

Leadership Program Mission Statement
The leadership program facilitates leadership development through sharing best practices, providing opportunities for collaborative problem solving, and guidance from Outreach mentors.

This year’s Leadership Program focuses on Best Practices and Leadership Collaboration. The objective is to enable you to run your community like a business and collaborate with other leaders to develop realistic and exciting plans for your 2012-2013 year.

@STCCAC #STC12LP #STC12
https://www.facebook.com/stccac

Sunday Afternoon
Where: International DEF
1:30 PM Opening (Ben Woelk)
1:35 PM Introduction to Outreach Team Community Leaders’ Groups (Ben Woelk)
1:45 PM Outreach group meetings
2:30 PM BREAK
2:45 PM Community sessions
3:45 PM Closing and next steps

What’s the Connections Program?
The Connections Program provides community leaders an opportunity to meet one-on-one or as a group with their assigned Outreach Team representatives.

Your Outreach Team rep will be able to answer any questions you might have, suggest best practices and other resources, and make the “connections” you need to succeed.

Wednesday Afternoon
Where: International, Vienna
2:30 PM Welcome and Introduction from Alan Houser
2:45 PM Introduction to Outreach Team Community Leaders’ Groups (Ben Woelk)
2:50 PM Workshop Materials Distribution and Overview (Anna Parker-Richards)
3:00 PM BREAK
3:15 PM CAA Guidelines and Community Strategy (MaryKay Grueneberg)
3:30 PM Student Involvement and Community Strategy (Dan Voss and Bethany Bowles)
3:45 PM Annual Plan/Budget and Community Planning (Aiessa Moyna & Greg Larsen)
4:00 PM BREAK
4:15 PM Collaborative planning session in Outreach groups
4:45 PM Panel Discussion
5:00 PM Closing
Ben Woelk  
**Communications Liftoff: Rocketing Your Community to the Stars**

Marketing communications are foundational to increasing your community’s reach and energizing your fan base.

This session will explain how to create a social media-based community marketing plan and show how Rochester leveraged higher end resources to identify new opportunities and go after new markets.

Viqui Dill  
**Do You Want that Tweeted, Posted, or E-Mailed? The 2011 Social Media Survey**  
—Washington DC Baltimore Chapter

At last year’s STC Summit, the buzz about social media was hot. As a result, our Washington DC/Metro Baltimore Chapter created the position of social media manager and began to tweet, post, link, and upload our news and announcements.

When we got little or no response to all this flurry and effort, we were left scratching our heads and asking “What do the members really want?”

So somebody had the bright idea of asking them. We took a social media survey. We asked the chapter membership to rate and prioritize all 13 of our social media channels and tell us what they like. The results will surprise you and encourage you to gradually introduce your chapter members to the newer, sexier forms of social media while still holding on to older and proven methods of communication.

This presentation will review the survey, its results, and let you know just how much we love our face-to-face meetings and our shiny *Intercom* magazine.

Dan Voss, Bethany Bowles  
**STC Student Mentoring Programs: Investing in the Future**

Mentoring programs pairing professionals in STC’s geographic and virtual communities with student members grant benefits on all sides. Such programs provide valuable guidance and experience to future technical communicators as they enter our profession and are immensely gratifying to the mentors as well. Moreover, they encourage student members to become more active in the Society, which produces both short- and long-term benefits for the communities and the Society.

From the very inception of such programs, the infusion of enthusiasm, new ideas, and new perspectives strengthens the sponsoring communities. And, over the years, mentoring programs maintain a pipeline of future leaders at both the community and the Society level.

STC’s Community Affairs Committee (CAC) has led an STC Board-mandated special task force this year to strengthen the Society’s student constituency and improve the membership retention rate upon graduation. Mentoring programs constitute a vital part of that initiative. This session includes a “turnkey” package of guidelines and administrative forms that can readily be adapted to help your community establish and sustain a mentoring partnership.
Andrew Brooke
Moving Your Community’s Communications to the Cloud

Are your council members unable to get the information or documents they need to do their jobs? Is your website hopelessly out of date? Are your email lists a mess? Are you struggling with how to set prices for your events? Are your event planning and registration processes a nightmare to maintain?

Chance are, your community is trapped by outdated communication tools and processes. In this session, you’ll learn how STC Toronto broke free of the old ways, and transformed their internal and external communication.

You’ll discover how to improve the accessibility and manageability of your communities’ communication and information, resulting in a more efficient sharing of the councils’ workload. In doing so, you’ll vastly improve the quality and timeliness of the communication both to your members and within your council.

You’ll learn how to create an open, collaborative, effective, and detailed user guide for your community council that documents the council’s policies, procedures, best practices, and roles and responsibilities. You’ll see a wide range of actual, practical documents that can be in your guide. You’ll also get general advice on event promotion, budgeting, and task management practices.

In addition, we’ll explore: Basic website management and design | Effective event registration | How to create event budgets and task lists | How to create and manage an informative monthly newsletter

Don’t miss this informative and lively session, and join the “communication liberation movement” today!

Mollye Barrett
Build a Virtual Community Infrastructure and Deliver Community-Targeted Webinars

The challenge was to reduce the amount of work required of leaders so more would volunteer! So, this year we built an infrastructure by:

• Securing a domain name and web host services for a website
• Developing a CMS-based website that is easy to maintain and update
• Securing a Go To webinar license for hosting webinars
• Implementing an e-mail marketing tool to contact all members.

With the help of Rick Sapir, we built a website and intend to share the template with other communities. Members expressed a desire to learn more about single sourcing tools. So, we secured a reduced-rate webinar license and started hosting webinars. Getting the word on webinars out and communicating with every member requires direct communication, so we implemented an e-mail marketing tool.

Overall, we now have the capacity to grow and have made it easier for members to step into supporting SIG administrative roles.

Join our progression to find out how easily your community can, with a minimal investment, build a similar infrastructure. We'll share cost information, development time required, a view of website maintenance, and handouts for securing reduced-cost software as a non-profit organization.

The Single Sourcing SIG perked along happily for years. Members exchanged ideas on the e-mail list and were pleased with the interaction. Managing the SIG fell to individuals willing to take on administrative tasks. When SIG members were surveyed about their needs, they said "more of the same." Overall, everyone was happy, but the SIG needed leaders.
Richard Lippincott, Carolyn Kelley Klinger, Taryn Light

Chapter Mergers: Pros, Pitfalls, and Process

This progression gives an overview of the process for merging geographical STC communities (or, as many of us still call them, "chapters"). The session draws upon the experiences of leadership of two new STC communities that have recently been formed as a result of mergers.

Merger can be an effective method of preserving and strengthening chapters, and allowing them to continue to serve members in these times when membership numbers have been declining.

The session describes the mutual benefits of mergers. Those benefits including strengthening leadership, larger membership numbers, logistical benefits, and possible financial benefits. It will also describe some of the potential problems that can crop up, such as planning convenient programs and equal leadership representation. The session suggests possible methods to avoid these problems. The session also gives a brief overview of the process of merging chapters, including the approval of the chapter membership and the requirement for approval by the STC Board of Directors. Handouts will be available.

Lori Meyer

Supporting, Honoring, and Sustaining Your Volunteers

Communities are where our members experience most of their involvement in STC—where they build skills, make friends, grow professionally, and give back to our profession. And none of these things can happen without volunteers, who are the heart of a strong and vibrant STC community. Your volunteers need your support to thrive—and that’s what this progression is all about: the crucial role volunteers play in the success of both the Society and its communities.

We’ll discuss some of the challenges communities face in recruiting and keeping volunteers—especially in this era of economic challenge and ever-increasing demands on our time.

We’ll explore how three core concepts—skill-building, giving back to the profession through service, and having fun—constitute a “three-legged stool of opportunity” for both your community and its volunteers.

We’ll outline some important steps to build and sustain a strong corps of volunteers who provide strength, energy, and inspiration for your community.

We’ll share resources that can help you and your community support your volunteer efforts.

Greg Larsen, Aiessa Moyna

Running a Community: Minimum Legal and Financial Requirements

Running a community requires money, and managing your community’s finances requires adherence to a few basic requirements. This session reviews key legal and financial considerations for leaders of chapters and SIGs. Topics include the Society’s legal status and organization, plus implications for both types of communities; planning and budgeting; sustainable programming; developing diverse sources of revenue; and mandatory financial reporting. If you have questions about navigating the requirements of the U.S. Internal Revenue Service or anything else that may be perplexing you in the world of law and finance as it pertains to your STC community, this is the place to get answers.
Biographies

Ben Woelk is the outreach lead for the Community Affairs Committee (CAC) and is immediate past president of the STC Rochester Chapter. In his day job, he’s the policy and awareness analyst in the information security office at the Rochester Institute of Technology. He’s developed a leading information security awareness program that includes targeted communications, social media, and a digital self-defense training program. He’s also responsible for policy development. Ben teaches the RIT academic courses Cyber Self-Defense and Effective Technical Communication.

Ben is the co-chair of the Awareness and Training Working Group of the EDUCAUSE HEISC (Higher Education Information Security Council) where he facilitates the creation and sharing of security awareness information across higher education. Ben is a frequent presenter at conferences and has authored many articles on information security awareness. He’s currently sharing his thoughts in his Infosec Communicator blog and may be found on Twitter, @benwoelk.

Dan Voss is co-lead for the Community Affairs Committee’s student outreach initiative and leads the task force established by the STC Board of Directors to implement that initiative. He delivered the industry keynote at the Academic SIG-sponsored workshop preceding the 39th annual conference of the Council for Programs in Technical and Scientific Communication (CPTSC) on the theme “Academy/Industry Relationships and Partnerships.” A 34-year aerospace veteran as a proposal content specialist for Lockheed Martin and an adjunct instructor for Webster University, Voss is an STC Fellow whose 23 years include leadership roles in the STC Orlando Central Florida Chapter, the Academic and AccessAbility SIGs, and the Ethics and Strategic Planning committees. In Orlando, he co-manages the successful mentoring program pairing chapter professionals with technical communication students at the University of Central Florida and has assisted other STC communities in establishing similar programs. With Lori Allen, he co-authored the textbook Ethics in Technical Communication: Shades of Gray (John Wiley and Sons, 1997) and is the only non-engineer to win Lockheed Martin Missiles and Fire Control’s coveted Author-of-the-Year Award.

Viqui Dill is the STC Washington, DC - Metro Baltimore Chapter’s Social Media manager and uses various social media channels to spread good news about Technical Communications in our area. A technical writer for American Woodmark in Winchester, VA and an engineering graduate from Virginia Tech, Viqui is passionate about continued education and lifelong learning for those in our field.

Viqui describes herself as "Technical writer, wife and mom, bass player, worship leader. I'm happiest when folks sing along with me." She would love to connect with you and invites you to email her at social_media@stcwdc.org or follow her on twitter @viqui_dill.

Bethany Bowles is a second-year member of STC, where she is a Sigma Tau Chi honoree, and a graduating senior and incoming graduate student at the University of Central Florida (UCF), where she is a member of the English Honor Society, Sigma Tau Delta, and works as the manager of the Tech Writing Lab. She is currently serving on STC’s Community Affairs Committee as co-lead of the student outreach initiative and serves on the task force established by the STC Board of Directors to implement that initiative. As a student member of the STC Orlando Central Florida Chapter, she co-manages the chapter’s mentoring program pairing professionals with student STC members in the Future Technical Communicators, a UCF-sponsored organization where she has held a number of offices. She and her mentor, Dan Voss, are co-authoring a chapter on the ethics of intercultural communication in a soon-to-be-published instructor’s guide for teaching intercultural communication to engineers, scientists, and students of engineering and science. A gifted writer, poised leader, and talented organizer on the threshold of her career as a technical communicator, Bethany is clearly one of STC’s rising stars.
**Biographies**

**Andrew Brooke** is the Toronto STC President for the 2011-2013 term. Andrew is a Senior Technical Writer at Oracle Insurance. He obtained a Bachelor of Technology in Graphic Communications Management from Ryerson Polytechnic, and has been a technical communicator since 1998. Prior to that, he worked in technical support at Symantec, as well as in the printing industry as a production co-ordinator. Andrew has been active with the Toronto STC since 2002, serving in various board positions including: Membership Manager, Newsletter Editor, Job Bank Manager and Volunteer Manager. Andrew blogs regularly on the art, science, and philosophy of technical communication in his Writer's World column. He also enjoys public speaking and is an active member of Toastmasters.

**Mollye Barrett** is a veteran content management and technical communication consultant at ClearPath, where she develops strategies for optimizing content, improving the authoring environment, and planning for business continuity. In her work with technical publication groups to implement XML-based content management systems, Mollye presents vendor-neutral content management options that focus on business case, document and workflow analysis, single-source writing, and translation. Mollye has implemented XML-based content management systems for both print and online delivery. Non-profit roles include manager, STC Single Sourcing SIG; member, Community Outreach Team; director of marketing communication, CM Pros; editor-in-chief, TC BoK; president, STC Wisconsin Chapter; and founder, chapter mentoring program.

**Carolyn Kelley Klinger** is currently serving as the STC Washington, DC - Metro Baltimore Chapter’s chapter president in their first full year as a merged chapter. She has managed the chapter’s events since 2000 and helps with many aspects of chapter publicity and administration. A technical writer with a Master’s degree in Geography, Carolyn is an independent consultant working from home in Olney, Maryland, which is located between Washington, DC and Baltimore. Her clients include the National Cancer Institute, where she develops wiki-based technical documentation supporting users of bioinformatics software, and many private companies in the Washington, DC metropolitan area. She has a special interest in making PDFs accessible and speaks frequently on that topic to groups both within and outside of STC.

**MaryKay Grueneberg** is the immediate past president of the STC Chicago chapter, is currently a member of the STC Outreach Team on the STC Community Affairs Committee, and has been a Summit Awards judge for the past two years. She has an MA in Communications and a BS in Computer Science and Journalism from Northern Illinois University, and a Masters Certificate in Non-Profit Management from the Illinois Institute of Technology. With almost 30 years experience as a technical communicator—mostly in the computer software industry—she has held many roles on the STC Chicago administrative council and has received 45 writing awards over the past 14+ years from STC. MaryKay is the recipient of the STC Distinguished Chapter Service Award, 2012.

**Rick Lippincott** is the current president of the STC New England chapter. He has a BS in journalism from Ohio University, and an MS in technical writing from Rensselaer Polytechnic Institute. He has over 25 years’ experience in technical communication, with firms including Lockheed Martin, GE Aircraft Engines, Eaton, Lucent, and L-3. Rick is currently the technical writing lead for cargo systems at American Science & Engineering, in Billerica, MA. He is the author of *C-5 Galaxy in Action* (Squadron Publications) and lives in Haverhill MA.
Taryn Light has been a technical publications and training manager for most of her career. She is an adjunct professor at the University of New Hampshire, where she enjoys teaching engineers how to write. An STC Associate Fellow and past president of the STC Boston Chapter, Taryn has won awards in many national and international competitions, and she has served as a judge in STC regional and international competitions. She has an M.Ed. from Suffolk University and a B.S. from Salem State University, as well as certificates in training and development, project management, and multimedia applications.

Aiessa Moyna is STC’s treasurer and a member of the New York Metro community, the Content Strategy SIG, and the Single Sourcing SIGs. An Associate Fellow, she joined STC as a student at New Mexico Tech. Since then, she has served in various roles at the community, regional, and Society levels. Aiessa works at American Express Company as a communications director in the Technologies division, serving as communications consultant to the chief information officer and consulting on project team communications. She has also served the company as media relations manager, and previously worked as a technical writer in the government sector. She holds a B.S. in technical communication and an M.A. in communication studies/public relations.

Greg Larsen, CPA, is STC’s chief financial officer. Greg began his career in 1987 working for a certified public accounting firm. Since then, he has worked in all aspects of accounting and finance for not-for-profit organizations. His experience includes auditing, budgeting, cash management, and accounting functions from the beginning through financial-statement presentations. Prior to joining STC, he worked as the CFO for a variety of not-for-profits. Most recently, Greg was a manager of Outsourced Accounting with Tate & Tryon, where he served 501 (c) 3, 4, and 6 clients in the Washington, DC, metro area.

Lori Meyer is a technical communicator with more than 25 years of experience designing, writing, and editing software documentation and online user assistance. She is currently a senior technical writer in Cupertino, California. A former resident of the Rochester, NY, area, Lori kept her membership in the Rochester Chapter of STC when she relocated to California. Lori is a member of eight STC chapters and five SIGs. She currently serves as membership manager of the Rochester chapter, as co-manager of the STC Technical Editing Special Interest Group (SIG), and as a member of the STC Community Affairs Committee (CAC) Outreach and Membership subcommittees. She also volunteers for the Carolina, East Bay, Palm Beaches, and Northeast Ohio chapters. In 2009, Lori received the STC Distinguished Chapter Service Award, and in 2012 was named an STC Associate Fellow.

Anna Parker-Richards is the founder of APRsolutions, her consulting business that develops technical communications solutions that provide context and clarity for reaching specific goals. She is the immediate past president of the STC Toronto chapter, a member of STC’s Community Affairs Committee, Leadership Program Chair, 2012, and a member of the Outreach Team. She is a professor for the post graduate Technical Communications and English programs at Seneca College in Toronto, Canada.

Anna has been involved in technical communications for over 15 years with experience in technical writing, training development and facilitation, product management, professional services, and marketing; her expertise lies in improving customer service experiences and sales through targeted information solutions. For more details, visit www.aprsolutions.ca or her LinkedIn profile at: http://www.linkedin.com/in/aprsolutions. Follow Anna on Twitter @aparkerrichards.
Marketing communications are foundational to increasing your community’s reach and energizing your fan base.

Components of a Plan
- Audience analysis
- Key messages
- Calendar of promotions
- Develop relationships

Key Messages
*What you’ll communicate*
- Value proposition
- Vectors of differentiation
- Why should they care about your community?

*How you’ll communicate*
- Use credible sources
- Keep your messages short and simple

Tools:
- Methodology
- Analysis
- Results
- SWOT
- SMART
At last year’s STC Summit, the buzz about Social Media was hot.

As a result, our Washington DC/Metro Baltimore Chapter created the position of social media manager and began to tweet, post, link, and upload our news and announcements.

When we got little or no response to all this flurry and effort, we were left scratching our heads and asking “What do the members really want?”

So somebody had the bright idea of asking them.

• We asked our members to tell us about their connection with each of our 13 (yes, 13!) STC-related social media options.

• We asked our members to tell us about their other (non-STC) social media life. What are we already using every day?

• We asked our members to tell us how they feel about these forms of communication. Do they love twitter? Do they loathe getting a phone call?

The results will surprise you and encourage you to gradually introduce your chapter members to the newer, sexier forms of Social Media while still holding on to old and proven methods of communication. Join with us as we discuss where we are and where we’re going in the world of social media at STC WDC/MB.
### A Win-Win-Win Formula!

#### Personal Benefits

**Mentee**
- Develop networks, increase visibility
- Receive career guidance and job search tips
- Polish specialized skills
- Prepare for the move from academe to industry
- Enhance skills for career advancement

**Mentor**
- Gain personal satisfaction helping others reach their potential
- Enhance coaching, feedback, and leadership skills
- Gain exposure to new perspectives, new media
- Expands professional networks
- Get help on STC projects

#### Organizational Benefits
- Strengthen student communities by partnering with professionals
- Strengthen professional communities with new ideas and leadership
- Provide a boost in volunteer labor as mentors and mentees work together on projects to benefit both their communities and the Society
- Increase retention rate of STC student memberships upon graduation
- Increase attendance at chapter meetings and/or involvement in virtual activities (SIGs)
- Leverage academe/industry partnerships
- Groom STC’s leaders of tomorrow

### Types of Mentoring Programs

- Nearby geographic community sponsors a student community (face-to-face mentoring)
- Remote geographic community or SIG sponsors a student community (virtual mentoring)
- Academic SIG sponsors independent STC student members (virtual mentoring)

### Ingredients for a Successful Program

- Student leader to recruit mentees
- Professional leader to recruit mentors
- Combine equal proportions of mentees and mentors
- Season with guidelines and turnkey administrative tools
- Mix well, bake for 1 academic year
- Garnish with job placement icing

### A Recipe for Success

**Take Your Choice … a Web-Based Toolkit, a CD, or Good Old-Fashioned Paper!**

- STC guidelines for mentoring programs
- Specific program guidelines and procedures
- Specific program summary
- History of a successful mentoring program
- Mentee application form
- Mentor application form
- Mentee summary form (for making pairings)
- Mentor summary form (for making pairings)
- Mentor/mentee agreement form (goals, objectives, activities)
- Suggested mentor/mentee (M&M) activities and projects
- Mentor/mentee contact log
- Link to a typical mentor/mentee Facebook page
- Mentee pre-assessment form
- Mentor pre-assessment form
- Mentee post-assessment form
- Mentor post-assessment form
- Mentee program evaluation
- Mentor program evaluation
Manage your community’s information and communications:

Any place. Any time. Any computer.

- Transform your communication processes using simple web-based apps, many of them free.
- Create a comprehensive and collaborative Community Council User Guide that you can view and edit anywhere.
- Update your website anywhere using a web browser through Google Sites.
- Use web-based email and event registration apps to promote events, send invitations, collect payments, and to track registration in real time.
- Effectively plan and budget your events.
- Create an engaging e-newsletter, where writers can directly update their articles, before and after publication.
The Single Sourcing SIG perked along happily for years. Members exchanged ideas on the email list and were pleased with the interaction. Managing the SIG fell to individuals willing to take on administrative tasks. When SIG members were surveyed about their needs, they said "more of the same." Overall, everyone was happy but the SIG needed leaders. The challenge was to decrease the amount of work required of leaders so more would volunteer! So, this year we built an infrastructure by:

- Developing a brand
- Securing a domain name and web host services for a website
- Developing a CMS-based website that is easy to maintain and update
- Joining a non-profit technology provider
- Securing a Go To webinar license for hosting webinars
- Implementing an email marketing tool to contact all members

Join our progression to find out how easily your community can, with a minimal investment, build a similar infrastructure. We’ll share cost information, development time required, a view of website maintenance and handouts for securing non-profit organization, reduced-cost software.

First, we built a website and intend to share the template with other communities. Then, when members expressed a desire to learn more about single sourcing tools, we secured a reduced rate webinar license and started hosting webinars. Getting the webinar word out and communicating with every member requires direct communication, so we implemented an email marketing tool. We now have the capacity to grow and have made it easier for members to step into supporting SIG administrative roles.
**Pros**

- Strengthened leadership by combining volunteers
- Increased number of active chapter members
- Increased chapter funds
- Increased number of chapter services and programs
- Survival of a regional chapter

**Pitfall**

<table>
<thead>
<tr>
<th>Pitfall</th>
<th>Solution</th>
</tr>
</thead>
</table>
| No geographically convenient meeting locations | • Meet online.  
• Record live events.  
• Plan occasional full-day seminars with networking time built in.  
• Plan an annual chapter conference. |
| Unequal leadership representation            | • Appoint a director-at-large from the less represented chapter.  
• Hold all Administrative Council meetings by phone. |
| Unequal volunteer representation             | • Devise remote volunteer opportunities.  
• Offer to help advertise and coordinate local, casual get-togethers that remote members plan.  
• Keep communicating your intent to achieve equal representation. |

**Process**

- If your chapter is interested in merging with another chapter, contact Steve Skojec for direction and follow these steps:
- Poll members of both chapters to gauge interest in a merger. The members of each chapter must vote on whether or not to merge.
- If a vote carries that the chapters should merge, the admin councils (or parties leading the effort, in the absence of elected officers) write a letter to STC, to Steve Skojec's attention, indicating a desire to merge. The new chapter may keep the name of one of the previous chapters or choose a new name.
- Steve Skojec forwards the letter expressing the intent to merge to the Community Affairs Committee (CAC) to present to the STC Board of Directors for its vote.
- One chapter closes its bank account and remits any remaining funds to STC. Any outstanding funds owed to STC by the chapter are deducted from proceeds and the remainder is allocated to the newly merged chapter.
- Send a copy of the final bank statement to STC for its records.
- File the 990-N for the closing chapter with the IRS at the end of the year. Indicate on the form that the chapter is no longer going to do business under that tax ID number.
January
Close of previous year’s financial records (all chapters)
31 January - Send Form 1099 to vendors receiving more than $600 (U.S. chapters, as applicable)

February
29 February – Send Form 1096 to IRS (U.S. chapters, as applicable)
Begin preparing financial report due to STC-Fairfax (all chapters)

April
30 April - Submit the annual financial report to STC-Fairfax (all chapters)
If your chapter has more than $50,000 in receipts and/or more than $1,000 in unrelated business income, begin preparing 990/990T, which will be due 15 May (U.S. chapters)

May
15 May – File 990/990EZ/990-N/990-T with the IRS (Note: Every U.S. chapter must file one of these returns each year. There are no exceptions. Not filing could cause your chapter to lose its U.S. tax-exempt status.)

August
Begin working on chapter/SIG budget for following year (all communities)

September
Chapter/SIG member count as of 31 August, along with budget template, will be sent to communities (all)

October
31 October – budgets are due, unless budget email identifies a different date (all communities)
Volunteering: The “three-legged stool of opportunity”

Building a Strong Community of Volunteers

<table>
<thead>
<tr>
<th>Set the Stage for Success</th>
<th>Reach Out and Invite</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Provide clearly defined roles</td>
<td>• Publicize volunteer opportunities</td>
</tr>
<tr>
<td>• Review your community’s goals</td>
<td>• Talk one-on-one with potential volunteers</td>
</tr>
<tr>
<td>• Reflect on your successes and challenges</td>
<td>• Share your story</td>
</tr>
<tr>
<td>• Look for new volunteer opportunities</td>
<td>• Reach out to new members</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Welcome</th>
<th>Mentor, Motivate, Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Acknowledge and thank them</td>
<td>• Provide a mentor for each new volunteer</td>
</tr>
<tr>
<td>• Give them the tools and training they need</td>
<td>• Welcome their ideas; empower them</td>
</tr>
<tr>
<td>• Announce new volunteers to the community</td>
<td>• Build on their strengths</td>
</tr>
<tr>
<td>• Communicate enthusiasm and sincerity</td>
<td>• Listen, encourage, empathize</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Thank and Honor</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Thank early, thank often</td>
</tr>
<tr>
<td>• Offer both formal and informal recognition</td>
</tr>
<tr>
<td>• Include STC awards and honors in your recognition</td>
</tr>
<tr>
<td>• Shout it out! Publicize your awardees</td>
</tr>
</tbody>
</table>
Leadership Summit Schedule and Floor Plans

Schedule

Sunday, 20 May
8:00 AM – 12:00 PM  Leadership Program  International DEF
1:00 PM – 5:00 PM  Leadership Program optional roundtables  International DEF

Monday, 21 May
7:30 AM – 8:15 AM  SIG Leaders Meeting  London
9:30 AM – 5:00 PM  Exposition Open, CAC at STC Central  Exhibit Hall
5:00 PM – 6:00 PM  STC Annual Business Meeting  International DEF
6:30 PM – 8:00 PM  Communities Reception  Grand Ballroom F-H
8:00 PM – 11:00 PM  Music Jam - Hosted by STC Chicago  Grand Ballroom E

Tuesday, 22 May
9:30 AM – 5:00 PM  Exposition Open, CAC at STC Central  Exhibit Hall
2:10 PM – 2:25 PM  CAC Mini-Session  STC Central

Wednesday, 23 May
12:30 PM – 2:00 PM  Closing Lunch  Grand Ballroom E-H
2:30 PM – 5:00 PM  Leadership Program Wrap-up  Vienna

International Level
STC would like to thank everybody who has supported STC leadership development initiatives in 2011/2012:

Community Affairs Committee (CAC) | Leaders’ Resource Webinar Series Presenters
Leadership Program Presenters and Organizers | STC Office Staff

Robert Armstrong  
Sarah Baca  
Tom Barnett  
Mollye Barrett  
Nicky Bleiel  
Bethany Bowles  
Andrew Brooke  
Kathryn Burton  
Christy Chilton  
Kevin Cuddihy  
Donn DeBoard

Viqui Dill  
Dale Erickson  
Timothy Esposito  
Megan Fraser  
Ray Gallon  
Elaine Gilliam  
Judy Glick-Smith  
Mary Kay Grueneberg  
Hillary Hart  
Sally Henschel  
Carolyn Kelley Klinger  
Vici Koster-Lenhardt

Greg Larsen  
Taryn Light  
Rick Lippincott  
Fei Min Lorente  
Richard Mateosian  
David McLennon  
Lori Meyer  
Aiesha Moyna  
Paul Mueller  
Cindy Pao  
Elizabeth Pass

Anna Parker-Richards  
Paul Pehrson  
Jeanette Rogers  
Malu Schloss  
Steve Skoje  
Tricia Spayer  
Lloyd Tucker  
Amy Vogt  
Dan Voss  
Andrea Wenger  
Ann Wiley  
Ben Woelk

Thank you to our Leadership Program sponsors:

Mimic Print & Media Services  
for printing the programs  
www.mimicprint2.com

Lockheed Martin Missiles and Fire Control  
Orlando Publishing and Distribution Center  
for reproducing handouts and CDs

Advertising:  
- Sponsorships  
- Advertising  
- Donations

Membership:  
- Development  
- Retention

Volunteers:  
- Development  
- Retention

External Collab:  
- Other STC chapters  
- Education community  
- Training community  
- Editing community  
- Usability community  
- ECM community  
- Other…

Internal Collab:  
- Roles  
- Responsibilities  
- Council Meetings  
- Archives  
- Policies/Procedures

MarCom:  
- Strategy  
- Website  
- Calendar  
- Newsletter  
- Mass Emailings  
- Social Media

Finances:  
- Revenue  
- Expenses  
- Reporting

Legal:  
- Incorporation  
- Affiliation Agreement  
- Taxes  
- Chapter Mergers

Recognitions:  
- International Recognitions  
- Local Recognitions  
- Competition Results

Offerings:  
- Job Bank  
- Prof. Development Events  
- Socials  
- Mentor Programs  
- Competitions  
- Other…

community strategy  
details