Welcome to Leadership Day 2013 from STC President Alan Houser

Recognitions: Community Achievement Awards

Introduction of new Executive Director

BREAK (Networking with STC Communities)

Competitions Discussion with Nathaniel Lim and Nicky Bleiel

CAC Report with Tricia Spayer, Dan Voss, and Ben Woelk

BREAK (Networking with STC Communities)

Progressions for all leaders (2 rounds, 25 min. each)

LUNCH

BREAK

Progressions for all leaders (3 rounds, 25 min. each)

BREAK (Networking with STC Communities)

What all Communities Need to Know: Effective Financial Management with Esa Moyna, Greg Larsen, and Jane Wilson

A Look Forward at 2013-14 with Vice President Nicky Bleiel

Leadership Day Closing

Learn how to revitalize and sustain your community with reduced effort, while rekindling your unique community offerings.
Cindy Pao and Andrea Wenger  
**STC, Its Communities, and Community Leadership**

Communities were unsure of what activities they should complete during the program year, so the CAC compiled a list of the top 10 activities. This list and information about community leadership teams should help community leaders identify and plan their year.

This progression will talk about the Community Success Plan section of the Community Handbook, as well as how leadership teams are made up in the STC communities. Participants should come away with information about the activities that their community should accomplish during the year to successfully serve its members.

Marilyn Woelk  
**Providing and Marketing High-Value Programs and Events**

Programs and events are expensive, and it is often difficult to predict how well they will be attended. Chapters need to attract enough participants to their events to pay for their costs. With careful planning, it is possible to make a profit from chapter events, and to minimize "downside" risks.

How do you provide superior programs and events that attract attendees, that are relevant and interesting while remaining cost effective, and that provide attendees with value? Marilyn will share ideas on marketing, planning, financing, and negotiating costs for events that provide innovative programs in our industry.

Ben Woelk  
**Get on Board! Entraining Volunteers**

Volunteers are the life blood of a community, but often seem to be in short supply. Without fresh or reinvigorated volunteers, communities will decline. With impassioned volunteers, communities will flourish.

Using an analogy of train travel, this progression provides a framework for identifying, recruiting, and retaining volunteers.

Rhyne Armstrong  
**Virtual Meetings that Rock**

In many of our communities, virtual meetings are necessary to provide programs and interaction with our members. The sheer number of tools that are available make it difficult to choose one to get started.

In this progression, we will discuss best practices in holding virtual meetings and programs, and how to choose the best tool to use. We will also cover the STC Adobe Connect program.

Viqui Dill and Roger Renteria  
**Expose Yourself Online: Websites, Wikis, Email, and Social Media**

**AM Session**  
**Part I: Digital Communications**

How do you go about choosing a digital solution to run or upgrade your chapter’s website, mailing lists, event board, and internal communications? What *free* options are available to save and archive all of the chapter’s digital information and historical records?

There are free options to easily manage a community’s digital records, websites, and mailing lists. New options also allow for multiple users to share, collaborate, edit, and archive information. Upgrading to these new services helps control access when new leaders change in order to keep operations running smoothly.

**PM Session**  
**Part II: Social Media – Seven social media outlets!??**

How much or how little you plan to communicate depends on how many volunteers you have, their communication skills and preferences, and the preferences of your members. Keep in mind that any communication is better than none, that your community members understand that we are staffed by volunteers, and that we have successful communities all across the spectrum.

This is a basic Social Media plan, based on a Community with limited super powers. Since your community will have a different set of super powers and different kryptonite, your basic plan will be your own. Use these as a sample and then share your story with us.

Saul Carliner  
**Including Certification in Community Programming**

Because it is new, many members of the STC community have general questions about certification and many community leaders wonder how they might address them in community programs.

Wondering how certification affects your community? This Progression offers some insights. After providing an overview of the certification program, this discussion explains how to plan a chapter event that presents certification to members and identifies resources to use in the meeting. Even if you are not personally certified, you can still share certification with your community members.
Lori Meyer
Membership Matters – Every Member Matters

Economic conditions over the last several years have made the decision to join STC or renew STC membership more difficult. Members are taking a closer look at what STC is doing for them and for our profession, and the value it can provide for them in the face of rapid changes in our profession.

This progression:
* discusses the challenges and opportunities of membership development in a community.
* emphasizes the importance of connecting with your members, engaging them, and providing value for them.
* outlines 10 steps for recruiting, welcoming, keeping, and supporting your members.

Marcia Wood
Rewarding Your Active Members

We didn’t have enough volunteers to fill all vacant committee positions. Leaders had to manage more than one responsibility. Rewards were incentives for more members to become active and to keep active members motivated. Rewards had a value of $25 that coincided with the cost of chapter dues.

As attendees, you will:
* learn how the Rocky Mountain Chapter developed/implemented its plan to reward active members and encourage inactive members to participate.
* learn practical ways to review the program and modify it when necessary.
* receive a development/implementation checklist for your own community.
* offer your experiences with similar programs.

Dan Voss, Bethany Bowles, Anna Lerew-Phillips, and Sally Henschel
Harnessing Student Power to Jet-Propel Your Community

AM Session
Part I: Back to Basics

The objective of the CAC’s student outreach initiative is to build STC’s student membership base and reduce attrition upon graduation by more actively engaging students in other STC communities. By so doing, we also infuse those communities with new talent, ideas, energy, volunteer time, and a pipeline of future leaders.

This progression explores the potential for student outreach to play a pivotal role in community building or even rebuilding. Attendees will learn and share ideas about how to recruit student members, actively engage them in their communities, tap a valuable new resource, and groom the technical communicators of tomorrow.

PM Session
Part II: Building on Basics

The objective of STC’s formal student mentoring programs is to form partnerships between STC communities and student chapters and to pair student members with professionals in other STC’s geographic and virtual communities via face-to-face and virtual mentoring programs, respectively. The overarching objectives are to strengthen STC’s communities with an infusion of new talent and to engage students more closely in the Society to increase retention upon graduation.

This progression surveys STC’s face-to-face and virtual student mentoring programs, encourages STC geographic communities to form dynamic, “win-win” face-to-face partnerships with student chapters and SIGs to pursue mutually beneficial virtual partnerships with individual students. A “splinter” presentation describes this year’s successful BoK-specific mentoring pilot program and STC’s new MentorBoard software for centrally administered virtual mentoring partnerships next year.

Esa Moyna, Greg Larsen, and Jane Wilson
What all Communities Need to Know: Effective Financial Management

The goal of every community should be to drive value for members through programs and services. Your community may generate revenue from these activities, but you also must cover the costs associated with delivering those programs and services, as well as the other overhead and operational expenses of your community.

Running a community requires money, and managing your community’s finances requires adherence to a few basic requirements. This session will review key legal and financial considerations for all communities. Topics will include the Society’s legal status and organization, roles and responsibilities, budgeting and developing diverse sources of revenue.
STC would like to thank our contributors to leadership development initiatives 2012/2013

Community Affairs Committee (CAC) | Outreach Team Members
Leadership Day Presenters and Organizers | STC Office Staff

Adam Evans
Aiessa Moyna
Alan Houser
Alyssa Fox
Andrea Wenger
Ann Jennings
Ann Wiley
Anna Lerew-Phillips
Anna Parker
Barbra Sanders
Ben Woelk
Bethany Bowles
Bob Young
Christy Chilton
Cindy Pao
Cynthia Lockley
Dale Erickson
Dan Voss
David Dick
Donn DeBoard
Elaine Gilliam
Elizabeth Pass
Greg Larsen
Jamye Sagan
Jane Wilson
John Endicott
Jowell Lydon
Karen Lane
Kim Lindsey
Li-At Ruttenberg
Lloyd Tucker
Lori Meyer
Lynn Nickels
Malu Schloss
Marcia Wood
Marilyn Woelk
Martha Sippel
Mary Elise Dedicke
MaryKay Grueneberg
Melissa Ruryk
Michael Opsteegh
Mollye Barrett
Nathaniel Lim
Nicky Bleiel
Pam Brewer
Pamela Sarantos
Paul Pehrson
Rachel Houghton
Rhyne Armstrong
Richard Mateosian
Rick Lippincott
Roger Renteria
Sally Henschel
Saul Carliner
Stacey O'Donnell
Steve Skojeck
Sudha Kamath
Tricia Spayer
Viqui Dill

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Leadership Day Mission Statement

Our chapters and SIGs share a common business structure, core accountabilities, and professional vision; yet, in order to serve the common interests of local members, every community offering is unique.

With that in mind, the objective of Leadership Day 2013 is to show leaders how to develop a Basic Community Success Plan designed to revive dwindling communities, rekindle lukewarm groups, and focus the energies of successful ones.