Lori Meyer, an STC Fellow, has served many STC communities in a variety of roles. She is currently serving as membership manager for the Rochester and San Diego Chapters, director-at-large for the Carolina chapter, assistant co-manager of the Instructional Design and Learning SIG, secretary of the Washington DC/Baltimore Chapter, and social media volunteer for the the Consulting and Independent Contracting SIG. She is immediate past president of the East Bay Chapter and a former co-manager of the Technical Editing SIG, where she created a SIG awards program that is now in its fourth year. Lori has received Distinguished Chapter Service Awards from the Rochester, Carolina, East Bay, and Washington DC/Baltimore chapters, as well as a Distinguished SIG Service award from the Technical Editing SIG. In July 2016, Lori begins her term as president of the Washington DC/Baltimore Chapter, which will be the host chapter for Summit 2017.
What do we mean by “succession”?

Traditional definition:

- Transition of community leaders from one year to the next, through elections and volunteer appointments.
In a strong community, succession means that members are...

- Engaged and interested in volunteering.
- Have a vision of themselves as leaders who can make a difference.
- Look to the future.

In a strong community, you can see, hear, and FEEL leadership.
There’s electricity!
What does leadership look, sound, and feel like?

Your leaders know their members.

- Through community events
- Via social media
- Through seeking their input
What does leadership look, sound, and feel like?

You encourage volunteering every day, not just once or twice a year.

- You see every member as a possible volunteer.
- You use both formal and informal methods to approach and invite members to become involved.
- You ask!
What does leadership look, sound, and feel like?

You never forget new members, past members, and retired members.

- New members bring a fresh perspective.
- Past members bring a revitalized perspective.
- Retired members bring a historical perspective.
What does leadership look, sound, and feel like?

You make sure every member knows how they can be involved.

- All leadership roles are clearly described.
- All leadership roles are publicized in multiple ways.

You make leadership opportunities known to non-members.
What does leadership look, sound, and feel like?

You are always on the lookout for new ways to offer opportunities to lead and volunteer:

- You adapt, update, add, and retire roles as your community’s needs change.
- You match roles to member interests and needs.
What does leadership look, sound, and feel like?

You recognize the hard work of every volunteer by...

- Formal and informal recognition.
- Shouting out leader contributions.
- Investing community funds in leader recognition.
What does leadership look, sound, and feel like?

You never forget that involvement can make a huge difference in a member’s professional and personal life.

- Everything you do in terms of member engagement affects each member.
- The smallest gestures can make a positive difference.
But why is this so hard?

We’ve all heard...

- **Members want to know, “What’s in it for me?”**
- **People say they don’t have time to volunteer.**
- **The same leaders have served for years, and are burned out.**
- **We don’t have anyone who wants to run for president.**
- **People want to volunteer, but they don’t want to commit to leadership.**
Challenges to leader and member development

STC and its communities are much smaller. Twenty years ago:

- STC - > 20,000 members
- Chapters - up to 1,200 members; many with > 200 members

Today:

- STC - > 6,000 members
- Chapters - < 100 members; many with < 50 members
Challenges to leader and member development

Today, much techcomm information available freely and conveniently online. Other organizations have emerged that focus on techcomm; some specialize.
Challenges to leader and member development

Rising membership dues and fewer sponsoring employers have challenged members’ ability to fund their STC membership.
Challenges to leader and member development

We all have more demands on our time.

- More work, fewer jobs.
- Fewer durable/permanent jobs.
Smaller base of techcomm professionals from which to invite involvement and foster leadership development.

More competition for attention and commitment from techcomm professionals.

Less time available for volunteering and leadership.
As a result, we need to...

Tap into the passion for our profession that is still there, despite these changes.

Communicate the value of involvement and leadership in terms of professional development, personal growth, and triumph over challenges.

Promote the value of community.
We must nurture and grow our leaders
Build a foundation

Know your members.

- Survey them.
- Meet them at community events.
- Make sure they know who you are.
- Seek opportunities for one-on-one conversations.
Build a foundation

Know your structure.

- Make sure everyone on your council knows how your community operates.
- Make sure every leadership and volunteer role is clearly defined in writing, and available for every council member to read.
- Have a formal transition plan in place to give new leaders a good start.
Build a foundation

Examine your processes.

- Do they meet your community’s current needs?
- Are they clearly defined and understood?
- Are they complex or outdated?
- Do they support STC’s and the community’s goals?
- Do they provide opportunities for leaders to build skills and make a difference?
Build a foundation

Educate your members about how they can get involved.

- Post opportunities through your communication channels.
- Broadcast opportunities through social media.
- Use the word YOU!

Make involvement flexible.
Traditional leadership succession models

- Leader
- Volunteer
- Involved member
- Interested member
- Casual member
Traditional leadership succession models
Build a foundation

Invite, don’t recruit.

- “Recruit” puts the focus on you and what the community needs.
- “Invite” puts the focus on them and how they can offer their gifts and talents.
Build a foundation

Emphasize how involvement can benefit them.

- Communication
- Skill building
- Meeting challenges
- Being part of a community
Build a foundation

Be mindful of how you communicate perceptions of leadership in your community.

Solicit testimonials from leaders who can speak not only of what they got, but what they gave.
Contact me

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Twitter
@lrmeyer747
Welcome to **Room 2** of the #STC16 Virtual Leadership Program Breakout Sessions!

### Room 1
http://stc.adobeconnect.com/stccacroom1/
- **1:30-2:00:**
  - Bobbi Werner
  - Using Targeted Contact Lists
- **2:00-2:30:**
  - MK Grueneberg
  - CAA Application
- **2:30-3:00:**
  - Rick Lippincott
  - Beginning Social Media
- **3:00-3:30:**
  - Roger Renteria
  - Adobe Connect

### Room 2
http://stc.adobeconnect.com/stccacroom2/
- **1:30-2:00:**
  - Maryann Bowen
  - STC Webinars as a Springboard for Networking
- **2:00-2:30:**
  - Betsy Maaks
  - Taking Time to Celebrate!
- **2:30-3:00:**
  - Viqui Dill
  - Advanced Social Media
- **3:00-3:30:**
  - Lori Meyer
  - Succession Planning

Please give us your feedback [https://goo.gl/Pv9XzH](https://goo.gl/Pv9XzH)