

Community Re-chartering Form

1. What is the **current name** of your chapter (geographic community) or SIG (virtual community)?

East Bay STC Chapter

2. Do you want to change the **name of your community**? If yes, please enter the new name.

No

3. What has been your average annual cost of operating your community over the last 3 years?

For the last three years, the average net surplus/deficit before the rebate is \$(-3808) and the net surplus/deficit after the rebate is \$(-766).

4. Describe the members whom you hope to attract to your new community.

- a) What are their concerns, professional needs, and interests?

- People new to the profession
- People in the profession but not in STC
- Students who may want to join the profession
- Experienced technical writers

- b) What is your competition for their time and interest?

SIGs and the following chapters: Berkeley, San Francisco, and Silicon Valley

6. How will your community provide value to the larger STC community and further the overall goals of the Society?

- a) By actively promoting STC in the profession
b) By attracting new members based on outreach programs
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7. What is the **mission** statement of your community?

Advance the technical communication profession in general and within the East Bay communities and support the Society in its various endeavors.

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8. List names of community **members** who took part in this re-chartering process. Put an asterisk next to the primary contact for re-chartering.

Name	Phone number	Email address
Don Benesh		casualhero@aol.com
Farah Bullara		fafa@bullara.com
Helen Cheung *	510-219-0995	helen_ews@yahoo.com
Patrick Lufkin	510-841-8825	lufkin@ix.netcom.com
Richard Mateosian	510-540-7745	xrmxrm@gmail.com
Gwaltney Mountford	925-686-6613	mgm@mountfordgroup.com
EBSTC Council Members		

9. Overview of goals.

On the next pages, please list at least three, but no more than seven, goals for your community for the next 1 to 2 years. Describe **how** you will achieve each of these goals, and what program(s) are tied to helping you achieve them.

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Goal 1: Provide resources to help our members enhance their careers and develop leadership skills.

How 1: Help members stay employed

Program 1:

Be an active supporter/participant of other local chapter's job repository (for example, the Berkeley STC Chapter). On our "Jobs" page, include steps for job seekers and recruiters.

Program 2:

Continue to support Networking (local) SIG by listing it on our website and announcing the SIG luncheon at our meetings.

Program 3:

Maintain resume counselor position.

How 2: Expand non-meeting services for chapter members, especially for professional growth

Program 1:

Expand the education manager role to include courses or services to be posted on our website.

Program 2:

Create a "the best of our chapter newsletter" for 5 years, or a "best of (international) STC" brochure/web page.

Program 3:

Publish "reviews" of local classes, conferences, books, or other resources in the newsletter.

Program 4:

Schedule a weekend seminar once a year.

Program 5:

Each year, schedule a webinar for one of the programs.

How 3: Develop leadership depth and a leader career path

Program 1:

Budget permitting, provide a grant for a chapter leader to attend the STC conference, for example, help send the President-Elect to the Annual Conference.

Program 2:

Ensure that we have a Nominating Committee each year.

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Program 3: Provide a leadership training day once a year and interact with other chapters' leaders.
Program 4: Publish leadership position descriptions in newsletter and on website.
Program 5: Enroll all leaders to receive Tieline.
Program 6: Peruse Tieline & LCR page on STC site for areas of interest and point them out to chapter leaders.
Program 7: Maintain Leadership Page biographies (Who We Are) on the EB STC website.

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Goal 2: Promote the technical communication profession within the East Bay community.

How 1: Participate in a community project

<p>Program 1: Survey members regarding what project to do.</p>
<p>Program 2: Recruit volunteers.</p>

How 2: Build relationships with the business community

<p>Program 1: Find or create canned programs to present to the business community.</p>
<p>Program 2: Have members speak at business events (such as Chamber of Commerce and fraternal organization meetings).</p>

How 3: Continue to build the Technical Literacy Project in high schools

<p>Program 1: As opportunities arise, respond to the evolving needs of local high schools and their students for technical writing instruction.</p>
<p>Program 2: Share locally developed literacy materials and techniques with other teachers and chapters through expansion of the EBSTC website.</p>
<p>Program 3: Track links to the EBSTC Literacy Project web pages.</p>
<p>Program 4: Encourage collaborations with local businesses and government agencies to support technical communication in Bay Area schools.</p>
<p>Program 5: Explore and encourage member/student mentoring projects where appropriate for local high school students.</p>

How 4: Create relationships with local colleges

<p>Program 1: Participate in at least one local college's career day every year.</p>

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Program 2: Create a close relationship with at least one college to include speaking at its classes.
Program 3: Create and maintain a list of college contacts to send meeting announcements to.
Program 4: Send meeting announcements to local colleges.

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Goal 3: Maintain a sense of comradeship and mutual support among chapter members.

How 1: Increase chapter membership by 10% over the next three years.

<p>Program 1: Build stronger relationships with colleges and businesses (covered in goal 2).</p>
<p>Program 2: Have incentive meetings (covered in How #2 below).</p>

How 2: Increase meeting attendance to average 20% of chapter members

<p>Program 1: Complete member survey at least every 2 years.</p>
<p>Program 2: Make changes to meeting venue, time, other logistics, and programs as determined by survey.</p>
<p>Program 3: Have an incentive meeting (for example 1/2 off dinner price, or bring a guest and come for 1/2 (or free), or offer a razzle-dazzle raffle prize at one meeting, as budget permits).</p>
<p>Program 4: Increase publicity efforts in local media.</p>

How 3: Continue to build our reputation as the friendly chapter

<p>Program 1: Create and mail through post office a new member packet to new chapter members.</p>
<p>Program 2: Greet new members and guests at meetings.</p>
<p>Program 3: Have guests sign in and send them a followup letter.</p>
<p>Program 4: Hold ice breaker activities at chapter meetings.</p>
<p>Program 5: Encourage chapter officers to sit with new people at meetings.</p>

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<p>Program 6: Hold new member orientation at least twice per year.</p>
<p>Program 7: Encourage new attendees at meetings to introduce themselves.</p>
<p>Program 8: Sponsor at least one non-meeting social event a year.</p>

How 4: Keep the members we have

<p>Program 1: Arrange chapter programs that members want using survey feedback.</p>
<p>Program 2: Get member feedback on how to make the chapter valuable to them using survey feedback.</p>
<p>Program 3: Podcast speaker programs.</p>
<p>Program 4: Maintain YahooGroups Network.</p>
<p>Program 5: Publish member accomplishments (inside & outside the Society) on the website and in the newsletter.</p>
<p>Program 6: Contact by email non-renewing members; ask to reconsider, ask why they are not renewing.</p>
<p>Program 7: Maintain member directory.</p>
<p>Program 8: Award Senior pins in June to all those who have achieved Senior Membership during previous fiscal year.</p>
<p>Program 9: Create an online suggestion box.</p>

How 5: Increase volunteer participation

<p>Program 1: Get feedback from member survey regarding incentives for volunteers.</p>

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<p>Program 2: Make changes to volunteer recognition and structure as determined by survey. Ideas:</p> <ul style="list-style-type: none"> ✓ press releases on volunteers ✓ award presentations at individual's job ✓ letters to clients and employers regarding accomplishments ✓ volunteers appreciation meeting with certificates ✓ volunteer of the year
<p>Program 3: Keep volunteers page on website current.</p>
<p>Program 4: Publish list of volunteers in newsletter.</p>
<p>Program 5: Nominate annually: Distinguished Chapter Service Award.</p>
<p>Program 6: Review membership annually for possible: Associate Fellow.</p>
<p>Program 7: Have no more than one voting office open at a time.</p>

How 6: Improve council communication

<p>Program 1: Hold at least four council meetings a year.</p>
<p>Program 2: Document the duties of all volunteer and council member positions.</p>
<p>Program 3: Announce council meetings (time/place) at chapter meetings.</p>
<p>Program 4: Publish council meeting results on website and in newsletter.</p>
<p>Program 5: Inventory our physical assets.</p>
<p>Program 6: Maintain archives of chapter documents and awards.</p>

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How 7: Improve communication on chapter website

Program 1: Maintain a volunteers page.
Program 2: Maintain a history page.
Program 3: Maintain and update as necessary a chapter brochure to be used for recruiting members.
Program 4: Maintain a bi-monthly newsletter.

Send one copy of this form to Director Cindy Currie: stcreg1dir@yahoo.com and one to Evelyn McCamey at the Society office: Evelyn.McCamey@stc.org

Thank you for participating in this important way to serve your members!

(02/07)