

STC RMC 2007-2012 Strategic Plan

Mission Statement

As technical communicators, information designers/developers/architects, we strive to improve the standing of our profession within the community.

We promote understanding and use of technical communication by facilitating the professional development of our members.

Goal 1

Improve professional services to our community

Goal 1 Objectives

Build ties to members/business community/nonprofits/schools/governments

Enhance members' business savvy

Increase opportunities for knowledge transfer

Demonstrate the value we bring to businesses, government, and education as technical communicators of complex topics

Goal 1 Strategies

Encourage mentoring

Encourage more interaction at meetings

Actively promote STC and the profession

Publish information to promote technical communication careers

Raise awareness of how technical communication impacts business

Goal 2

Improve the value of chapter meetings and seminars

Goal 2 Objectives

Increase membership enrichment

Increase and improve communication

Increase energy by improving interaction at meetings

Provide networking opportunities

Goal 2 Strategies

Publicize our meetings, topics, and speakers

Use all available technology to notify members

Provide a spectrum of meeting topics to engage audiences

Goal 3

Strengthen and sustain our community into the future

Goal 3 Objectives

Increase our volunteer base

Encourage community members to become leaders

Encourage involvement at the international level

Ensure a fiscal base that supports community activities

Goal 3 Strategies

Communicate opportunities for community members to volunteer

Offer leadership mentoring

Provide services that encourage community participation