

STC RMC Overall 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.

<p>Goal 1 Improve professional services to our community</p>	<p>Goal 2 Improve the value of chapter meetings and seminars</p>	<p>Goal 3 Strengthen and sustain our community into the future</p>
<p>Goal 1 Objectives</p> <ul style="list-style-type: none"> • 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 	<p>Goal 2 Objectives</p> <ul style="list-style-type: none"> • Increase membership enrichment • Increase and improve communication • Increase energy by improving interaction at meetings • Provide networking opportunities 	<p>Goal 3 Objectives</p> <ul style="list-style-type: none"> • Increase our volunteer base • Encourage community members to become leaders • Encourage involvement at the international level • Ensure a fiscal base that supports community activities
<p>Goal 1 Strategies</p> <ul style="list-style-type: none"> • 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 	<p>Goal 2 Strategies</p> <ul style="list-style-type: none"> • Publicize our meetings, topics, and speakers • Use all available technology to notify members • Provide a spectrum of meeting topics to engage audiences 	<p>Goal 3 Strategies</p> <ul style="list-style-type: none"> • Communicate opportunities for community members to volunteer • Offer leadership mentoring • Provide services that encourage community participation



STC RMC Strategic Plan – 2009-2010

1. Broaden communication through technology and personal contacts.

Supports STC RMC goals 1, 2, and 3

Ideas/action plan:

- a. Create and follow a communication plan for president e-blasts, announcements, membership, Web site, newsletter blog, community status reports, minutes, and chapter meeting follow up.
- b. Create HTML templates for both e-blasts and announcements using Constant Contact.

2. Provide an up-to-date Web site with useable content

Supports STC RMC goal 2

Ideas/action plan:

- a. Web site team underway – obtaining a designer and volunteers are creating content

3. Offer opportunities to make the STC RMC accessible through knowledge, networking, fun, etc.

Supports STC RMC goals 1 and 3

Ideas/action plan:

- a. Two co-managers will seek input for the newsletter blog and ensure that posts are timely and appropriate.
- b. Attract and retain members through innovative solutions such as social networking, progression meetings, and attracting corporate sponsors.
- c. Offer webinars and technology webinars along with face-to-face meetings to attract those members who may not be able to travel to the meetings.
- d. Create and send a chapter meeting topic survey to members to obtain feedback on the potential meeting topics.

