

# Lone Star Community, Society for Technical Communication 2008-2009 Strategic Plan

The Lone Star Community (LSC) Council and Administrative Council met on June 20, 2008, to determine strategic and tactical goals for 2008-2009 specifically, expanding to 2009-2010.

## **Strategic Goals**

The LSC Council and Administrative Council set the following strategic goals:

- Increase the perceived value of the community to LSC members.
- Develop the members of LSC.
- Promote the profession and the organization.
- Develop the community and its leadership.

## **Tactical Goals**

To achieve strategic goals, the LSC Council and Administrative Council have decided to accomplish the following this year:

### **Goal One: Increase the perceived value of the community to LSC members**

Objective	Responsible Committee
1. Implement a full program year focused on topics that are relevant to LSC members.	Programs
2. Re-design the LSC mentoring program, increase participation, and work more closely with local colleges and universities. (Bring your Boss and/or Protégé to the meeting program)	Mentoring
3. Increase job opportunities in the local area by: <ul style="list-style-type: none"> <li>• Increasing networking opportunities by setting up more networking luncheons and happy hours.</li> <li>• Promoting the LSC online job bank with an HTML e-mail message to recruiters once a quarter. This email will advertise the free LSC job bank. The LSC job bank manager will send this e-mail message to all the recruiters who have posted jobs on the LSC job bank in past years and target new recruiters who do not know about LSC.</li> <li>• Increasing recruiter meeting attendance by sending meeting invitations to recruiters and members of other organizations.</li> </ul>	Job Bank, Public Relations, Web Site
4. Completely overhaul the Web site that offers LSC members current information about the community and the profession. Implement the new CMS	Web site
5. Publish materials, such as the <i>Technically Write</i> newsletter and press releases, which promote the value of the community. Place more stories on other web sites.	Newsletter, Public Relations, Web Site
6. Provide a local forum, the LSC Help Desk, where LSC members can ask questions about tools and resources (non-members can view only). This forum will be the available after members sign in. This will be an added value for people who cannot attend meetings.	Volunteering, Leadership, Membership

**Goal Two: Develop the members of LSC**

Objective	Responsible Committee
1. Increase the activity and value of the Newcomer’s special interest group (SIG). Continued work on SIN (Shy, Inactive, New) SIG	Membership, Public Relations
2. Support professional and continuing education opportunities in technical communication by: <ul style="list-style-type: none"> <li>• Developing relationships with area colleges, universities, and educational institutions.</li> <li>• Providing technical communication students and LSC members who are taking continuing education classes with scholarships for educational opportunities. Scholarships will be offered twice a year.</li> <li>• Participating in the Texas BEST high school competition.</li> <li>• Attending area job fairs when possible.</li> </ul>	Mentoring, Scholarship, Volunteering
3. Provide educational opportunities in technical communication by: <ul style="list-style-type: none"> <li>• Holding workshops/webinars</li> <li>• Providing links on the LSC Web site to educational institutions.</li> </ul>	Education, Web Site
4. Promote national STC conference attendance.	Public Relations

**Goal Three: Promote the profession and its organization**

Objective	Responsible Committee
1. Raise awareness of the technical communications field through LSC competitions, mentoring and community service programs.	Competitions, Mentoring, Community Service, Public Relations
2. Increase the number of LSC members by surveying lapsed members and improving public relations initiatives to communicate LSC events.	Membership, Public Relations
3. Increase attendance at community events by reaching out to other organizations to plan joint meetings and technical communicators who are not STC members.	Public Relations, Programs, LSC individuals
4. Increase public relations efforts and try to get coverage in local business journals and newsletters, mainly with the upcoming workshops.	Public Relations
5. Develop a database of organizations that hire tech comm. professionals	Public Relations, LSC members

**Goal Four: Develop the community and its leadership**

Objective	Responsible Committee
1. Increase the number of volunteers participating in community activities by continuing the LSC Superstar rewards point system.	Volunteers
2. Develop documentation for community leaders. Review and revise the transition process for new community leaders.	Web Site, Education, Mentoring
3. Provide infrastructure for leadership support/recognition, partially through the LSC Help Desk and Binion Amerson Leadership Award (BALA).	Leadership, All
4. Track metrics so LSC can quantify successes. Keep tracking membership numbers, meeting attendance, job bank postings, LSC Help Desk, and LSC Web analytics.	Registration, Job Bank, Web Site
5. Develop a three-year strategic plan to help future community leaders.	Leadership