

## STC Lone Star Community Strategic Plan, 2007-2010

### 1. Demonstrate leadership in using technology for communication

Objective	Objective Description	Responsible Committee	Year to Complete
<b>1.1</b>	<b>Improve the Lone Star Community (LSC) Internet infrastructure; implement members only and admin council only pages</b>		
1.1.1	Evaluate the online needs of LSC members and update the LSC Web site accordingly.	Web Site	Ongoing
1.1.2	Access job listings by registration and engage the Webmaster and a student class to re-design the Web site.	Web Site, Job Bank	2009
1.1.3	Conduct a usability study of the LSC Web site.	Web Site	2009
1.1.4	Maintain announcements of LSC activities monthly while enhancing announcements of STC and Region 5 activities.	Public Relations, Web Site	Ongoing
<b>1.2</b>	<b>Extend the availability of online technical communication resources</b>		
1.2.1	Identify individuals who are willing to document topics related to the changing or emerging trends and provide online.	Newsletter, Public Relations	As Needed
1.2.2	Informally survey LSC job bank participants for effectiveness of job bank arrangements; update as needed. Consistently ask LSC members via IPIC or in evaluations to let the LSC Administrative Council know if LSC members get jobs that are posted on the LSC job bank and give LSC their feedback.	Job Bank	Ongoing
1.2.3	Informally survey recruiters who have posted jobs on the LSC job bank for effectiveness and success rate; update as needed.	Job Bank	Ongoing

Three-Year Strategic Plan

**2. Increase the visibility of the technical communication profession**

Objective	Objective Description	Responsible Committee	Year to Complete
<b>2.1</b>	<b>Raise awareness of the value of technical communication</b>		
2.1.1	Create corporate sponsorship opportunities.	All	Ongoing
2.1.2	Hold annual student competitions, such as Web site re-design and logo designs, with universities. Continue sponsoring the BEST engineering notebook competition	Education, Scholarship, Mentoring	Annually
2.1.3	Promote professional competitions to the corporate community.	Competitions, Public Relations	Annually
2.1.4	Send a monthly HTML-based card to the LSC recruiter distribution list to make local employers aware of the technical communication profession and candidates.	Public Relations, Job Bank	Quarterly
<b>2.2</b>	<b>Enhance community member's abilities to represent the technical communications profession</b>		
2.2.1	Review meeting evaluations, membership surveys, and salary surveys, compile attendance-related information, publish in <i>Technically Write</i> , and propose recommendations to the LSC Administrative Council for review.	Newsletter, Registration, Membership	Ongoing
2.2.2	Continue holding SIN SIG (Shy, Inactive, and New) meetings before the monthly community meetings.	Membership	Ongoing
2.2.3	Enter annually the LSC newsletter, <i>Technically Write</i> , in the STC Community Newsletter Competition.	Newsletter	Annually
2.2.4	Nominate LSC to the Chapter Achievement Award (CAA) yearly.	CAA-Secretary	Annually
2.2.5	Submit entry to the STC Public Relations Competition.	Public Relations	Annually
2.2.6	Conduct activities that enable members to contribute to community functions that promote the profession and STC.	Membership, Programs, Mentoring, Volunteering	Ongoing

### Three-Year Strategic Plan

Objective	Objective Description	Responsible Committee	Year to Complete
<b>2.3</b>	<b>Increase community membership</b>		
2.3.1	Develop ways to convert non-active members to active and to convert non-members into active STC members.	All	Ongoing
2.3.2	Recruit members from other related organizations and through the LSC job bank and one-on-one networking.	All	Ongoing
2.3.3	Making more companies aware that STC LSC offers professional training and resources.	Public Relations	Ongoing
2.3.4	Presenting about STC LSC to high school, college, and university classes. Create and publicize Speaker's Bureau	All	Ongoing / 2009
<b>2.4</b>	<b>Increase attendance at community dinner meetings</b>		
2.4.1	Increase the amount of local media coverage and public relations activities to promote attendance and also increase signage outside of the community meeting room.	Public Relations	Ongoing
2.4.2	Escalate the acquisition of attractive door prizes and publicize future meeting topics with associated door prizes.	Scholarship	Ongoing
2.4.3	Encourage networking and welcoming of guests, new members, and non-diners.	Registration, Membership	Ongoing
2.4.4	Increase networking opportunities by holding year-round meet-n-greets and happy hours in alternative locations.	Programs, Membership, Registration	Ongoing
2.4.5	Survey and select topics that will attract attendance.	Programs	Ongoing
<b>2.5</b>	<b>Increase recognition of volunteers</b>		
2.5.1	Recognize volunteers with LSC Superstar awards and volunteer thank you cards. Continue "You Rock" Awards program	Volunteering	Ongoing
2.5.2	Create a volunteer recognition program where LSC members can earn points toward a special shirt (that can not be purchased).	Volunteering	Completed

### Three-Year Strategic Plan

Objective	Objective Description	Responsible Committee	Year to Complete
2.5.3	Annually recommend qualified LSC senior members as candidates for the rank of STC Associate Fellow members.	Volunteering	Ongoing
2.5.4	Annually recommend LSC members as candidates for the STC Distinguished Community Service Award.	Volunteering	Ongoing
2.5.5	Identify volunteers and special award recipients for profession-related activities including Past Presidents, Distinguished Community Service Award recipients, Fellows, and Associate Fellows.	Volunteering	Ongoing
2.5.6	Create and promote yearly leadership award to be called Binion Amerson Leadership Award (BALA). This award recognizes enthusiastic dedication, willingness to accept challenging goals, and inspiring leadership in service to LSC.	Immediate Past President	Yearly

### 3. Improve educational opportunities for students and technical communicators

Objective	Objective Description	Responsible Committee	Year to Complete
<b>3.1</b>	<b>Promote national Special Interest Groups (SIGs)</b>		
3.1.1	Encourage member participation in national SIGs.	Web Site, Membership	Ongoing
3.1.2	Expand community support for national SIGs by providing newsletter coverage and list serve announcements and updating links on the LSC Web site.	Newsletter, Public Relations, Web Site	Ongoing
3.1.3	Work with national SIG managers to share content in the <i>Technically Write</i> newsletter.	Newsletter	Ongoing
<b>3.2</b>	<b>Support secondary and college-level education in technical communication</b>		
3.2.1	Support local educational efforts in the promotion of technical communication, such as judging for local science and engineering fairs, presenting at career days, and providing tutoring services for local student programs.	Mentoring, Volunteering, Scholarship, Education	Ongoing
3.2.2	Partner with local colleges and universities to inform students about the Society and its benefits.	Mentoring, Volunteering, Scholarship	Ongoing

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Objective	Objective Description	Responsible Committee	Year to Complete
3.2.3	Establish and implement fund-raising events for scholarships in addition to door prizes.	Scholarship, Education	Ongoing
3.2.4	Advertise LSC scholarships to increase number of applicants.	Public Relations	Ongoing
3.2.5	Increase participation in the mentoring program.	Mentoring, Public Relations, Education	Ongoing
3.2.6	Encourage university classes to take on projects for LSC, such as creating online forms or SOP help files.	Scholarship, Mentoring, Education	Ongoing
3.2.7	Create a liaison to address student issues, increase student participation, and serve as contact for student activities.	Education, Mentoring	2007/2008
<b>3.3</b>	<b>Provide additional educational opportunities in advanced technologies</b>		
3.3.1	Include technology and technique-related information within monthly meeting programs, workshops, conferences, and seminars.	Programs, Web Site, Newsletter, Education	Ongoing
3.3.2	Locate and secure advanced technology speakers for community dinner meetings, workshops, and seminars.	Programs, Education	Ongoing
3.3.3	Establish informal user groups (e.g., FrameMaker group) to communicate about technology issues.	Education	2009
3.3.4	Continue to publicize the LSC Help Desk (an online forum) where members can submit questions. LSC senior members will monitor the forum and provide answers.	Web Site, Volunteering, Membership	Ongoing
3.3.5	Award professional development scholarships to encourage members and non-members to learn new skills.	Scholarship	Ongoing

Three-Year Strategic Plan

**4. Enhance resources for STC leaders and members**

Objective	Objective Description	Responsible Committee	Year to Complete
<b>4.1</b>	<b>Enhance leadership training</b>		
4.1.1	Support and promote annual Society leadership training presented .	Leadership	Ongoing
4.1.2	Promote and increase local attendance of annual conference Leadership Day activities.	Leadership	Ongoing
4.1.3	Provide STC Community Handbook, Tieline, and other leadership information to officers and committee managers.	Leadership	Ongoing
4.1.4	Create and update internal Web site for LSC Administrative Council members to quickly review leadership materials and complete online committee reports.	Leadership	Ongoing
<b>4.2</b>	<b>Improve the infrastructure for leadership support</b>		
4.2.1	Create a newsletter wiki.	Education, Leadership	Ongoing
4.2.2	Establish a system of checks and balances for committees to ensure objectives are bring met, adherence to guidelines, and communication.	Leadership	Ongoing
4.2.3	Encourage committee managers to train assistants to ease their workloads and assist in the transference of knowledge.	Leadership	Ongoing
<b>4.3</b>	<b>Improve council communication and record keeping</b>		
4.3.1	Create and update LSC Administrative Council member policies and procedures.	Leadership	Ongoing
4.3.2	Update yearly strategic plan.	Leadership	Yearly
4.3.3	Update three-year strategic plan.	Leadership	Yearly
4.3.4	Develop member pages that allow LSC Administrative Council members to use their user IDs and post/update documents.	Web Site	2009

**Three-Year Strategic Plan**

Objective	Objective Description	Responsible Committee	Year to Complete
<b>4.4</b>	<b>Track metrics</b>		
4.4.1	Track and report LSC job bank postings.	Job Bank	Ongoing
4.4.2	Track and report LSC Web site metrics.	Web Site	Ongoing
4.4.3	Track and report LSC community meeting attendance.	Registration	Ongoing
4.4.4	Track and report LSC membership numbers.	Membership	Ongoing
4.4.5	Track and report LSC Help Desk metrics.	Web Site	Ongoing