

STC Consulting and Independent Contracting SIG Supplemental Survey Information

Appendix 1. Initial, broad survey sent to discussion group participants on June 23, 2005.

CIC SIGers,

As promised, here is the first survey. Your responses will help us develop second survey that will go to all SIG members and with the rechartering process and developing a strategic plan.

1. What services provided by the CIC SIG do you find most valuable?
2. What services do you wish the CIC SIG provided that you haven't yet found?
3. Do you feel the CIC SIG mission statement (see below) adequately describes our community? If not, how would you modify the mission statement?

CIC SIG mission: Serves as a focal point for information about practicing technical communication as an independent contractor, self-employed consultant, or other purveyors of their own abilities in technical communication; helps new and seasoned consultants alike to practice their trade more effectively.

4. How long have you been a consultant/independent contractor? Note - this is not asking about your experience level as a TC professional, but, rather, your experience level as an independent. Use the following scale:

- Fewer than 2 years
- 2 to 5 years
- 6 to 10 years
- 10+ years

5. Are you an actively-participating member of the CIC SIG e-mail discussion list, a lurker, or somewhere in between?
6. Are there any questions we have overlooked that you think should be added to the survey of our full CIC SIG membership?

Please respond directly to me (lindag@techcomplus.com) by Friday, July 1, 2005. Thank you for your participation.

Appendix 2. Cover letter (sent on August 22, 2005) and link to SurveyMonkey

CIC SIGers,

As part of the STC Transformation, communities such as chapters and SIGs must "recharter" with the organization. We plan to complete the rechartering this fall.

Our rechartering application will communicate the value we provide to STC as a whole and to the members of the Consulting and Independent Contracting (CIC) Special Interest Group (SIG). The Board must approve our application for us to obtain funding for our activities in the future.

To gather information for the application, a volunteer committee of members is surveying the CIC SIG membership to learn how well the SIG is meeting our needs and what we can do better in the future. The results of this survey will provide input for both rechartering the SIG and developing our strategic plan.

Please use the link below to respond to the CIC SIG survey. The survey should take about 5-8 minutes to complete. Your responses will help us learn what you want from the SIG. If you are using Firefox as your browser and cannot make selections in the survey, please use Internet Explorer instead.

If you responded to the first survey that we sent to the e-mail discussion list, please complete this survey as well. The first survey helped us create the various categories for this survey.

<http://www.surveymonkey.com/s.asp?u=824731260034>

Please respond by August 31, 2005. We will summarize the responses and make them available to all SIG members and the STC Board of Directors.

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Linda G. Gallagher  
Manager, Consulting and Independent Contracting Special Interest Group  
Society for Technical Communication  
<http://www.stcsig.org/cic/index.html>

**Appendix 3. Second survey sent via eblast to full SIG membership.**

**Appendix 4. Summary of results – all data excluding responses to open-ended questions.**

*The actual SurveyMonkey survey and summary of results follow on the next 9 pages.*

## 1. Help us improve the services we offer!

Please help us understand what current CIC SIG services you find most valuable and what additional services you would find valuable, if offered.

**\* 1. Please rank how valuable you find each of the following SIG services.**

|                                   | Extremely Valuable    | Very Valuable         | Valuable              | Somewhat Valuable     | Not Valuable          |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Conference sessions (progression) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| E-mail discussion list            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Online book                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Web site                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**\* 2. Rank the potential value of the following services that the CIC SIG is not currently providing. Select "N/A" where appropriate. (Note: For each of these activities, the SIG will require volunteers to work on them.)**

|                                                                                        | Extremely Valuable    | Very Valuable         | Valuable              | Somewhat Valuable     | Not Valuable          | N/A                   |
|----------------------------------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Affordable webinars and teleconferences (specifically for independents)                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Directory of CIC SIG members (profiles, contact information, geographical information) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Errors and omissions insurance                                                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Mentoring program                                                                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| More presence in local communities                                                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Newsletter                                                                             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Regional conferences for independents                                                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Samples of STC Competition Award winners for download                                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| An outreach program (to businesses)                                                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Travel and other expense reimbursement (for members willing to present at conferences) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Web site enhancements                                                                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**3. Please use the space below to provide additional suggestions for services the SIG might offer that are not included in the list above.**

**2. Webinars and teleconferences**

If you are interested in webinars or teleconferences for independents, please answer the following questions to help us determine pricing and topics.

**4. What is the highest price you consider reasonable for a 90-minute webinar or teleconference?**

US\$35 - 40



US\$41 - 45



US\$46 - 50



US\$51 - 55



US\$56 - 60



US\$61 - 65



US\$66 - 70



**5. What topics would be of interest (for webinars and teleconferences)?**

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### 3. Consultant Database

Prospective clients need to find us easily. We are evaluating options for creating a database that prospective clients can search to find CIC SIG members who meet their needs. One option is to create a database that is similar to the current Career Center on the [www.stc.org](http://www.stc.org) site that would have only consultant-related information. To determine the level of interest and provide feedback on funding options, please complete the questions below.

**\* 6. Rank the usefulness of the following marketing tools in reaching your target audience. Note: Select "N/A" for tools you do not utilize to market your business.**

|                                                                         | Extremely Valuable    | Very Valuable         | Valuable              | Somewhat Valuable     | Not Valuable          | N/A                   |
|-------------------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Handing out business cards                                              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cold calling prospects (telephone, in-person visits)                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Providing free services or consultations                                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Distributing printed promotional materials (brochures, flyers, resumes) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Providing imprinted gifts (with your logo, company name)                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Using direct mail (postcards, letters, etc.)                            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Networking and volunteering through professional organizations          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Publishing newsletters (print or electronic)                            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Attending meetings and conferences                                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Obtaining referrals from existing clients and colleagues                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Publishing a Web site                                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**7. What other marketing tools, if any, do you use to reach your target audience?**

**\* 8. What is your annual marketing budget?**

- None
- Between \$0 and \$250
- Between \$250 and \$500
- Between \$500 and \$1000

- Between \$1000 and \$1250
- Between \$1250 and 1500
- Over \$1500

**\* 9. If we were to build an online directory of members, providing online profiles that showcase you to companies who might need your services, how would you rate your level of interest?**

- I would definitely list my profile
- I would probably list my profile
- I would probably not list my profile
- I would definitely not list my profile

**\* 10. We are exploring the ways to finance this service. Please indicate your willingness to participate, under the following service models.**

|                                                 | Willing               | May Be Willing        | Not Willing           |
|-------------------------------------------------|-----------------------|-----------------------|-----------------------|
| Member pay an annual fee for their profile      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Members pay no annual fee, instead pay-per-lead | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Members pay nothing (companies pay instead)     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Service free to all                             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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## 4. Demographic Data

Please complete the demographic data about yourself.

\* 11. How long have you been a consultant/independent contractor?

Fewer than 2  
years



2 to 5 years



6 to 10 years



10+ years



12. Do you belong to a chapter? If yes, what chapter?

13. Where are you located?

United States (what State?)

Canada (what Province?)

Other (please indicate Country only)

14. What other SIGs do you belong to?

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## Results Summary

[Export...](#) [View Detail >>](#)

### Filter Results

To analyze a subset of your data, you can create one or more filters.

[Add Filter...](#)
**Total:** 307

**Visible:** 307

### 1. Help us improve the services we offer!

1. Please rank how valuable you find each of the following SIG services.

|                                   | Extremely Valuable             | Very Valuable | Valuable         | Somewhat Valuable | Not Valuable | Response Average |
|-----------------------------------|--------------------------------|---------------|------------------|-------------------|--------------|------------------|
| Conference sessions (progression) | 4% (13)                        | 21% (66)      | <b>32% (99)</b>  | 26% (81)          | 16% (49)     | <b>3.28</b>      |
| E-mail discussion list            | <b>31% (96)</b>                | 29% (89)      | 20% (62)         | 14% (42)          | 6% (19)      | <b>2.35</b>      |
| Online book                       | 8% (24)                        | 23% (71)      | <b>30% (93)</b>  | 25% (77)          | 14% (43)     | <b>3.14</b>      |
| Web site                          | 15% (45)                       | 31% (94)      | <b>36% (110)</b> | 13% (41)          | 6% (18)      | <b>2.65</b>      |
|                                   | <b>Total Respondents</b>       |               |                  |                   |              | <b>307</b>       |
|                                   | <b>(skipped this question)</b> |               |                  |                   |              | <b>0</b>         |

2. Rank the potential value of the following services that the CIC SIG is not currently providing. Select "N/A" where appropriate. (Note: For each of these activities, the SIG will require volunteers to work on them.)

|                                                                                        | Extremely Valuable             | Very Valuable   | Valuable         | Somewhat Valuable | Not Valuable | N/A        | Response Average |
|----------------------------------------------------------------------------------------|--------------------------------|-----------------|------------------|-------------------|--------------|------------|------------------|
| Affordable webinars and teleconferences (specifically for independents)                | 19% (60)                       | <b>26% (81)</b> | 25% (78)         | 18% (54)          | 6% (20)      | 5% (15)    | <b>2.63</b>      |
| Directory of CIC SIG members (profiles, contact information, geographical information) | 18% (55)                       | 23% (71)        | <b>29% (90)</b>  | 23% (71)          | 5% (15)      | 2% (6)     | <b>2.74</b>      |
| Errors and omissions insurance                                                         | 13% (40)                       | 18% (55)        | <b>25% (76)</b>  | 20% (62)          | 13% (41)     | 11% (34)   | <b>3.03</b>      |
| Mentoring program                                                                      | 10% (30)                       | 19% (60)        | <b>26% (81)</b>  | 25% (76)          | 11% (35)     | 8% (26)    | <b>3.09</b>      |
| More presence in local communities                                                     | 10% (31)                       | 18% (55)        | <b>30% (91)</b>  | 22% (67)          | 12% (38)     | 8% (26)    | <b>3.09</b>      |
| Newsletter                                                                             | 9% (27)                        | 22% (69)        | <b>34% (106)</b> | 23% (72)          | 8% (24)      | 3% (10)    | <b>2.99</b>      |
| Regional conferences for independents                                                  | 11% (34)                       | <b>28% (85)</b> | 27% (82)         | 21% (66)          | 7% (21)      | 6% (20)    | <b>2.84</b>      |
| Samples of STC Competition Award winners for download                                  | 7% (21)                        | 20% (63)        | <b>30% (92)</b>  | 23% (71)          | 15% (45)     | 5% (16)    | <b>3.19</b>      |
| An outreach program (to businesses)                                                    | 13% (39)                       | 25% (77)        | <b>27% (84)</b>  | 19% (58)          | 7% (21)      | 9% (29)    | <b>2.80</b>      |
| Travel and other expense reimbursement (for members willing to present at conferences) | 15% (45)                       | 23% (72)        | <b>31% (95)</b>  | 16% (48)          | 7% (23)      | 8% (25)    | <b>2.76</b>      |
| Web site enhancements                                                                  | 8% (26)                        | 23% (72)        | <b>36% (111)</b> | 18% (56)          | 5% (16)      | 9% (27)    | <b>2.87</b>      |
|                                                                                        | <b>Total Respondents</b>       |                 |                  |                   |              | <b>307</b> |                  |
|                                                                                        | <b>(skipped this question)</b> |                 |                  |                   |              | <b>0</b>   |                  |

3. Please use the space below to provide additional suggestions for services the SIG might offer that are not included in the list above.

[View](#)
**Total Respondents** 74

**(skipped this question)** 233

### 2. Webinars and teleconferences

4. What is the highest price you consider reasonable for a 90-minute webinar or teleconference?

**US\$35 - 40**
**Response Percent**
**28.3%**
**Response Total**
**76**

|                                |  |              |            |
|--------------------------------|--|--------------|------------|
| US\$41 - 45                    |  | 5.9%         | 16         |
| <b>US\$46 - 50</b>             |  | <b>28.3%</b> | <b>76</b>  |
| US\$51 - 55                    |  | 12.6%        | 34         |
| US\$56 - 60                    |  | 10.4%        | 28         |
| US\$61 - 65                    |  | 3.3%         | 9          |
| US\$66 - 70                    |  | 11.2%        | 30         |
| <b>Total Respondents</b>       |  |              | <b>269</b> |
| <b>(skipped this question)</b> |  |              | <b>39</b>  |

5. What topics would be of interest (for webinars and teleconferences)?

|                                        |            |
|----------------------------------------|------------|
| <a href="#">View</a> Total Respondents | <b>130</b> |
| <b>(skipped this question)</b>         | <b>177</b> |

### 3. Consultant Database

6. Rank the usefulness of the following marketing tools in reaching your target audience. Note: Select "N/A" for tools you do not utilize to market your business.

|                                                                         | <b>Extremely Valuable</b> | <b>Very Valuable</b> | <b>Valuable</b> | <b>Somewhat Valuable</b> | <b>Not Valuable</b> | <b>N/A</b>       | <b>Response Average</b> |
|-------------------------------------------------------------------------|---------------------------|----------------------|-----------------|--------------------------|---------------------|------------------|-------------------------|
| Handing out business cards                                              | 18% (51)                  | 25% (74)             | <b>27% (80)</b> | 22% (64)                 | 2% (7)              | 5% (15)          | <b>2.64</b>             |
| Cold calling prospects (telephone, in-person visits)                    | 3% (10)                   | 8% (22)              | 11% (33)        | 26% (75)                 | 21% (61)            | <b>31% (90)</b>  | <b>3.77</b>             |
| Providing free services or consultations                                | 4% (11)                   | 12% (36)             | 28% (82)        | <b>29% (83)</b>          | 10% (30)            | 17% (49)         | <b>3.35</b>             |
| Distributing printed promotional materials (brochures, flyers, resumes) | 5% (16)                   | 14% (42)             | 24% (71)        | <b>25% (74)</b>          | 9% (27)             | 21% (61)         | <b>3.23</b>             |
| Providing imprinted gifts (with your logo, company name)                | 1% (2)                    | 6% (18)              | 11% (32)        | 24% (69)                 | 19% (54)            | <b>40% (116)</b> | <b>3.89</b>             |
| Using direct mail (postcards, letters, etc.)                            | 3% (10)                   | 8% (23)              | 11% (33)        | 24% (69)                 | 16% (47)            | <b>37% (109)</b> | <b>3.66</b>             |
| Networking and volunteering through professional organizations          | <b>33% (95)</b>           | 30% (88)             | 23% (68)        | 9% (25)                  | 1% (4)              | 4% (11)          | <b>2.13</b>             |
| Publishing newsletters (print or electronic)                            | 5% (16)                   | 14% (41)             | 20% (57)        | 14% (42)                 | 7% (20)             | <b>40% (115)</b> | <b>3.05</b>             |
| Attending meetings and conferences                                      | 18% (53)                  | 28% (81)             | <b>28% (82)</b> | 17% (50)                 | 3% (10)             | 5% (15)          | <b>2.58</b>             |
| Obtaining referrals from existing clients and colleagues                | <b>68% (199)</b>          | 21% (61)             | 7% (21)         | 2% (5)                   | 0% (0)              | 2% (5)           | <b>1.41</b>             |
| Publishing a Web site                                                   | 16% (46)                  | <b>25% (73)</b>      | 21% (62)        | 14% (41)                 | 1% (4)              | 22% (65)         | <b>2.49</b>             |
| <b>Total Respondents</b>                                                |                           |                      |                 |                          |                     |                  | <b>290</b>              |
| <b>(skipped this question)</b>                                          |                           |                      |                 |                          |                     |                  | <b>17</b>               |

7. What other marketing tools, if any, do you use to reach your target audience?

|                                        |            |
|----------------------------------------|------------|
| <a href="#">View</a> Total Respondents | <b>61</b>  |
| <b>(skipped this question)</b>         | <b>246</b> |

8. What is your annual marketing budget?

|                              | <b>Response Percent</b> | <b>Response Total</b> |
|------------------------------|-------------------------|-----------------------|
| None                         | 21.3%                   | 62                    |
| <b>Between \$0 and \$250</b> | <b>29.6%</b>            | <b>86</b>             |
| Between \$250 and \$500      | 18.2%                   | 53                    |
| Between \$500 and \$1000     | 17.2%                   | 50                    |
| Between \$1000 and \$1250    | 5.5%                    | 16                    |
| Between \$1250 and 1500      | 2.4%                    | 7                     |
| Over \$1500                  | 5.8%                    | 17                    |

**Total Respondents** 291  
 (skipped this question) 17

9. If we were to build an online directory of members, providing online profiles that showcase you to companies who might need your services, how would you rate your level of interest?

|                                           | Response Percent | Response Total |
|-------------------------------------------|------------------|----------------|
| <b>I would definitely list my profile</b> | 53.6%            | 156            |
| I would probably list my profile          | 36.8%            | 107            |
| I would probably not list my profile      | 8.2%             | 24             |
| I would definitely not list my profile    | 1.4%             | 4              |
| <b>Total Respondents</b>                  |                  | <b>291</b>     |
| (skipped this question)                   |                  | 17             |

10. We are exploring the ways to finance this service. Please indicate your willingness to participate, under the following service models.

|                                                 | Willing          | May Be Willing   | Not Willing | Response Total |
|-------------------------------------------------|------------------|------------------|-------------|----------------|
| Member pay an annual fee for their profile      | 28% (81)         | <b>55% (159)</b> | 18% (51)    | <b>291</b>     |
| Members pay no annual fee, instead pay-per-lead | 31% (89)         | <b>44% (127)</b> | 26% (75)    | <b>291</b>     |
| Members pay nothing (companies pay instead)     | <b>56% (163)</b> | 26% (77)         | 18% (51)    | <b>291</b>     |
| Service free to all                             | <b>72% (209)</b> | 18% (52)         | 10% (30)    | <b>291</b>     |
| <b>Total Respondents</b>                        |                  |                  |             | <b>290</b>     |
| (skipped this question)                         |                  |                  |             | 17             |

**4. Demographic Data**

11. How long have you been a consultant/independent contractor?

|                          | Response Percent | Response Total |
|--------------------------|------------------|----------------|
| Fewer than 2 years       | 24.1%            | 70             |
| 2 to 5 years             | 24.1%            | 70             |
| 6 to 10 years            | 15.2%            | 44             |
| <b>10+ years</b>         | <b>36.6%</b>     | <b>106</b>     |
| <b>Total Respondents</b> |                  | <b>290</b>     |
| (skipped this question)  |                  | 19             |

12. Do you belong to a chapter? If yes, what chapter?

[View](#) **Total Respondents** 265  
 (skipped this question) 42

13. Where are you located?

|                                                           | Response Percent | Response Total |
|-----------------------------------------------------------|------------------|----------------|
| <a href="#">View</a> <b>United States (what State?)</b>   | <b>88.9%</b>     | <b>249</b>     |
| <a href="#">View</a> Canada (what Province?)              | 9.6%             | 27             |
| <a href="#">View</a> Other (please indicate Country only) | 2.1%             | 6              |
| <b>Total Respondents</b>                                  |                  | <b>280</b>     |
| (skipped this question)                                   |                  | 27             |

14. What other SIGs do you belong to?

|                      |                         |     |
|----------------------|-------------------------|-----|
| <a href="#">View</a> | Total Respondents       | 173 |
|                      | (skipped this question) | 134 |

**Appendix 5. Additional suggestions for services the SIG might offer, categorized by team members.**

| Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Tally                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| 1. Didn't know about SIG services. <ul style="list-style-type: none"> <li>• Don't we have a newsletter?</li> <li>• Didn't know about progression or online book; need to advertise them more</li> <li>• General comment about not getting value from STC or SIGs</li> <li>• Received nothing from SIG except survey</li> <li>• Currently receive no value from society-level CIC SIG</li> <li>• Yet to receive info from SIG</li> <li>• Haven't heard a thing since joining</li> <li>• Didn't know about newsletter, Web site, or discussion list</li> <li>• Need discussion group for posting questions</li> </ul>                                                                                                                                                                                                   | ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓<br>✓ ✓ ✓ ✓ |
| 2. None, no comment, or nothing substantive                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓<br>✓ ✓     |
| 3. Problems with survey; needed N/A option for services that didn't know about                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓<br>✓       |
| 4. Information dissemination <ul style="list-style-type: none"> <li>• Any method to get info to members directly without expense of conference</li> <li>• Downloadable competition winners</li> <li>• Make key info available</li> <li>• Tips and tricks of the trade</li> <li>• Member blogs</li> <li>• Basic instruction (how to put together an online product)</li> <li>• News bulletins of changes in laws/regulations.</li> <li>• Marketing advice.</li> <li>• Class that community colleges don't offer like API documentation.</li> <li>• Database of training resources (e.g., advanced Visio training)</li> <li>• Sample style guides or list of current issues (use of their for singular, spelling of e-mail)</li> <li>• Use content management system; sort topics right away, easier for SIG</li> </ul> | ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓            |

| Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Tally           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| 5. Discussion list info <ul style="list-style-type: none"> <li>• Cleaned up posting of threads or weekly digest with cleaned up text</li> <li>• Way to view threads on Web site in better format that currently available</li> <li>• Better search; takes a long time</li> <li>• Rather than e-mail list, wants blog like Houston Forum.</li> <li>• Experiment with blog.</li> <li>• Better technology for list</li> <li>• More online discussion groups about home office and telecommuting</li> <li>• More reader friendly. Weekly summary.</li> </ul> | ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ |
| 6. Insurance <ul style="list-style-type: none"> <li>• Affordable health insurance</li> <li>• Affordable E&amp;O</li> <li>• Disability, general liability, and E&amp;O</li> </ul>                                                                                                                                                                                                                                                                                                                                                                         | ✓ ✓ ✓ ✓ ✓ ✓ ✓   |
| 7. Conferences <ul style="list-style-type: none"> <li>• Regional conferences</li> <li>• Affordable</li> <li>• Reimbursement for presenters</li> <li>• Little professional benefit</li> <li>• Too expensive</li> <li>• Have meetings more convenient to northern New England</li> </ul>                                                                                                                                                                                                                                                                   | ✓ ✓ ✓ ✓         |
| 8. Mentoring program <ul style="list-style-type: none"> <li>• Like SCORE, but for tech comms</li> <li>• Assign mentor to welcome new members</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                  | ✓ ✓ ✓           |
| 9. Job leads <ul style="list-style-type: none"> <li>• Not from recruiters</li> <li>• Job board where businesses could post opportunities</li> <li>• Cross links with other job sites</li> <li>• Subcontracting opportunities with members.</li> </ul>                                                                                                                                                                                                                                                                                                    | ✓ ✓ ✓           |

| Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Tally |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 10. PR/outreach <ul style="list-style-type: none"> <li>• Promote value of tech comm consultants</li> <li>• Materials for distribution: press kit, letters to prospects, letters of intro, recognition to send to clients to increase stature</li> <li>• Not STC's role to create more presence in communities</li> <li>• Build alliances with academic institutions so members can get degree/continuing ed credit.</li> <li>• Internship opportunities</li> </ul> | ✓ ✓ ✓ |
| 11. Workshops <ul style="list-style-type: none"> <li>• How to price contract services</li> <li>• Specific software tools</li> <li>• Early or end of day training and best practice sessions</li> <li>• Archive webinars for later viewing.</li> </ul>                                                                                                                                                                                                              | ✓ ✓ ✓ |
| 12. Tax and accounting info <ul style="list-style-type: none"> <li>• Expense reimbursement</li> </ul>                                                                                                                                                                                                                                                                                                                                                              | ✓ ✓   |
| 13. Telephone seminars and webinars <ul style="list-style-type: none"> <li>• STC does; no need to copy.</li> <li>• More affordable webinars</li> </ul>                                                                                                                                                                                                                                                                                                             | ✓ ✓   |
| 14. Local networking <ul style="list-style-type: none"> <li>• More networking opportunities</li> </ul>                                                                                                                                                                                                                                                                                                                                                             | ✓ ✓   |
| 15. Directory <ul style="list-style-type: none"> <li>• CIC SIG directory to find local members for lunch</li> <li>• List of members with specialty and links to Web site.</li> </ul>                                                                                                                                                                                                                                                                               | ✓ ✓   |
| 16. Negotiate discounts on high speed Internet access                                                                                                                                                                                                                                                                                                                                                                                                              | ✓     |
| 17. Information focus <ul style="list-style-type: none"> <li>• More for experienced</li> </ul>                                                                                                                                                                                                                                                                                                                                                                     | ✓     |

**Appendix 6. Topics of interest for webinars and teleconferences, categorized by team members.**

| Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Tally                                                               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| <p>1. Accounting for start-ups and veterans</p> <ul style="list-style-type: none"> <li>• 1099 vs. W-2</li> <li>• Keeping books properly</li> <li>• Tax guidance</li> <li>• Record keeping</li> <li>• The business side of your business</li> <li>• Working out of state or out of country</li> <li>• Using Excel to create a billing system</li> <li>• QuickBooks and other business tools</li> <li>• Billing and payment issues</li> <li>• Expenses, billing for</li> </ul> | <p>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓<br/>           ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</p> |
| <p>2. Legal entities for independent businesses</p> <ul style="list-style-type: none"> <li>• Pros and cons of each</li> <li>• Dealing with agencies</li> </ul>                                                                                                                                                                                                                                                                                                               | <p>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</p>                                            |
| <p>3. Keeping up with technology</p> <ul style="list-style-type: none"> <li>• How to present training online</li> <li>• Online conference for a one-person business</li> <li>• The best, most valuable software tools – not from a vendor’s point of view</li> <li>• Indexing</li> <li>• New, cutting edge technology: DITA, digital imaging, web design, blogging, search engines, video, Wikis, api docs, XML/XSLT</li> </ul>                                              | <p>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓<br/>           ✓ ✓</p>           |

| Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Tally                                                                                                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| <p>4. Marketing yourself and your services</p> <ul style="list-style-type: none"> <li>• Finding clients, finding leads, finding hidden markets</li> <li>• Adding value, your marketing spiel</li> <li>• Cold calling</li> <li>• Interviewing skills</li> <li>• Client relationships: good and bad, problem managers, micro-managers, stringent job requirements</li> <li>• Beyond the basics</li> <li>• Niche markets such as aerospace industry</li> <li>• Salesmanship</li> <li>• Networking</li> <li>• Offshoring competition and opportunities</li> <li>• Business development</li> <li>• Getting noticed, attracting clients</li> <li>• Turning prospects into clients</li> <li>• Effective advertising media</li> <li>• Differentiating yourself from all other tech comms</li> <li>• Direct marketing to companies; bypassing the recruiters</li> <li>• Finding untapped markets</li> <li>• 10 things to say to a prospective client; 10 things not to say</li> </ul> | <p>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</p> <p>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</p> <p>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</p> |
| <p>5. Insurance for independents</p> <ul style="list-style-type: none"> <li>• Health insurance</li> <li>• Healthcare options</li> <li>• Errors and omissions</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <p>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</p>                                                                             |
| <p>6. Contracts</p> <ul style="list-style-type: none"> <li>• Reading and writing contracts</li> <li>• Subcontractors</li> <li>• New issues in creating contracts</li> <li>• Legal side of contracts</li> <li>• Negotiating</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</p>                                                                 |

| Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Tally                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <p>7. Oodles of issues, mainly for start-ups</p> <ul style="list-style-type: none"> <li>• Such as all six mentioned above</li> <li>• Managing my consulting business</li> <li>• Growing my business, when, how, adding employees, using technology to grow, productivity issues</li> <li>• Contracting practices</li> <li>• Practical business tips</li> <li>• Business management</li> <li>• Best practices</li> <li>• Setting up a home office</li> <li>• Getting business help (SCORE, etc.)</li> <li>• Generalist or specialist?</li> <li>• Security, Disaster, and Recovery plans for you and your business and your clients' information</li> </ul> | <p>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</p> <p>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</p> |
| <p>8. How to price your services</p> <ul style="list-style-type: none"> <li>• Hourly rates, project rates</li> <li>• Fee schedules</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <p>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</p>                                            |
| <p>9. Developing a business plan</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <p>✓ ✓ ✓</p>                                                          |
| <p>10. Balancing work and home life</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <p>✓ ✓</p>                                                            |
| <p>11. Estimating projects</p> <ul style="list-style-type: none"> <li>• Bidding on projects</li> <li>• Estimating scope and time</li> <li>• Proposals (writing your own)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <p>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</p>                                            |
| <p>12. Working on- or offsite; telecommuting</p> <ul style="list-style-type: none"> <li>• Pros and cons</li> <li>• Related technology tips</li> <li>• Managing your own office</li> <li>• Software for a home office</li> <li>• Designing a home office</li> <li>• Decisions: telephone, digital, high speed, wireless services</li> </ul>                                                                                                                                                                                                                                                                                                                | <p>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</p>                                            |
| <p>13. Project management</p> <ul style="list-style-type: none"> <li>• Distance collaborating</li> <li>• Documentation management process</li> <li>• Working with subcontractors</li> <li>• Working with multiple clients &amp; deadlines</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                      | <p>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</p>                                              |

| Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Tally           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| 14. Managing finances <ul style="list-style-type: none"> <li>• Social Security</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                         | ✓ ✓ ✓           |
| 15. Portfolio, writing samples, design samples <ul style="list-style-type: none"> <li>• Webfolios, web sites</li> <li>• Business cards, billing statements</li> <li>• Links to PDF samples</li> </ul>                                                                                                                                                                                                                                                                             | ✓ ✓ ✓ ✓ ✓       |
| 16. Trends <ul style="list-style-type: none"> <li>• Local trends, skills required</li> <li>• Business trends affecting tech comm.</li> <li>• Software trends</li> <li>• Trends in hiring</li> <li>• Training for the future</li> </ul>                                                                                                                                                                                                                                            | ✓ ✓ ✓ ✓         |
| 17. Professional development options <ul style="list-style-type: none"> <li>• How to determine what you need to learn and priorities</li> <li>• Options for professional development</li> <li>• Working for different types of companies</li> <li>• Moving into different industries</li> <li>• IRS, HIPAA, Sarbanes-Oxley, ISO-14000 (as working opportunities?)</li> <li>• How to get up to speed quickly and on a limited budget</li> <li>• Rejoining the workforce</li> </ul> | ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ |
| 18. Esoteric subjects that aren't easily available elsewhere to independents <ul style="list-style-type: none"> <li>• Structuring XML</li> <li>• Single-sourcing</li> <li>• Content management</li> <li>• Course development</li> </ul>                                                                                                                                                                                                                                           | ✓ ✓ ✓ ✓         |
| 19. Working with programmers <ul style="list-style-type: none"> <li>• Writing help</li> <li>• Integrating help, etc. into code</li> </ul>                                                                                                                                                                                                                                                                                                                                         | ✓               |
| 20. Creating vibrant presentations <ul style="list-style-type: none"> <li>• PowerPoint</li> <li>• Presenting to prospective clients</li> </ul>                                                                                                                                                                                                                                                                                                                                    | ✓ ✓             |

| Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Tally                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| 21. Specifics of software <ul style="list-style-type: none"> <li>• Word templates and other advanced features</li> <li>• Basic features of PaintShop Pro, other major graphics packages</li> <li>• MS Project</li> <li>• Build an Access database</li> <li>• Basics of Excel</li> <li>• Latest trends in word processing</li> <li>• Online Help systems</li> <li>• Framemaker beginning and advanced</li> <li>• InDesign CS</li> <li>• Flare</li> <li>• RoboHelp</li> <li>• XHTML</li> <li>• Intro to tools of today—so we can talk the talk</li> <li>• Acrobat</li> <li>• Upgrades in the tools we use</li> </ul> | ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ |
| 22. International and U.S. issue comparison                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | ✓                             |
| 23. Editing and grammer [sic] skills, improving your own                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | ✓                             |
| 24. Types of documentation, approaches, content options, tools <ul style="list-style-type: none"> <li>• Print and/or Multimedia</li> <li>• Web-based documentation</li> <li>• Content management</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                        | ✓ ✓ ✓ ✓                       |
| 25. Writing specialties <ul style="list-style-type: none"> <li>• Copywriting, marketing writing, press releases, Web copy, email campaigns, newsletters, training, information architecture,</li> <li>• Web site design</li> <li>• Proposals, grants—writing and editing</li> <li>• Blended learning techniques</li> <li>• Is there viable work in these specialties?</li> <li>• Building an annotated list of useful resources on writing specialties</li> </ul>                                                                                                                                                  | ✓ ✓ ✓ ✓ ✓ ✓ ✓                 |
| 26. Professional discounts                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | ✓                             |

| Topic                                                                                                                                              | Tally |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 27. Configuration management                                                                                                                       | ✓     |
| 28. How to transition to a related kind of work: business consulting, information design                                                           | ✓ ✓   |
| 29. What makes an independent successful?                                                                                                          | ✓     |
| <b>Useful comments, not topics</b>                                                                                                                 |       |
| APMP Chicago Chapter successfully uses webinars instead of some chapter meetings.                                                                  |       |
| Why are STC webinars and teleconferences so expensive? Why not make them a benefit provided with our dues? Are they really that costly to produce? |       |
| Online technology can easily go awry, wasting your money.                                                                                          |       |
| Local chapters or local businesses (corporate sponsors) might absorb some of the costs for teleconferences and webinars.                           |       |
| Quality topics, plenty of handouts and resource info = pay more                                                                                    |       |
| Avoid charging for webinars that we can get for free elsewhere, such as content management                                                         |       |
| Please don't limit discussions to just the United States.                                                                                          |       |
| Low price + high volume (many participants) = more revenue                                                                                         |       |
| Samples and examples are always welcome.                                                                                                           |       |
| Instructor, facilitator or moderated discussion. All work well.                                                                                    |       |
| Email group's major topics would be good fodder for webinars, teleconferences                                                                      |       |
| For those who can't afford to attend STC Conference or regional conferences, any of their topics would be good. Bring the conference to us.        |       |
| Getting Started as a Consultant would be a good fundraiser and member recruitment for CIC SIG.                                                     |       |
| More in-depth coverage of almost any conference topic.                                                                                             |       |