



SOCIETY FOR TECHNICAL COMMUNICATION

STC Community Re-Chartering

Date: 7 December 2005

Congratulations on re-chartering your community! Use as much space as necessary to answer the questions. For further help, refer to the endnotes of this document.

1. What is the **current name** of your chapter (geographic community) or SIG (community of interest)?

Consulting and Independent Contracting Special Interest Group (CIC SIG)

2. Do you want to change the **name of your community**? If yes, please enter the new name.

No.

3. What has been your average annual cost of operating your community over the last three years?

FY2002 \$50.

FY2003 \$4,126.09

FY2004 \$213.81

FY2005 \$443.62

4. Describe the members whom you hope to attract to your new community.

- a) What are their concerns?

The CIC SIG seeks to attract those who are self-employed in the field of technical communication. Self-employed members have unique needs related to starting and managing a business, and the CIC SIG helps to meet those needs.

Many STC members also contemplate self-employment at some point in the future. We seek to attract these members, as well, so they can be prepared to launch their business successfully when the time comes. Some members may also learn that working as an independent is not for them. This is also a successful outcome.

- b) What do they think their professional needs are?

According to a survey of CIC SIG members conducted in August, 2005, CIC SIG members most need a place to exchange ideas and get answers to questions about being an independent technical communicator or becoming one. This was reflected in the value members assigned to current CIC SIG services: the e-mail discussion list (60% rating as "very valuable" or "extremely valuable"); the CIC SIG web site (45% rating as very or extremely valuable); and the CIC SIG's online book (31% rating as very or extremely valuable). It was also reflected in the services CIC SIG members would most like to see added: affordable webinars and teleconferences, an outreach program, and a directory of CIC SIG members.

- c) What is your competition for their interests?

Although there are general resources available for business information, there is no readily-identifiable source, other than the CIC SIG, where independent technical communicators can go for specific answers to questions about their business.

STC Community Re-Chartering, *continued*

5. How will your community provide value to the larger STC community and further the overall goals of the Society? (For more information, read the following document: http://www.stc.org/PDF_Files/StrategicPlan.pdf.)
- a) With the ever-changing economy, some members find themselves thrust into self-employment unexpectedly. Other members seek the independent life, but may not be aware of all of the issues an independent needs to address. Still other members who are practicing independents run into situations that are new to them.
 - b) The CIC SIG helps members in each of the above categories find answers, resources, and opportunities to help them with their business endeavors.
 - c) The CIC SIG also works to promote an understanding of technical communications and its value to the larger community of business and other professional organizations.
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6. What is the **mission** statement of your community?
- The Consulting and Independent Contracting SIG serves as a focal point for information exchange and assistance about practicing technical communication as an independent contractor, self-employed consultant, or other professional offering technical communication services; helps new and seasoned independents alike to practice their profession more effectively and efficiently.
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7. List names of community **members** who took part in this re-chartering process.

Name	Phone number	Email address
E. C. Eklund	301-520-7258	eeklund@comcast.net
Linda G. Gallagher	303-450-9076	lindag@techcomplus.com
Jodie Gilmore		kgilmor@fulcrumcomm.com
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Gwaltney Mountford		mgm@mountfordgroup.com
Thea Teich		TeichTMC@aol.com
Darrell Zuercher	423-291-9005	Darrell@MountainEmpireWriting.com

8. Provide the name, phone number and email address of the primary contact for this application.

Name	Phone number	Email address
Linda G. Gallagher		

9. Overview of goals.

In this step, you will prepare a plan consisting of the following details:

- a. Goals¹. There should be at least 3, no more than 7.
- b. Each goal should have at least 1 strategy², but no more than 3.

1 Goals are high-level, long-term objectives that may outlive numerous iterations of strategic planning. What does your community want to accomplish? For example, build a strong community.

2 Strategies are broad statements of direction your community will follow, each of which will achieve one or more of your goals. For example, if one of your goals is to build a strong community, a strategy might be to increase membership by thirty percent over three years.

STC Community Re-Chartering, *continued*

- c. Each strategy should have at least 1 program³, with at least one activity.

A template for filling in this information is included in this document. It begins on page 5. (After you have filled in the template, place your cursor anywhere in the TOC below and press F9 to update the entire table of contents.)

³ Programs are more specific than strategies. Each program consists of a series of activities that, when executed, will partially implement the strategy. For example, one of the programs to increase membership by thirty percent might be to attract student members. Activities are even more specific than programs. They consist of one or more steps that will achieve the results specified by a program. For example, an activity intended to attract student members might be to sponsor a student writing competition at local colleges and universities.

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Goal 1: Facilitate networking and educational opportunities for independents.

Strategy 1: Improve and maintain services that permit SIG members to ask questions and share information electronically.					
		Estimated Income	Estimated Expense	Owner	Estimated Completion Date
Program 1: Maintain the existing e-mail discussion list and upgrade the list management software to improve Web-based access, administration, and archive searching. Priority: 1	Activity 1: Pilot using the Mailman software to test stripping of HTML, truncating of long quotes, and archive searching.	0	0	Linda G.	June, 2006
	Activity 2: Work with the STC office to help other communities transition to Mailman software.	0	0	Linda G. Merrick B.	July, 2006

Goal 1: Facilitate networking and educational opportunities for independents (continued)

Strategy 2: Develop training and information resources to support independents' unique needs, specifically, business-related information.					
		Estimated Income	Estimated Expense	Owner	Estimated Completion Date
Program 1: Develop reasonably-priced Webinars on topics of interest to independents, especially marketing. Priority: 1	Activity 1: Determine topics and develop project plan for delivery.	\$3,000	\$3,025	Lesley Peters & Lori Klepfer	June, 2006
Program 2: Sponsor sessions of interest to SIG members at each STC Annual Conference. Priority: 1	Activity 1: Plan a CIC SIG progression session.	0	0	Dan Charles	Annually, in August preceding conference
	Activity 2: Plan an advanced panel session.	0	0	Linda G.	Annually, in August preceding conference
Program 3: Plan and promote additional sessions on business-related issues. Priority: 2	Activity 1: Find an outside speaker to address one of the top business issues confronting CIC SIG members.	0	\$400	Lesley Peters & Lori Klepfer	Annually, in August preceding conference

Goal 1: Facilitate networking and educational opportunities for independents (continued)

Strategy 3: Provide opportunities for independents to network at the STC Annual Conference and other STC-sponsored events.					
		Estimated Income	Estimated Expense	Owner	Estimated Completion Date
Program 1: Sponsor informal social gatherings for independents at each STC conference. Priority: 1	Activity 1: Create a list of independent-related sessions at the STC Annual Conference.	0	\$125		Annually, in March
	Activity 2: Plan a social event, likely breakfast on Tuesday or Wednesday, for CIC SIGers to meet and for new volunteers to talk about volunteer activities.	0	0		By the beginning of the annual conference
Program 2: Hold a business meeting at the STC Annual Conference. Priority: 1	Activity 1: Work closely with the SIG Manager to plan the SIG business meeting.	0	0	Bob Johnson	By the beginning of the annual conference
	Activity 2: Schedule a meeting time and location.	0	0	Bob Johnson	By the beginning of the annual conference
	Activity 3: Conduct annual business meeting.	0	\$150	Linda Gallagher	By the end of the annual conference

Goal 2: Serve as an information resource for independent technical communicators and those who want to become independents

Strategy 1: Develop and maintain Web-based resources for independents to learn about working as an independent.		Estimated Income	Estimated Expense	Owner	Estimated Completion Date
Program 1: Maintain the SIG Web site. Priority: 1	Activity 1:	0	0	Jodie Gilmore	Ongoing, beginning July, 2006
Program 2: Update the SIG online book. Priority: 2	Activity 1: Find a volunteer.	0	0	✓	7/24/2006
	Activity 2: Contact authors about updating material.	0	0	Donald White	DONE
	Activity 3: Find authors for unwritten chapters.	0	0	Donald White	Ongoing
	Activity 4: Receive and edit materials.	0	0	Donald White	October, 2006
	Activity 5: Submit book to management committee for review.	0	0	Donald White	October, 2006
Program 3: Create a knowledgebase of information related to working as an independent. Priority: 2	Activity 1: Find a volunteer.	0	0	✓	September, 2007
	Activity 2: Identify topics to include in the knowledgebase.	0	0	Mollye Barrett	September, 2007
	Activity 3: Identify the technology support required and how it works with current technology.	0	0	Mollye Barrett	September, 2007
	Activity 4: Archive Webinars.	0	0		September, 2007

Goal 2: Serve as an information resource for independent technical communicators and those who want to become independents
(continued)

Strategy 2: Promote mentoring opportunities for independents who need assistance with business-related issues.					
		Estimated Income	Estimated Expense	Owner	Estimated Completion Date
Program 1: Develop a mentoring program. Priority: 3	Activity 1: Find a volunteer.	0	0		September, 2007
	Activity 2: Create a project plan.	0	0		TBD

Goal 3: Build the CIC SIG through a proactive combination of activities that includes member recognition, internal and external partnerships, and awareness activities

Strategy 1: Increase awareness of SIG services among both STC and SIG members		Estimated Income	Estimated Expense	Owner	Estimated Completion Date
Program 1: Send at least one hard copy mailing each year to all SIG members. Priority: 1	Activity 1: Update CIC SIG brochure.	0	\$600	Darrell Z.	Prior to the STC annual conference
	Activity 2: Send a mailing to all SIG members, containing a list of independent-related conference sessions, the updated CIC SIG brochure, and a list of CIC SIG volunteer opportunities, before the next STC Annual Conference.	0	\$1,125		Annually, prior to the STC annual conference
	Activity 3: Publish a calendar of SIG events.	0	0		
Program 2: Send broadcast emails periodically to SIG members announcing SIG activities. Priority: 1	Activity 1: Send at least 4 per year about SIG events and the annual conference.	0	\$450	Linda G.	Ongoing
Program 3: Conduct membership drives. Priority: 1	Activity 1: Coordinate purchasing and printing of inexpensive giveaways and stickers for use at the conference.	0	\$450	Bette F. Lori K.	Annually in March
	Activity 2: Staff a CIC SIG table at the welcome reception.	0	0	Folks	Annually, at STC conference
	Activity 3: Send welcome information to new CIC SIG members	0	\$100	Darrell Z.	Ongoing

Goal 3: Build the CIC SIG through a proactive combination of activities that includes member recognition, internal and external partnerships, and awareness activities (*continued*)

Strategy 1: Increase awareness of SIG services among both STC and SIG members (continued)					
		Estimated Income	Estimated Expense	Owner	Estimated Completion Date
Program 4: Work with the Intercom editor to have an issue periodically devoted to CIC SIG subject matter. Priority: 3	Activity 1: Check with Intercom editor about the editorial cycle.	0	0	Linda G.	TBD
	Activity 2: Submit SIG articles to any STC-related publication.	0	0		TBD
Program 5: Work with local SIGs to support their activities. Priority: 2	Activity 1: Find a volunteer.	0	0	✓	7/24/2006
	Activity 2: Solicit ideas from local SIG managers on how the CIC SIG can help them.	0	0	Bob Johnson / Don White	September, 2006

Goal 3: Build the CIC SIG through a proactive combination of activities that includes member recognition, internal and external partnerships, and awareness activities (*continued*)

Strategy 2: Improve recruiting, recognizing, and retaining volunteers and leaders					
		Estimated Income	Estimated Expense	Owner	Estimated Completion Date
Program 1: Establish a volunteer recognition program. Priority: 1	Activity 1: Submit at least one DSSA nominee by the deadline.	0	0	Linda G.	Annually, in November
	Activity 2: Consider submitting at least one Associate Fellow nominee.	0	0	Linda G.	Annually, by deadline
	Activity 3: Develop a SIG volunteer award.	0	\$100		TBD
Program 2: Coordinate volunteer activities. Priority: 1	Activity 1: Find a volunteer coordinator.	0	0	Linda G.	June, 2006
	Activity 2: Create a list of CIC SIG volunteer opportunities for mailing to all members and for use at the conference.	0	0	Steve Brooks	Prior to the STC annual conference
	Activity 3: Recruit volunteers at the independent-related conference sessions and hand out stickers to SIG members.	0	0	Steve Brooks	Annually, by the beginning of the conference
Program 3: Develop a leadership development and succession plan. Priority: 1	Activity 1: Form a nominating committee to find members to run for office.	0	0	Linda G.	Annually, in February
	Activity 2: Hold an election for at least SIG manager and treasurer, preferably also assistant manager and secretary.	0	0	Nominating Committee	Annually, in April
	Activity 3: Develop and store on the Web site policies about posting to the e-mail discussion list, reimbursement for conference attendance, nominating committee and election procedures, and other decisions.	0	0	CICSIG Secretary & Jodie Gilmore	Ongoing

Goal 3: Build the CIC SIG through a proactive combination of activities that includes member recognition, internal and external partnerships, and awareness activities (*continued*)

Strategy 2: Improve recruiting, recognizing, and retaining volunteers and leaders					
		Estimated Income	Estimated Expense	Owner	Estimated Completion Date
	Activity 4: Review policies.	0	0		Annually
	Activity 5: Develop a SIG leader succession plan.	0	0	Management Team	December, 2006

Goal 3: Build the CIC SIG through a proactive combination of activities that includes member recognition, internal and external partnerships, and awareness activities (*continued*)

Strategy 3: Partner with other STC communities and organizations outside of STC to provide services of value to members					
		Estimated Income	Estimated Expense	Owner	Estimated Completion Date
Program 1: Partner with other SIGs or geographic communities to sponsor a regional conference. Priority: 2	Activity 1: Have members present SIG-related topic info at regional conferences or chapter meetings.	0	0	TBD	TBD
	Activity 2: Participate in the Orlando conference.	0	0	Linda G. Mark Hanigan	January, 2008
Program 2: Partner with other organizations, such as the American Marketing Association, to find or develop resources of value to members. Priority: 3	Activity 1: Find a volunteer to coordinate.	0	0	TBD	TBD

Goal 4: Promote the field of technical communication and technical communication businesses.

Strategy 1: Develop an outreach program to educate the business community about the value of technical communicators to their business		Estimated Income	Estimated Expense	Owner	Estimated Completion Date
Program 1: Identify companies and industries that can benefit from technical communication services and educate them about the benefits of using technical communication consultants and independent contractors to meet their business needs. Priority: 3	Activity 1: Find a volunteer.	0	0	TBD	TBD
	Activity 2: Develop and send out a brochure on how to hire a technical communicator.	0	0	TBD	TBD
Program 2: Develop presentations that members can offer to businesses. Priority: 3	Activity 1: Find a volunteer.	0	0	TBD	TBD

Goal 4: Promote the field of technical communication and technical communication businesses (*continued*)

Strategy 2: Provide ways for businesses to find independent technical communicators to meet their needs					
		Estimated Income	Estimated Expense	Owner	Estimated Completion Date
Program 1: Develop and promote a database of independents that businesses can use to find technical communicators whose skills match their requirements. Priority: 2	Activity 1: Determine the data requirements and goals for the database.	0	0	Darrell Z.	June, 2006
	Activity 2: Develop a project plan.	0	0	Darrell Z.	August, 2006
	Activity 3: Begin development of the database.	0	\$2,000	Darrell Z.	Pending plan approval