



Community Re-chartering Report

Current name of chapter or SIG: Information Design SIG STC	Date prepared: July 31, 2005 Updated October 1, 2005
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Re-chartering methodology

Background The Information Design SIG was completely inactive between 2003, when the founder, Beth Mazur, stepped away, and March, 2005. The cause of inactivity appears to be the diffuse nature of information design and information architecture, topics which attract much interest but in which most activity is limited to well known experts. Members indicate they want to consume information, which was very well provided by Beth Mazur and Mike Albers through March 2003. This is STC’s largest SIG and has a distinguished body of information on its website.

Re-chartering message On March 1, 2005 the STC Office sent a message from the Information Design SIG to the approximately 2500 members, asking for opinions on each of the re-chartering questions.

Number of responses One hundred three members responded to the re-chartering message.

Other analysis and communication The manager consulted with former membership manager Mike Albers, now the Senior Advisor to the SIG, and with SIG founder Beth Mazur. Several volunteers participated in networking activities at the 2005 Annual Conference.

Acknowledgement Posts by two STC members on the Management SIG list provided the list of essential services for SIGs.

STC Community Re-Chartering Questions and Responses

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

Information Design SIG

2. Do you want to change the **name of your community**? If so, please provide the new name. If you don't feel a need to think of a new name, that's fine.

Information Design and Architecture SIG

Rationale: Respondents to the rechartering survey suggested adding Information Architecture; some joined because Information Design was the closest SIG available.

3. What is the **mission** statement of your community?

The Information Design and Architecture SIG provides members the opportunity to develop knowledge and learn collaboratively about optimal ways to present and structure information in print and online.

4. What is the strategic plan of your community for at least the 12 months following re-chartering approval?

- What is the period of time covered by your plan?
- What are the **goals** of your community? List at least 3 but no more than 7.
- What **strategies** will your community strive to implement to achieve your goals? List 1 to 3 for each goal.
- What **programs and activities** will your community offer to implement your strategies? How will you **measure** success?

Please refer to the section titled "Strategic Plan of the Information Design and Architecture SIG."

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

The Information Design SIG spent \$307.08 in 2003; \$549.55 in 2004; and \$584.59 through March of 2005, all to print and mail a welcome brochure to the approximately 100 people who join the SIG most months.

There was an email list and a website on the STCSIG server.

The Information Design SIG website was updated through March, 2003, with considerable volunteer hours expended. Several hundred volunteer hours have been expended in 2005 and telephone costs donated.

6. Describe the members whom you hope to retain in and attract to your re-chartered community.

All members of STC with a particular interest in information design and architecture, and other professionals such as members of software development teams, content management specialists, and graphic and web designers with a particular interest in the presentation and structure of information.

- 7 Summarize how your community will provide value to the larger STC community and further the overall goals of the Society:
- Enhance the professionalism of the members and the status of the profession
 - Provide information through publications, reports, and conferences
 - Report on new communication technologies, methods, and applications
 - Provide recognition and awards
 - Provide services to members at all levels of the Society
 - Promote the education of members and support research activities in the field
 - Give service to industry and academe

The Information Design and Architecture SIG addresses identification of research-based and proven principles of presentation and structuring of information, thus enhancing professionalism and the status of the profession. The SIG website is the most comprehensive collection of references on information design on the Web, and reports on new methods as they become evident. The SIG recognizes the achievements of members and the site is available to all members, providing support for education and research, industry and academia.

8. List names of community **members** who took part in this re-chartering process. Include also the number of members who either requested anonymity or did not give permission to be named in your report.

Total number of SIG members who responded to the re-chartering survey: 103; 74 did not give permission to list their names.

SIG members who agreed to have their names listed in this report:

SIG membership information is confidential. Members gave permission for their names to be shared with the Board, but not published on the SIG site.

Other STC members who participated

Mike Albers, Membership Manager through March 2005 and now Senior Advisor.

Strategic Plan of the Information Design and Architecture SIG

April 1, 2005 to March 31, 2007

Note: The SIG manager is required to submit progress reports to the STC Office three times a year prior to Board meetings. Annually the SIG will conduct an open business meeting in May, by virtual means or at the STC annual conference or both.

This plan will be published on the SIG website and future revisions provided to the STC Board through the Strategic Planning Committee or as otherwise requested.

Goals, Strategies, and Activities	Volunteer leading the activity
Goal 1 Provide the basic services of a special interest group.	
Strategy 1.1 Maintain a discussion list. Criteria: (1) responsive to requests to subscribe, (2) focused on the domain of the SIG, (3) free of spam, (4) free of advertising, and (5) with a searchable archive.	
Activity 1.1.1 Maintain the Lyris list and ensure another member knows how to do this also.	SIG manager
Activity 1.1.2 Engage one or more volunteers in activating the list.	SIG manager
Strategy 1.2 Publish news and feature articles. Criteria: (1) daily whenever there is news, (2) so that a minimum of six features are published each year, and at least one each quarter, (3) to cover all of the required and recommend items in the STC Newsletter Competition guidelines. Refer to the section " Required and recommended items for communications to members. "	
Activity 1.2.1 Solicit articles and work with authors to prepare them for publication; send to the SIG manager or designee for posting on the web.	Editors
Activity 1.2.2 Gather news and send to the SIG manager or designee for posting on the web.	SIG manager for SIG and STC news. Editors, members and colleagues for Conferences and courses, Related organizations, topical news.
Activity 1.2.3 Publish the dates of any SIG events and deadlines for SIG projects in the <i>SIG news</i> and <i>Conferences and courses</i> listings on the SIG website.	SIG manager
Activity 1.2.4 Annually when the information is available, in the membership news compare the number of members on April 1 one year to the number on March 31 of the next year (compare membership data received in April).	SIG manager
Activity 1.2.5 In the STC news, publish a list of SIG-related sessions at the upcoming STC annual conference.	SIG manager, Editors

Goals, Strategies, and Activities

Activity 1.2.6 Post a notice at minimum quarterly on the STC Newsletter Editors' list and SIG Managers' list summarizing new articles and news on the SIG website.

Strategy 1.3 Develop and present educational offerings.
Criteria: (1) at minimum one progression at the STC Annual Conference every year and (2) using online technology.

Activity 1.3.1 Initiate planning for the progression each year when the call for papers is issued. Expand the session to two progressions or a progression and a panel, depending on available papers. Work toward addressing participation in the Annual Conference year round.

Activity 1.3.2 Explore ways of offering virtual conferences or workshops. Cooperate with other special interest groups in STC or other organizations in this effort.

Volunteer leading the activity

SIG manager or designee

SIG manager recruits the progression coordinator and participants; Progression coordinator completes the planning and conducts the session.

SIG manager stays in touch with Online, Management, ID&L, other interested and involved SIGs

Goal 2 Conduct SIG projects.

Strategy 2.1 Identify and list effective examples of information design.
Criteria: (1) Link to the example provided, (2) Brief statement of why the example is effective provided.

Activity 2.1.1 Find and link to examples.

Activity 2.1.2 List the principles that appear to have been applied, with the research basis if known.

Strategy 2.2 Identify and list effective examples of information structure, including tables of contents, indexes, site maps, and design for ease in searching.
Criteria: (1) Link to the example provided, (2) Brief statement of why the example is effective provided.

Activity 2.2.1 Find and link to examples.

Activity 2.2.2 List the principles that appear to have been applied, with the research basis if known.

Design team and Editors

Design team and Editors

Architecture team and Editors

Architecture team and Editors

Goal 3 Establish a strong network of Information Design and Architecture SIG members and prospective members worldwide.

Strategy 3.1 Maintain a strong membership program.
Criteria: Consistent with criteria for the 2005 SIG Achievement Award as reflected in the activities.

Goals, Strategies, and Activities

	Volunteer leading the activity	
Activity 3.1.1	Send a welcome message to new members each month inviting members to join the email list and to volunteer.	Membership manager
Activity 3.1.2	Send a message to all members six times a year, pointing out new SIG resources on the web and inviting participation in SIG projects, in publishing the SIG website, and in the email list.	SIG manager
Activity 3.1.5	Have Information Design and Architecture SIG members host tables at the SIG networking lunch at the STC annual conference, and host any other networking events as well.	SIG manager recruits volunteers
Activity 3.1.3	Provide information to the STC chapters and the other SIGs about Information Design and Architecture SIG activities in September each year, for posting on the website or in the newsletter, to build interest and membership in the Information Design and Architecture SIG.	PR manager
Activity 3.1.4	Provide similar information to related professional organizations, through particular individuals.	PR manager
Strategy 3.2	Establish a presence for the Information Design and Architecture SIG in STC and other publications. Criteria: Consistent with criteria for the 2005 SIG Achievement Award as reflected in the activities, and the STC Public Relations Competition Award.	
Activity 3.2.1	Submit an article about SIG activities to a professional journal or magazine, within STC or a related organization, or to <i>Tieline</i> .	PR manager
Activity 3.2.2	Submit an article published on the SIG website to <i>Intercom</i> ; one to <i>Tieline</i> ; and encourage at least one member to write an article for <i>Technical Communication</i> or an additional article for <i>Intercom</i> .	PR manager, SIG manager
Activity 3.2.3	Ask a member to submit an article to a professional journal outside STC, or the trade press, or have a member act as a source for reporters, so the member will be quoted in the international press about topics in the domain of the SIG.	PR manager
Activity 3.2.4	Submit information about the SIG for publication to house organs, college and university newspapers, city newspapers, and trade publications.	PR manager

Required and recommended items for communications to members (addendum to strategic plan)

Intent of these guidelines The SIG will provide to its members, all of the required and recommended items identified in the STC Newsletter Competition guidelines, at minimum at the frequency required for chapter newsletters.

To accomplish this through March 2007, the SIG will post information on the website as it is received and notify all members by broadcast email of recent updates a minimum of six times a year.

- Required items**
- Statement of publication frequency (all items are dated and archived quarterly; publication is daily; reminders to all members are at minimum six a year)
 - STC URL www.stc.org (all pages)
 - SIG name and title of archival document (newsletter); also titles of all other SIG publications such as project output (home page, main pages of SIG publications)
 - STC logo and logotype associated with SIG name (all pages)
 - Publication date (all items are dated)
 - Editor's name and contact information (linked email address)
 - Physical address (SIG manager's address is in the STC directory)
 - Publication policies (frequency, deadlines, submissions) (home page)
 - Reprint policies (home page)
 - STC mission statement (home page)
 - Copyright statement (www.stcsig.org/oi statement was approved by Bill Stolgitis in 2002 for combination websites and newsletters)
 - SIG leaders names and linked email addresses (all; requirement is two)

- Recommended topics**
- Feature article (minimum of six per year, original by SIG members, commissioned by the SIG from a known expert, or reprinted from an STC newsletter or another source, posted continually)
 - Reviews of books, software, media, and equipment (Resource lists updated daily; reviews published with articles if available, posted continually)
 - Leader's message (updated minimum 6 times a year, not archived)
 - Editor's message (on the articles page; updated minimum 6 times a year, not archived)
 - Letters to the editor or other feedback from members (minimum of one six times a year, archived)
 - Meeting notice (posted continually for next STC annual conference; virtual meeting announcements as they occur, archived)
 - Meeting report (posted after the annual conference and archived)
 - Membership news (monthly, archived)
 - Minimum of one report of SIG activities in any two month period (6 times per year, the required frequency for chapter newsletters, archived)
 - STC news (minimum of two items posted in any two-month period, archived)
 - Employment news (permanent link to STC site for job listings, links to other job listings, new informative article posted at least once a year, archived)
 - Networking information (Conferences and courses offered by professional organizations posted daily; listings posted for each month in reverse chronological order, archived)
 - Educational opportunities (Conferences and courses from businesses and educational institutions posted daily; listings posted for each month in reverse chronological order, archived)

- Schedule for archiving**
- June, July, August archived September 15
 - September, October, November archived December 15
 - December, January, February archived March 15
 - March, April, May archived June 15