

## AccessAbility SIG: Five-Year Strategic Plan (For 2006-7 thru 2010-11 STC Years) March 2006

**Note:** The first three columns of Five-Year Plan are linked to goals, objectives, strategies, and activities in A-SIG Rechartering document.

Goal	Strategy	Programs/ Activities	Year 1: 2006-7	Years 2-3: 2007-9	Years 4-5: 2009-11
4a.1	4b.1a	4c.1a.1, 4c.1a.2, 4c.1a.3	<ul style="list-style-type: none"> <li>• Update STC special needs statistical database with information from 2007 conference registrations</li> <li>• <i>Achieve!:</i> win Merit Award</li> <li>• LISTSERV: achieve 45% subscription (% members)</li> <li>• Website: ongoing, replenish</li> <li>• Conference presentations: 1 by SIG, 5 by individuals</li> </ul>	<ul style="list-style-type: none"> <li>• STC-wide survey as part of membership renewal</li> <li>• <i>Achieve!:</i> win Excellence Award</li> <li>• LISTSERV: achieve 50% subscription (% members)</li> <li>• Website: maintain excellence</li> <li>• Continue</li> </ul>	<ul style="list-style-type: none"> <li>• STC-wide survey as part of membership renewal</li> <li>• <i>Achieve!:</i> win Distinguished Award</li> <li>• LISTSERV: achieve 55% subscription (% members)</li> <li>• Website: maintain excellence</li> <li>• Continue</li> </ul>
4a.1	4b.1b	4c.1b.1, 4c.1b.2	<ul style="list-style-type: none"> <li>• Site visit for conference</li> <li>• 1-page summary in preliminary and final conference programs</li> <li>• Full accessibility guide: post to Web, print for conference, also provide audio version</li> </ul>	<ul style="list-style-type: none"> <li>• Site visit for conference</li> <li>• 1-page summary in preliminary and final conference programs</li> <li>• Continue</li> <li>• Expand guide to other conferences and facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Site visit for conference</li> <li>• 1-page summary in preliminary and final conference programs</li> <li>• Continue</li> <li>• Expand guide to other conferences and facilities</li> <li>• Publish articles on the process</li> </ul>

Goal	Strategy	Programs/ Activities	Year 1: 2006-7	Years 2-3: 2007-9	Years 4-5: 2009-11
4a.1	4b.1c	4c.1c.1, 4c.1c.2	<ul style="list-style-type: none"> <li>• LISTSERV /e-mail/wiki</li> <li>• Meetings/conferences</li> <li>• Establish basic e-directory for A-SIG</li> </ul>	<ul style="list-style-type: none"> <li>• LISTSERV /e-mail/wiki</li> <li>• Meetings/conferences</li> <li>• Establish SMEs for major disabilities to serve as resources; identify in A-SIG directory; identify SMEs to entire STC membership</li> </ul>	<ul style="list-style-type: none"> <li>• LISTSERV /e-mail/wiki</li> <li>• Meetings/conferences</li> <li>• Add bios and photos to A-SIG directory; for SMEs who opt in, make data available to other professional organizations and, in Yrs 6-10, the general public.</li> </ul>
4a.2	4b.2a	4c.2a.1, 4c.2a.2	<ul style="list-style-type: none"> <li>• Web site: establish/expand product accessibility section</li> <li>• Newsletter: establish regular user-centered column, interviewing users with disabilities</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain, augment</li> <li>• Maintain</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain, augment</li> <li>• Maintain</li> <li>• Republish compilation of columns; make available within and outside STC</li> </ul>
4a.2	4b.2b	4c.2b.1	<ul style="list-style-type: none"> <li>• Web site: cross-link A-SIG and U-SIG Web sites to get maximum mileage out of product accessibility information</li> <li>• Newsletter: share columns with U-SIG; publish in both newsletters</li> <li>• STC: joint session with U-SIG</li> </ul>	<ul style="list-style-type: none"> <li>• Continue</li> <li>• Continue</li> <li>• Continue</li> <li>• Joint session with U-SIG at UPA Conference</li> </ul>	<ul style="list-style-type: none"> <li>• Continue</li> <li>• Continue</li> <li>• Continue</li> <li>• Continue</li> </ul>

Goal	Strategy	Programs/ Activities	Year 1: 2006-7	Years 2-3: 2007-9	Years 4-5: 2009-11
4a.3	4b.3a	4c.3a.1, 4c.3a.2, 4c.3a.3, 4c.3a.4	<ul style="list-style-type: none"> <li>• Publish in <i>Tieline</i></li> <li>• Continue role in STC and other conferences (see 4b.1a)</li> <li>• Update turnkey presentation on disabilities and accessibility developed for 53<sup>rd</sup> conference; post to STC Web site</li> <li>• Add a “push” dimension as well as “pull” to the Web site: publicize in newsletters of chapters and SIGs: reach 1/3 of communities</li> </ul>	<ul style="list-style-type: none"> <li>• Publish in <i>intercom</i></li> <li>• Continue</li> <li>• Initiate outreach campaign, presenting on accessibility at chapter meetings and regional conferences around the U.S. and the world, using the turnkey presentation</li> <li>• Reach another 1/3 of communities</li> </ul>	<ul style="list-style-type: none"> <li>• Another special edition of <i>Technical Communication</i> like the Feb 2006 edition themed on accessibility</li> <li>• Continue</li> <li>• Continue outreach campaign</li> <li>• Reach final 1/3 of communities</li> </ul>
4a.3	4b.3b	4c.3b.1, 4c.3b.2, 4c.3b.3, 4c.3b.4, 4c.3b.5, 4c.3b.6	<ul style="list-style-type: none"> <li>• “Push” Web site external to STC: UPA, ATTW</li> <li>• Publishing: publish in at least one professional journal outside STC</li> <li>• Conferences: see 4b.1a</li> <li>• Report results of external alliances in internal STC publications</li> </ul>	<ul style="list-style-type: none"> <li>• “Push” Web site external to STC: UPA, ATTW, other professional organizations</li> <li>• Publishing: publish in at least two professional journals outside STC</li> <li>• Continue</li> <li>• Continue</li> </ul>	<ul style="list-style-type: none"> <li>• “Push” Web site external to STC: expand to corporations</li> <li>• Publishing: expand by publishing in internal media of at least two corporations</li> <li>• Continue</li> <li>• Continue and expand by reporting results of corporate alliances as well</li> </ul>

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4a.3	4b.3c	4c.3c.1, 4c.3c.2, 4c.3c.3, 4c.3c.4	<ul style="list-style-type: none"> <li>• Thorough and timely reports to AP and Board of Directors</li> <li>• Participate in Leadership Day at conference</li> <li>• Brief STC Office staff on accessibility</li> <li>• Establish and fill office of Public Relations manager for A-SIG; develop PR program</li> </ul>	<ul style="list-style-type: none"> <li>• Continue</li> <li>• Continue</li> <li>• Brief STC Board on accessibility</li> <li>• Expand PR program; enter STC Public Relations competition; achieve a rating of Merit by 2009</li> </ul>	<ul style="list-style-type: none"> <li>• Continue</li> <li>• Continue</li> <li>• Provide keynote speaker on accessibility for international STC conference</li> <li>• Continue PR program; achieve a rating of Excellence or Distinguished in STC Public Relations competition by 2011.</li> </ul>
4a.4	4b.4a	4c.4a.1, 4c.4a.2, 4c.4a.3	<ul style="list-style-type: none"> <li>• Elect/appoint A-SIG officers as required for 2007-8</li> <li>• Update job descriptions, succession plan, transition plan, and election procedure as necessary to adjust to changes in culture and/or circumstances</li> </ul>	<ul style="list-style-type: none"> <li>• Elect/appoint A-SIG officers as required for following year</li> <li>• Continue</li> </ul>	<ul style="list-style-type: none"> <li>• Continue</li> <li>• Continue</li> </ul>
4a.4	4b.4b	4c.4b.1, 4c.4b.2	<ul style="list-style-type: none"> <li>• Draft A-SIG bylaws; get approved by membership, AP for Virtual Communities, and STC Board</li> </ul>	<ul style="list-style-type: none"> <li>• Share bylaws with other Virtual Communities</li> </ul>	<ul style="list-style-type: none"> <li>• Update bylaws as necessary to adjust to changes in culture and/or circumstances; continue to share w/ other communities.</li> </ul>
All	All	All	<ul style="list-style-type: none"> <li>• Submit entry in SIG CAA competition; achieve rating of Merit or higher</li> </ul>	<ul style="list-style-type: none"> <li>• Submit entry in SIG CAA competition; achieve rating of Excellence or higher</li> </ul>	<ul style="list-style-type: none"> <li>• Submit entry in SIG CAA competition; achieve rating of Distinction.</li> </ul>