

Three-Year Strategic Plan

Mission

To promote the profession by bringing technical communicators together and providing opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking, and international recognition.

Goals

The chapter's goals provide the basis for this strategic plan. Each objective contained in this plan flows from one or more of these goals.

1. Enhance the visibility and value of the profession by promoting technical communication.
2. Provide opportunities for our members' personal and professional growth.
3. Provide varied networking opportunities.
4. Provide recognition and awards

Chapter Strengths

- Communications networks (list serve, Web site, e-mail, newsletter, etc.)
- Many and varied experts within the chapter for meeting speakers
- Members participating at the Society level
- Flexible leadership committed to achieving chapter goals and objectives
- Current chapter budget
- History of successes (Chapter Achievement Award, newsletter award, public relations award, etc.)
- Membership growth
- Many former leaders still active
- Association with the Oklahoma State University student chapter
- Strong programming

Chapter Weaknesses

- Meeting accessibility problems (time, place) for members across state
- Lack of adequate recognition for accomplishments—chapter, individual, personal
- No venue for recognition of individual accomplishments (chapter, professional, personal)
- Not knowing where the technical communicators are in the state
- Not communicating consistently with newcomers to make them feel welcome and involved
- Lack of knowledge about current members' skills, needs, expertise, etc.
- Inadequate member participation
- No "new member" packet or brochure

- Lack of a formal Public Relations committee
- Lack of plan to adequately advertise the benefits of membership to members and non-members
- Lack of long-range program planning

Chapter Opportunities

- Electronic communications
- Profession is growing, and the perception of the profession is growing
- STC branding
- Diversity of membership and the profession
- Educational advances in technical communication
- Professional development and networking
- Meeting attendance incentives: prizes and drawing for national conference registration fee

Chapter Threats

- Lack of corporate support
- Geographic dispersion of membership
- Existence of other professional organizations
- Member apathy
- Leadership burnout

Objective #1: Improve chapter communications (internal to the chapter).

Strategies to meet the objective:

	Strategies	'08-'09	'09-'10	'10-'11
A	Perform membership survey			
B	Publish newsletter as specified in the Chapter By-Laws	X		
C	Hold regular Administrative Council meetings as specified in the Chapter By-Laws	X		
D	Develop e-mail list of all chapter members	X		
E	Enhance and republish the membership directory yearly			
F	Maintain list serve and web site	X		
G	Enhance list serve and web site	X		
H	Identify and evaluate new technologies for improved communications with members	X		
I	Document all procedures and processes for future reference and use			
J	Publish member handbook			

Objective #2: Improve community relations/communications (external to the chapter).

Strategies to meet the objective:

	Strategies	'08-'09	'09-'10	'10-'11
A	Design a comprehensive Public Relations plan			
B	Implement the Public Relations plan			
C	Develop an Ambassador Program			
D	Implement the Ambassador Program			
E	Develop member contacts across the state for disseminating chapter information to their communities and for feeding information back to the chapter			
F	Seek and obtain corporate sponsors			
G	Seek and obtain sustaining members			

Objective #3: Identify potential members by finding technical communicators across the state.

Strategies to meet the objective:

	Strategies	'08-'09	'09-'10	'10-'11
A	Host tool-based seminar(s) for members and non-members			
B	Develop questionnaire for employers			
C	Research state industries to determine audience for questionnaire			
D	Capture job bank company names and contacts			
E	Develop a referral program (incentives, prizes, etc) for both individual and corporate members			
F	Implement the referral program for both individual and corporate members			
G	Research old chapter directories for employers who have had members in the past			

Objective #4: Provide quality professional development opportunities.

Strategies to meet the objective:

	Strategies	'08-'09	'09-'10	'10-'11
A	Host tool-based seminar(s) for members and non-members	X		
B	Analyze and use survey results to develop relevant programs			
C	Coordinate at least one meeting per year with the OSU student chapter			
D	Develop a mentoring program			
E	Implement the mentoring program for new professionals			
F	Provide newsletter and meeting announcements to the OSU student chapter members	X		
G	Identify area technical communication educators (HS and college level)			
H	Invite area technical communication educators to meetings			

Objective #5: Provide regular meetings for members.

Strategies to meet the objective:

	Strategies	'08-'09	'09-'10	'10-'11
A	Provide adequate meetings to meet the needs of the chapter membership.	X		
B	Investigate the feasibility of creating a satellite in Tulsa, with OKC remaining the main chapter base.			
C	Invite one "expert" to hold a seminar for a state-wide meeting.	X		
D	Combine Christmas meeting with other communications groups.			
E	Have at least one joint meeting per year with the OSU student chapter.			

Objective #6: Develop a sense of community within the chapter.

Strategies to meet the objective:

	Strategies	'08-'09	'09-'10	'10-'11
A	Provide regular communication from the Advisory Board and President (at least once/week) on topics as wide ranging as new techniques, news from the STC office, etc., via email, snail mail, or phone call.	X		
B	Develop a calling committee to call and personally invite members to meetings.	X		
C	Ask for participation from less active members in monthly programs when possible.	X		
D	Provide e-mail reminders to all members the week before a meeting.	X		
E	Provide a member spotlight on various members, both online and in the newsletter.	X		
F	Provide meeting and PR notices to newspapers in communities where members live.	X		
G	Schedule "bull sessions" outside of regular meeting times for open discussion and networking.	X		

Objective #7: Develop a chapter financial plan.

Strategies to meet the objective:

	Strategies	'08-'09	'09-'10	'10-'11
A	Solicit input from chapter Treasurer.	X		
B	Develop a chapter budget.	X		
C	Develop a chapter long-term strategic financial plan.			
D	Develop corporate sponsorship plan.			
E	Implement corporate sponsorship plan.			