

STC Strategic Planning Meeting

28 July 2001

Attendees:

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| Ann Roy | Audrey Williams |
| Myra Day | Shannon Maggee |
| Ellen Lohr-Hinkel | Loanna Overcash |
| Sarah Egan | Anna Weaver |
| Brad Mehlenbacher | Erica Bruce |
| Caroline Brooks | |

Guests: Chris Benz

Welcome and Introductions

Ann Roy welcomed those in attendance and introduced Chris Benz, the Director Sponsor from Region 2.

Presentation of Chapter of Merit Award

Chris Benz presented the Chapter of Merit Award to Anna Weaver.

Some Thoughts on Combining Fun and Professionalism in Our STC Chapter

Chris Benz shared his suggestions on balancing professionalism and fun in the chapter. See Attachment A.

Strategic Planning Theme for 2001-2002

Sarah Egan explained our new theme: Today's Innovations, Tomorrow's Traditions. In the future, we will not repeat activities that have not worked for us. We need to find new students to groom for leadership positions and make this a continuous process so that STC@NCState becomes part of the graduate school experience.

Chapter Website Design

Caroline Brooks discussed content plans for the chapter site reminding the group that a strong online presence is expected. Based on this, she posed several suggestions to the group for making the site more interactive:

- Consider conducting online meetings (or teleconferences for those with limited Internet access) to improve meeting attendance
- Create an online calendar to track all activities
- Use interactive Java forms for potential members to complete online
- Include more about other related activities offered at State, i.e., IEEE, ACM, HCI
- Offer tutorials
- Provide links to tutorials with reviews of what each one offers
- Provide other tools to help people

Incorporating these things into our site will also allow members of the chapter to do the on-line tutorial training and gain experience with software, etc.

Another issue came up during this discussion. Sarah mentioned that posting alumni information on our site without permission of each person could cause problems. Several suggestions were made as to how to get around this, including giving opt-out information to remove your name from the list, or creating an alumni coordinator.

Strategic Planning for 2001-2002

Ann Roy led the group through the following list of activities, soliciting ideas on each topic. Ideas that were generated are bulleted below the item and left blank if none were given. If you have additional suggestions, please contact Ann Roy and the "Responsible Officer" (s) listed for the item.

1. Hold a new-member orientation meeting or other activity specifically for new members (*membership and member services*). Responsible Office: Membership CM
 - STC will meet at Bruegger's August 22 and 23

- Shannon Magee will promote scholarships
 - Pass out fliers
 - Go to class and target undergraduates
2. Conduct a membership drive or other activity specifically to attract prospective members (*membership and member services*). Responsible Office: Treasurer and Membership CM - Shannon Magee and Rebecca Bessinger
 - Orientation for new TC grad students August 16, 2001
 - Provide incentives for bringing a new member to a meeting
 3. Hold a minimum of five substantive program meetings (speaker or panel discussion, as well as chapter-wide social functions) per year (*programs*). Responsible Office: Programs CM - Erica Bruce
 - Conduct joint meetings with the Carolina Chapter
 - Telephone Seminars
 - Have Chris Benz make a presentation
 - Give an overview of relevant conference/seminars that people have attended
 4. Publish a calendar of activities for the chapter year (*programs*). Responsible Office: Newsletter Editor - Myra Day
 5. Send one copy of each newsletter issue, or notification of online publication of each issue, to the newsletter editors of each student chapter in your region and your director-sponsor (*chapter communication*). Responsible Office: Newsletter Editor - Myra Day
 6. Maintain a Web page, mailing list, or other Internet presence for your chapter (*chapter communication*). Responsible Office: Membership CM and Webmaster - Rebecca Bessinger and Caroline Brooks
 7. Conduct a local member recognition program, such as "Member of the Year," or give at least one distinguished chapter service award (*recognition programs*). Responsible Office: President and Nominating CM - Ann Roy and Ellen Lohr-Hinkel
 - President's Award
 - Membership Motivator
 8. Share information in a chapter meeting from another chapter's meeting, a regional conference, or another professional organization (*society and regional participation*). Responsible Office: President or any member
 - Information from a chapter meeting
 9. Provide a committee member for a multi-chapter, regional, or Society activity (*society and regional participation*). Responsible Office: Any member
 - No opportunities in the immediate future - will know by Spring
 - Participation in upcoming conference in April
 10. Submit an article about STC (other than meeting announcements) to local media (*expanding community*). Responsible Office: Public Relations CM - John Wilson
 - Potential media includes: **Carolina Woman** and the **Triangle Business Journal**
 - Cat Warren's internship program - Shannon Magee made a recommendation regarding this
 11. Have and employ a transition plan for chapter officers and committee managers when new chapter leaders take office (*leadership*). Responsible Office: Vice President
 - Sarah Egan created notebooks that pertain to each office. Keep any relevant information in these notebooks so that the person coming in after you will have a record of what you did.

12. Be represented by one or more chapter members at a multi-chapter or regional leadership training program, or at the chapter leaders' workshop at STC's annual conference (*leadership*). Responsible Office: President - Ann Roy
13. Submit written reports of chapter activities to your director-sponsor at least three times a year (administration). Responsible Office: President - Ann Roy
14. Conduct annual elections using a nominating committee and tellers' committee (*administration*). Responsible Office: Nominating CM - Ellen Lohr-Hinkel
 - The tellers' committee can be ad-hoc consisting of persons unassociated with STC@NCState to count the votes.
15. Conduct a program activity other than regular chapter meetings, such as a joint meeting with another organization (can be a campus club or related group) (*programs*). Responsible Office: Programs CM - Erica Bruce
 - Joint meeting with NCSU HCI group
16. Publish four or more newsletters (*chapter communication*). Responsible Office: Newsletter Editor - Myra Day
 - Include research content in the newsletters
 - Get student's contributions to help make the newsletter more interactive
17. Submit an entry in a technical publications competition, technical art competition, online communication competition, or college-level writing competition (*recognition programs*). Responsible Office: Any member
 - Get faculty members to identify papers that might be contenders
 - Include a byline on this in the first newsletter
18. Have chapter members participate in multi-chapter or regional activities (such as attending meetings of a statewide president's council or sharing resources with nearby chapters); or have a member of your chapter make a presentation at another chapter's meeting, at any regions' regional conference, or at STC's annual conference (*society and regional participation*). Responsible Office: Any member
 - Participate in multi-chapter or regional activities. Chris Benz will let us know more about opportunities, as they become available.
19. Provide technical communication services for your chapter's college or university, or for a nearby college, university, or community organization (*expanding community*). Responsible Office: Education CM and Public Relations CM - Audrey Williams and John Wilson
 - Shannon Magee has designed a brochure that might meet this need.
20. Have chapter members participate in a technical communication-related event (such as staffing a booth or speaking at a conference, career day, or science fair) at your college or university, or at a local high school (*expanding community*). Responsible Office: Education CM and Public Relations CM - Audrey Williams and John Wilson
 - Volunteers will be solicited closer to the time of the next STC Conference. Chris Benz suggested the possibility of teaming with another student chapter to help support an activity.
21. Conduct a community service activity other than those listed above (*expanding community*). Responsible Office: Vice-President - Caroline Brooks
 - Carolina Brooks suggested working with non-profit organizations and possibly conducting a meeting discussion based on our individual experiences with volunteer work.
22. Participate in a technical communication mentoring, internship, or intern program (expanding community). Responsible Office: Membership CM - Rebecca Bessinger
 - President's Mentors (pair up new students with member who have been in the program for a year)

- In order to formalize a mentoring program, a title for the program is needed - like the one suggested above. Send other ideas to Ann and Rebecca.
23. Have chapter bylaws, make sure they are reviewed by STC's bylaws committee, and publish them for chapter members (leadership). Responsible Office: Vice-President and Treasurer - Carolina Brooks and Shannon Magee.
- Chris Benz will pull the bylaws from other Student chapters for us to use as guidelines.

Job Descriptions

Anna Weaver discussed the job descriptions of each officer, stressing that each description is negotiable - except that of the Treasurer! She encouraged each officer to delegate work relating to projects and to find others to help. More options and/or direction can be given if needed. Any questions, comments, or concerns should be directed at Ann Roy, Sarah Egan, and Anna Weaver.

As sidebars to this discussion, Audrey Williams mentioned her interest in becoming an Employment Coordinator for the group. Shannon Magee will be sending e-mails to those officers who are planning programs for the upcoming school year to get an estimate of how much each program will cost. Chris Benz also suggested that we keep track of how much time it takes to plan a project so that the person after you will know what to expect.

Updating E-mails

The following list contains the most recent e-mail addresses we have for the officers:

Chris Benz - Director Sponsor - cjbenz@unforgettable.com
 Ann Roy - President - cordaroy115@mindspring.com
 Anna Weaver - Immediate Past President - alweaver96@earthlink.net
 Caroline Brooks - Vice-President - brooks_caroline@yahoo.com
 Shannon Magee - Treasurer - smagee2@nc.rr.com
 Ellen Lohr-Hinkel - Nominating Committee Manager - froschkoenig56@mindspring.com
 Myra Day - Newsletter Editor - dmdiimgd@hotmail.com
 Erica Bruce - Program Committee Manager - ebruce@nc.rr.com; geek_sensi@hotmail.com
 Audrey Williams - Education Committee manager - at_williams@hotmail.com
 John Wilson - Public Relations Committee Manager - wilsonjohnr@hotmail.com
 Rebecca Bessinger - Membership Committee Manager - rkbessin@unity.ncsu.edu
 Sarah Egan - Faculty Chapter Coordinator - sarah_egan@hotmail.com
 Dr. Brad Mehlenbacher - Faculty Advisor - brad_m@unity.ncsu.edu
 Loanna Overcash - Secretary - lovercash@isa.org

Please send any corrections or updates to Loanna Overcash.

Orientation for New Students

An orientation for new students will be held on 16 August. Sarah asked for ideas of information to include in new student packets. The following suggestions were made:

- Class descriptions
- Directions to places on campus
- Parking/bus schedule
- Obtaining a Student I.D.
- Accessing your e-mail account
- Lab hours and information about where to go for specific software
- E-mail list for students and faculty
- How to sign up for list-serves
- Local places to eat (and drink)

Conclusion

Before wrapping up the meeting, Ann Roy asked for ideas about PR for the chapter. PR is communicating about the chapter to the outside world. We need to come up with some ideas of how to do this - please send any suggestions to John Wilson and cc Ann Roy. Ann also asked that people cc her when they email other committee members with their ideas and suggestions to ensure that all comments are given proper attention and follow-up.

Ann Roy thanked everyone for being there and after a group picture was taken, the meeting was adjourned.

Attachment A: Chris Benz's Suggestions on Balancing Fun and Professionalism (see below)

STC: Balancing Professionalism and Fun in Chapter Activities

- ❑ This is *your* chapter. While there are a few requirements to maintaining official chapter status, most of your activities are up to *you*.
 - What does your chapter do well?
 - What does your chapter want/need to do better?
 - Are you doing the things you *want* to do? The things you think you *should* do? The things that have always *just been done*? Why do them?
 - Does your chapter have any activities dedicated to fun? Do you incorporate fun in all activities?
 - If *you're* not having fun as a leader, then your members probably aren't having fun as members.

- ❑ Recognize that the two strongest STC offerings are professional development and camaraderie/personal support. What do *you* want out of STC? Are you a giver, a taker, or a balance?

- ❑ Lead in ways that suit your style. What role do you prefer?
 - Leader or caretaker?
 - Mentor or parent?
 - Team leader or team member?
 - Entrepreneur or public company CEO?
 - Grandparent or parent?
 - Work supervisor or volunteer leader?

- ❑ Don't burn yourself out:
 - BALANCE.
 - Do things you like.
 - Do things you believe in.
 - If you don't like or believe in something, motivate someone who does.
 - If you can't motivate someone to take on the task as a volunteer, then either drop the task or pay someone to do it.
 - Don't try to do everything yourself; DELEGATE!
 - Compare notes/partner with other chapters; use other people's successes and bases for your own.
 - Your first step when assuming a leadership role is to identify and start grooming your successor. Who will *you* succeed?
 - Don't perspire; inspire!

- What are your personal goals?
 - Learn or teach?
 - Use existing skills or develop new ones?
 - Writing and editing.
 - Graphical, instructional, interaction design.
 - Analytical abilities.
 - Project management.
 - Management in general.
 - Interpersonal.
 - Creativity and innovation.
 - How can you align your chapter's goals with your personal ones?
- How do you want to change the world? How do you want the world to see you?
- Set goals that stretch your capabilities, but not so high that they are unreachable.
- Celebrate success, but embrace and learn from failure. Don't make failure a personal issue.
- Recognize, reward, and congratulate.