



SOCIETY FOR TECHNICAL COMMUNICATION

## STC Community Re-Chartering

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

Los Angeles Chapter

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

Los Angeles STC

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

Los Angeles STC (LASTC) strives to be the leading local source for technical communication professionals seeking career development and networking opportunities.

**4. 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 1-3 for each goal)  
What programs and activities will your community offer to implement your strategies? (list at least one for each strategy)**

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**Goal:** Enhance members' skills and knowledge of industry trends and technology trends.

**Strategies to implement this goal:**

- Offer gatherings (meetings, workshops, etc.) on specific skill development topics
  - ✓ Offer topics on practical or product-related skills
  - ✓ Provide hands-on practice
- Disseminate info related to technical communication
  - ✓ Post information of value (such as articles, tips, Q&A) on the chapter web site
  - ✓ Continue producing and sending a community newsletter
  - ✓ Continue maintaining the LASTC.org web site

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- ✓ Summarize STC remote (web/telephone) seminars for dissemination to community members
  - ✓ Research ways STC remote seminars can be replayed at meetings
  - ✓ Provide opportunities (wiki, forum, etc.) for knowledge sharing and mentoring among members
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**Goal:** Support members' career development.

### **Strategies to implement this goal:**

- Get managers' and recruiters' perspectives
    - ✓ Have managers and recruiters write tips for newsletters (possibly in a Q&A format)
    - ✓ Have managers and recruiters present opportunities at meetings
  - Offer soft-skills workshops
    - ✓ Portfolio review
    - ✓ Resume review
  - Promote career opportunities
    - ✓ Continue the LASTC job bank
    - ✓ Continue providing volunteer opportunities that allow members to enhance various skills
    - ✓ Research feasibility of offering members use of a professional domain name for email messages (LASTC\_member@ProfessionalDomainName.com)
  - Help members to get published in Intercom
    - ✓ Encourage members to develop and submit articles
    - ✓ Provide editorial support
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**Goal:** Provide networking opportunities that allow the Los Angeles technical communication community to establish relationships with other people interested in the field.

### **Strategies to implement this goal:**

- Hold meetings
  - ✓ Allocate networking time during meetings

## Los Angeles STC Re-chartering

- ✓ Arrange networking activities (such as “how to network”)
  - Hold informal networking events
    - ✓ Arrange events (such as coffees or buy-your-own meals) in various locations
    - ✓ Encourage moderated topics or themes (without formal speakers)
  - Co-sponsor meetings with other professional organizations
    - ✓ Other local STC chapters
    - ✓ Other organizations such as ASTD or AMWA
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**Goal:** Promote awareness, value, and expertise of the technical communication profession.

### **Strategies to implement this goal:**

- Promote the LASTC job bank
    - ✓ Have managers write tips for newsletters
    - ✓ Publicize this free service to local companies
  - Contact local companies
    - ✓ Educate companies about position titles that might overlap with technical communication (business analyst, etc.)
  - Conduct public events that promote the profession
    - ✓ Sponsor tables at job fairs or colleges
    - ✓ Offer a resume and cover letter review service
    - ✓ Offer free editing
  - Mentor students
    - ✓ Make presentations to schools to promote awareness of the technical communication profession
    - ✓ Arrange social events (meetings or coffees) on- or off- campus
    - ✓ Offer scholarships
    - ✓ Offer tutoring
    - ✓ Sponsor a student competition
    - ✓ Offer internships/job shadowing (Bring Your Kid to Work Day)
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## Los Angeles STC Re-chartering

**Goal:** Maintain the organization's viability.

**Strategies to implement this goal:**

- Balance expenses and revenues
  - ✓ Obtain sponsors to underwrite activities
  - ✓ Evaluate publishing an online-only newsletter
  - ✓ Evaluate web-based technology for activities
  - ✓ Identify opportunities for meeting arrangements that reduce or eliminate fixed costs
  - ✓ Consider reducing the number of meetings
  - ✓ Evaluate the effectiveness of current publicity efforts (such as postcards for each meeting)
  - ✓ Use web sites (such as Yahoo Groups or Craigslist) for announcements
- Increase membership
  - ✓ Market the group
  - ✓ Identify companies and ask them to sponsor employees' memberships, or become a corporate member
  - ✓ Host hospitality meetings
  - ✓ Contact students
  - ✓ Work with local technical communication educational program instructors (UCLA, USC, Cal State Long Beach)
  - ✓ Develop new, effective ways to advertise ourselves
  - ✓ Use personal contacts to encourage nonmember participants to join STC
- Increase participation in community events
  - ✓ Convey the effort required to organize events, and encourage ownership of events by members
  - ✓ Define volunteer tasks in manageable chunks
  - ✓ Analyze the location and time of events
  - ✓ Solicit and publicize vignettes that demonstrate the value of LASTC membership
  - ✓ Establish a process to welcome newcomers
  - ✓ Assign table hosts for meetings
  - ✓ Request pledges to attend events/meetings

## Los Angeles STC Re-chartering

- ✓ Contact “top name speakers” that may attract a larger audience
  - ✓ Write attention-grabbing announcements
  - ✓ Discover new, effective ways to advertise ourselves
  - ✓ Increase personal contact with infrequent attendees
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### **5. What has been your average annual cost of operating your community over the last three years?**

2002-2003: \$11,250

2003-2004: \$15,117

2004-2005: \$15,859

### **6. Describe the members whom you hope to attract to your community.**

We want to attract:

- Practicing technical communicators seeking professional growth and networking opportunities in the Los Angeles area
- Potential technical communicators, including students
- Corporate members
- Recruiters
- Employers

We want to draw from a wide variety of industries, including:

- Aerospace
- Biotech
- Computing
- Entertainment
- Finance
- Government
- Insurance
- Manufacturing
- Pharmaceutical
- Real estate

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We want our members to represent a variety of job titles, including:

- Technical writer
- Usability specialist
- Documentation manager
- Technical editor
- Information developer
- Documentation specialist
- Business analyst
- Knowledge management specialist
- Communication specialist
- Technical communicator
- Technical illustrator
- Manager of a technical communication department
- Teacher of technical information
- Web designer
- Marketing communications specialist

We want members who work in a variety of media, including:

- Illustrations
- Video
- Multimedia
- Online help systems
- Web sites
- Print media

### **7. How will your community provide value to the larger STC community and further the overall goals of the Society?**

LASTC will continue to provide value by:

- Regularly assessing our members' wants and needs, and accommodating them with appropriate activities and resources.
- Promoting STC's values, mission, and guiding principles.
- Increasing the visibility of the profession.
- Sharing information with other STC chapters in the Southern California area and in Region 8.

### **8. List names of community members who took part in this re-chartering process.**

Pam Wilkes, Rechartering Committee Chair

Karen Bergen  
Dee Camacho  
Sasha Faynor  
Joe Fields  
Nels Hanson

Stanley Hansrajh  
Tom Myers  
Mardi Rollow  
Li-At Ruttenberg  
Melissa Stoller

Betsy Suttle  
Kerry Tani  
Marcy Tichacek  
Raymond Urgo