



Society for
Technical
Communication

2017 Offsite

Member Data Analysis and Activity Levels

W.C. Wiese

1

Participation Trends



Observations 2017

- Full Adco structure – a positive
- Officers are young career professionals – essential for growth and participation
- Employment opportunities/mentorship are benefitting many recent grads
- Program quality is critical – discriminator and key value of membership
- Support for FTC is key to chapter's future – mentorships and relationships are critical differences
- Retirements and 2018 Host Chapter role?



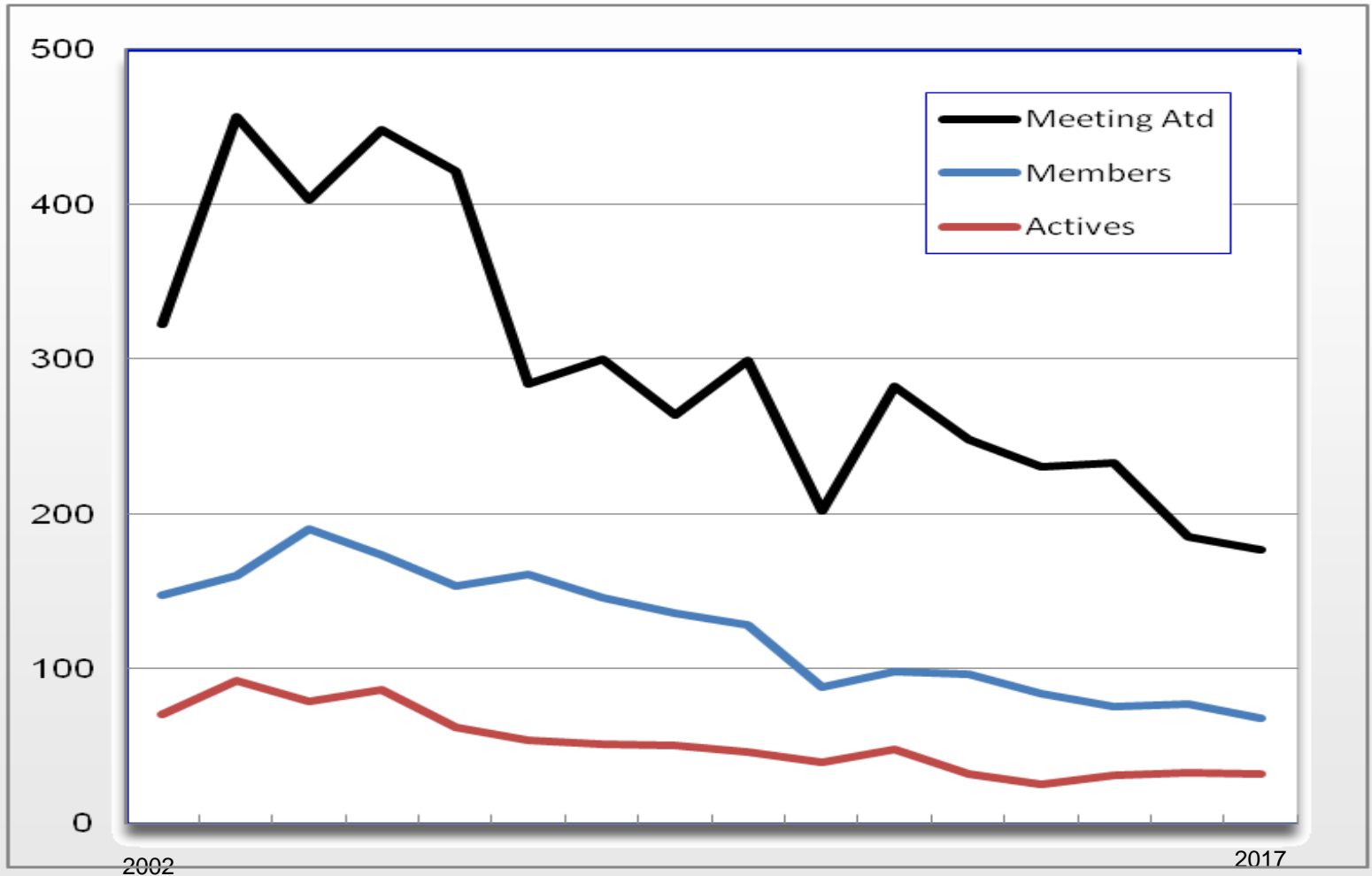
We continue to reflect the best of STC

Program Data – 2016-17

Meet	Program	2017	2016
Aug	Library Networking Event	10	11
Sep	Global Content Strategy Webinar – Abel	17	19
Oct	Jumpstart Your Technical Skills - Paz	18	18
Nov	Surviving a Tech Comm Layoff - Coe	6	19
Dec	Holiday Social Dinner	0	15
Jan	Content Management - Molisani	15	19
Feb	Ethics of the Columbia Disaster - Dombrowski	14	26
Mar	Employment Panel	13	14
Apr	UCF Picking a Path Progression	29	19
May	Jumpstart Your Tech Knowledge - Coe	13	16
Jun	Awards Dinner	21	16

Average attendance = 17.7 (from 18.5) for 10 meetings

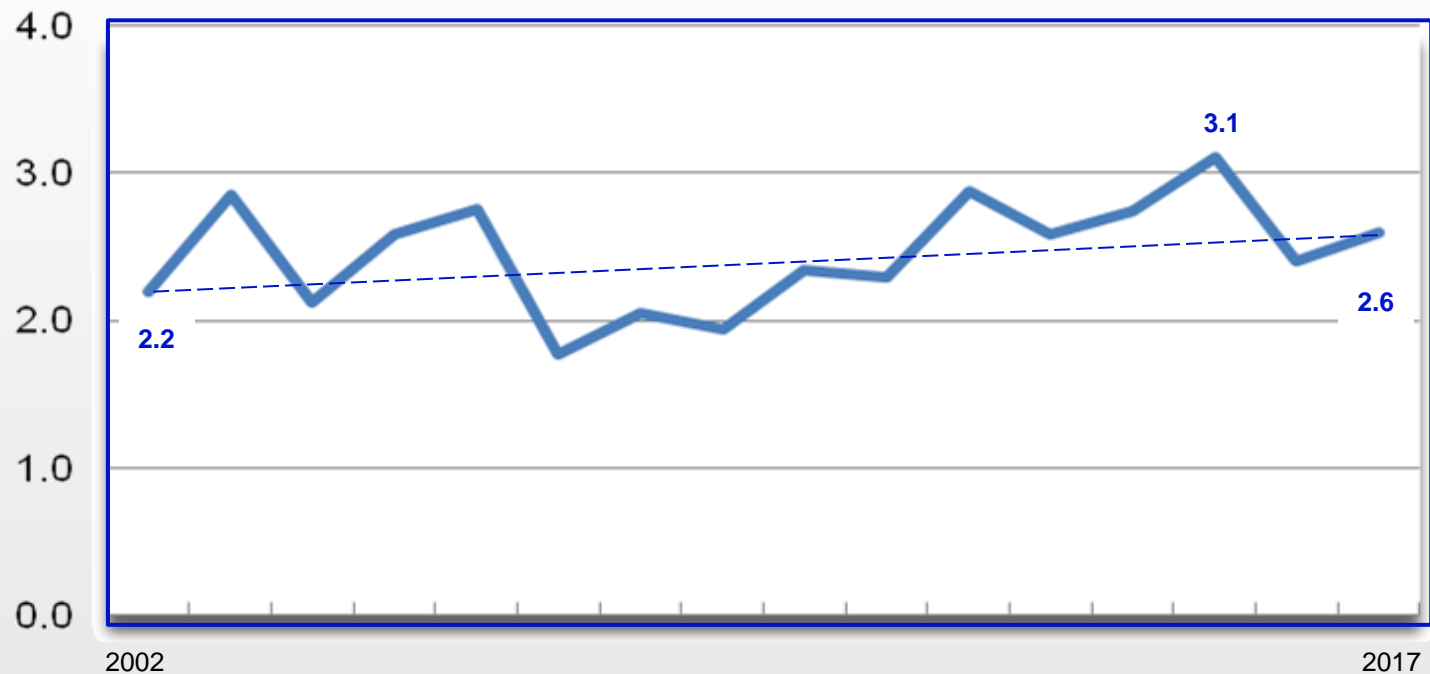
Membership Trends



Declines continue, but actives increased last year

Reason for Hope?

Average Meetings Per Member



177 member-meetings in 2016-17

2

Active Membership



Active Membership Trend

- 13 shirts in 2017
- 13 in 2016
- 13 in 2015
- 18 in 2012



Points Plan

Activity	Point Value
Attend Chapter Meeting	1
Chairman/Officer	0.5 for Office + 0.5 for attending AdCo
Present a Meeting Program	2
Represent OCF Chapter to Class or Another Chapter	1
Serve as a Mentor/Month	1
Serve as a Judge/Month	1
Articles for MTM	1
Secure a New Member	1



Keep opportunities visible!