Society for Technical Communication

Geographic Community
Achievement Award Application for 2014

Instructions: To complete this application, consult community records and other information about activities performed during the evaluation period (that is, between 1 January and 31 December 2014).

The deadline for submission is 27 January 2015. Information on how to submit the application is included on page 2.

Complete the appropriate sections of this application for the type of award for which you are applying.

For **Community of Merit**, complete sections **1, 2, and 3.**

For **Community of Excellence**, complete sections **1, 2, 3, and 4.**

For **Community of Distinction**, complete sections **1, 2, 3, 4, and 5.**

For the **2014** evaluation period (January 1–December 31), **all** Merit, Excellence, and Distinction criteria require supporting material. For details, see page 4.

Ctrl+Click a button below to go to that section.

Button	Section
Community Info	Section 1: Community Information
Initiatives	Section 2: Initiatives
Merit	Section 3: Chapter of Merit Award Activities
Excellence	Section 4: Chapter of Excellence Award Activities
Distinction	Section 5: Chapter of Distinction Award Activities

Completing the Application

Suggestions:

- Assign a Community Achievement Award manager from your community. This person should keep track of all communities' activities, be able to receive progress and reports of community leaders, and document the activities.
- Start tracking activities in January of the application year, if possible.
- Use this form as a planning tool for what you want to accomplish throughout the year.

Requirements:

- Complete the form in **Word** and submit a Word document. PDFs, Google Drive versions, or other formats of the *application* WILL NOT BE ACCEPTED. The Community Achievement Awards Evaluation Committee (CAAEC) needs the Word format to comment and collaborate while evaluating.
- Compile supporting materials. Supporting materials are acceptable as PDFs, hyperlinks, links to Google Drive or other cloud website.
- Complete the section(s) for the award level for which you are applying. Read the criteria in each section, as you may have activities in the Merit through Distinction sections, and may be able to get credit for these items.
- Zip all files, including the application, into a single .ZIP file (if you are sending a CD and they fit without zipping, that is fine).
- Send the files to the office, either via
    - An e-mail attachment to Elaine Gilliam at Elaine.Gilliam@stc.org AND stc.caa@gmail.com
    - A single CD (please email Elaine for mailing instructions)
      Note: *If you send a CD, the office will forward the files to the Community Achievement Award Evaluation Committee by e-mail, so there is no need to generate multiple copies of the CD. Please allow sufficient time for mailing.*
- Send the application in on time. *Applications must be received by* 27 January 2015, *11:59 pm Eastern Standard time.*

IMPORTANT: The committee acknowledges receipt of all applications. If you do not receive confirmation of receipt within two business days of your submission, it is your responsibility to contact Elaine.Gilliam@stc.org or stc.caa@gmail.com to make sure the committee received your application.
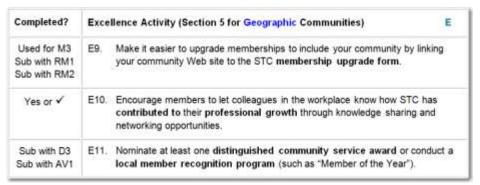
Substitution of Activities

Note: For activities on lower-level lists, if you cannot complete an item, you may substitute other activities, except where noted. You may substitute in two different ways:

- **2 for 1: Substitute two activities from a higher level.** One option is to complete *two* activities beyond the level that you are working toward as follows:

    – *For a **Merit** criterion, you must complete **two** activities from the Excellence or Distinction section for each item you cannot complete at the Merit level.*

    – *For an **Excellence** or a **Distinction (Required)** criterion, you must complete **two** activities from the Distinction section for each item you cannot complete at the Excellence and Distinction (Required) levels.*

    – You **cannot use** a criterion **more than once**. For example, if you substitute two Excellence criteria for a Merit item, those two Excellence items must have substitutions from the Distinction level. If you substitute a Merit criterion with two Distinction (Optional) criteria, then no further substitution is required.

    – ***Note:*** *No approval from the* Community Achievement Award Evaluation Committee *(CAAEC) is required for this type of substitution.*

- **1 for 1: Substitute other activities.** If you have an innovative activity that you think may achieve STC goals, you can submit that activity to the CAAEC to have its acceptability appraised (stc.caa@gmail.com).

    – ***Note:*** *Submit your innovative activity early and include the approval with your application.*

- **CAAEC Substitution:** The evaluation committee will make substitutions where necessary and appropriate.

When a higher-level item is used for a lower-level one, put "Used for" and the item number it is being substituted for in the **Completed?** column. Put "Sub with" when substituting higher-level criteria for a lower-level one. (Criteria numbers are examples only.)

Completed?	Excellence Activity (Section 5 for Geographic Communities)	E
Used for M3 Sub with RM1 Sub with RM2	E9. Make it easier to upgrade memberships to include your community by linking your community Web site to the STC **membership upgrade form.**	
Yes or ✓	E10. Encourage members to let colleagues in the workplace know how STC has **contributed to their professional growth** through knowledge sharing and networking opportunities.	
Sub with D3 Sub with AV1	E11. Nominate at least one **distinguished community service award** or conduct a **local member recognition program** (such as "Member of the Year").	

E9 is substituted for M3. Remember: E9 needs two replacement activities to qualify for an Excellence Award, for example, RM1 and RM2.

E11 was not completed. Substitute activities were D3 and AV1.

A community must **check off all the items** on a checklist or **provide appropriate substitutions** to receive any award.

Supporting Materials

All Merit, Excellence, and Distinction criteria require supporting material. Supporting materials may be a link to a Web page, a write-up of up to100 words, or an included PDF document.

Supporting Materials Requirements

- All supporting materials must be electronic, either files or written descriptions.
- Files may be on a CD, within a .ZIP file, or on a website(***Note:*** *Links to your website must work at the time of application judging or the item will be discounted*). You may link to files on Google Drive or other cloud site, provided the CAAEC does not need to log in.
- When using files, provide hyperlinks from the criteria cells.
- When using descriptive write-ups, place them within the criteria cells (≤ 100 words).

Supporting Materials Examples

- Descriptive write-ups provided by the applicant
- Copies of email proving that your community completed the activity
- Hyperlinks to Web pages – ensure the evaluation committee does not need to log in
- Newsletters
- Meeting announcements
- Correspondence
- Press clippings
- Screen shots of event notices or activities

Note: *Materials for the Communities of Distinction may be displayed at the annual Summit.*

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SECTION 1: Geographic Community Information

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Community name: Orlando Central Florida Chapter STC

Community president's name: Debra Johnson

Community size as of 31 August 2014:   66

Note: Contact the STC office or search the STC website for community size information.

I submit this application for the community achievement award on behalf of my geographic community. To the best of my knowledge, this information is accurate.

Submitter name: redacted

Submitter position: Chapter Achievements Manager

Submitter member number: redacted

Submitter e-mail address: redacted

Submitter daytime phone number: redacted

[For non-North America submitters] **GMT time zone offset:**

Community website: http://www.stc-orlando.org/

Anticipated Award Level: Merit   Excellence   **Distinction**

SECTION 2: Initiatives

A community applying for *any* achievement award must complete this section.

This information helps the CAAEC evaluate your community's strengths.

Note: Supporting documents are not required for this section.

Describe any initiatives you took during the year that support your community's strategic goals. For example, if you conducted a community publications competition, or if you found a new way to recognize distinguished members, note it here.

Initiative 1: Updating chapter media and communications.

As technical communicators, we want to keep up with technology and changing times. Therefore, our chapter dedicated itself to modernizing its communications and updating chapter media to reflect the continued growth of our chapter. Besides our regular monthly web updates, we also updated our Mentoring Program page to reflect current initiatives. Last year, our webmaster, Jon Kessler, debugged the installation of Wordpress on stc-orlando.org so that images can be uploaded directly to our server, and we have made extensive use of that capability in 2014 with our photographs of meeting highlights.

At our Leadership Retreat in July (LD2), the AdCo considered our various communication options for conveying information to our membership, leadership team, and interested non-members. Our Facebook and Twitter accounts allow either push and pull access to chapter announcements. We have three active mailing lists: Administrative Council only, members only, and all-interested. The Society listservs were experiencing problems during the year, which we helped troubleshoot when we brought them to the Society's attention. Our webmaster was able to create an innovative mailing list using tools available from our web-hosting service, so we were able to maintain uninterrupted communications with various stakeholders until the Society-level listservs were fixed.

We continue to work to improve our website. In 2015 we expect to make major changes, and at the Leadership Retreat in July 2014 we discussed the possibility of accepting Society hosting as it becomes available. When we received our budget approval for the 2015 budget, Society web hosting was one of the items suggested by the Finance Committee, so we are in sync on that issue with Society initiatives. We hope to better represent the technical communication profession and attract new members with our updated site.

In 2014, the Orlando Central Florida Chapter made two other key improvements to our overall communications:

1. Created a private Facebook group for our mentoring program's mentors and mentees.
2. Established a mailing list to send notices about our monthly newsletters to chapter leaders in other STC communities

We use Eventbrite to automate our RSVP process, and in 2014 we continued to refine our use of Eventbrite to take advantage of various methods of payment and to enable event reminders that can include directions to the meeting. Eventbrite also accommodates donations to the chapter (in general) or to the chapter's Rising Stars educational outreach fund.

Initiative 2: Understanding and meeting member needs.

Throughout 2014, chapter leaders committed themselves to providing several key improvements to chapter practices by inviting the opinions of members and nonmembers alike and facilitating growth in our community. In 2013 we had moved our meetings to a sponsored location at Wyndham Vacation Ownership's corporate office, but we found the location to be inconvenient for many to access, nice though it was. So in 2014 we rethought our meeting needs when the space was no longer available, and rather than seek another sponsored (but possibly unsuitable) location, we decided to return to our centrally located traditional meeting place to give easier access to attendees from all over our membership area and especially to make it easier for students to attend. We were able to make room for the space rental in our 2015 budget, so we anticipate continuing this practice.

In 2014 we conducted a program topics survey (E1) to ascertain the topic preferences of our attendees. Using the results of that survey, which we published on our website, we were able to schedule programs in 2014 that followed our attendees' interests. For example, the number one choice in our survey was Usability, so we invited a noted speaker on the topic, Karla Kitalong, to present a program to the chapter ("It Has to be Usable to be Useful"; November 2014).

Using the results of a prior survey, the 2012 State of the Chapter Survey (E1), as a guide, chapter leaders were able to assess member needs while making decisions throughout 2014. Specifically, we were able to work with members to provide convenience, accessibility and availability, incentives, and an improved meeting experience for members and leaders.

Incentives. At our annual *Washlines* meeting in August (AV3), we provided meeting notes from a broad range of technical communication topics for all attendees. In addition, our active member shirts encourage members to become active in the chapter (E5, CH3).

Improved meeting experience. As part of our active membership program, we collect and maintain metrics on attendance and participation, which allows us to track and select topics with demonstrated appeal to the membership and a high response from non-members.

Initiative 3: Working with Other Communities.

Our chapter set out this year to not only improve our own plans and communications but also work with other chapters, share in our successes, and grow as a society.

To do this, Orlando Central Florida Chapter leaders have been in contact with leaders of other chapters such as Chicago, Rochester, Canada West Coast, Philadelphia Metro, and Suncoast. We often share meetings and conference announcements and overall remain in good standing with one another.

Our newsletter announcements are shared with leaders from 36 other communities, and we welcome them to send us their newsletters so we can benefit from their programs and experiences. We are in close communication with the Suncoast chapter leaders as they are a part of our listserv, and Suncoast President Michele Ladner sometimes attends our Leadership Retreats to collaborate on ideas.

Our mentoring program chairs, Dan Voss and Bethany Aguad, continue to respond to requests from other communities for information on setting up professional-to-student mentoring programs. We were pleased to learn in December 2014 that the STC-France chapter was reestablishing its student mentoring program, due, in part, to guidance received from Dan and Bethany in October and December of 2013.

The STC/Sigma Tau Delta organizational alliance that the Orlando Central Florida chapter contributed to establishing in 2013 continued through 2014. Indeed, one of our 2014–2015 chapter student members and a mentee in our mentoring program joined STC under the Sigma Tau Delta alliance when she was a student a Stetson University in Deland, FL (the second student not at the University of Central Florida to join our program, who has subsequently enrolled in the graduate program in technical communication at

UCF).

Initiative 4: Providing support for students and educators while fostering a passion and deeper understanding of the Technical Communication profession.

Since beginning its mentoring program in 2003, the Orlando Central Florida Chapter has continued to focus its efforts on the upcoming generation of technical communicators. 2014 provided a number of new avenues to further expand our multi-year education initiative:

- This year, our mentoring program has seven mentees, five in the UCF undergraduate tech com program, one in the UCF graduate tech com program (who came in from Stetson University), and one recent graduate.

- Mentor program chair Dan Voss granted in-depth personal interviews about the technical communication profession to UCF and DeVry students.

- Dan Voss served as an "interim mentor" to one UCF student by helping guide her and encouraging her to join STC until the mentoring kickoff when a mentor with closer skills sets and interests could be found. Since this proved to be a successful relationship, interim mentoring may be employed again by the Orlando Central Florida chapter if necessary, such as if we pick up a new mentee mid-year within the program.

- Our longstanding Melissa Pellegrin Memorial Scholarship for Excellence in Technical Communication, awarded annually to an outstanding undergraduate and graduate technical communication student at the University of Central Florida, celebrated a major milestone in 2014 when, for the first time, the scholarships were funded by earnings from a perpetual endowment with the UCF Foundation that we established several years ago and which "matured" and began generating earnings in 2014. (See http://memotomembers.stc-orlando.org/?p=1258 article.) The scholarship was established in 1997 to honor the memory of a UCF graduate (1994) and STC-Orlando chapter member who served on our Education Committee and who personified excellence in the profession.

- The Orlando Central Florida Chapter and Future Technical Communicators (FTC) at UCF, sponsored by Lockheed Martin Missiles and Fire Control, are spearheading an educational outreach initiative to assist the curriculum coordinator, reading specialist, and faculty of Ocoee H.S. to improve their students' when measured against national "anchor" writing standards. Drawing upon a range of STC and academic communities, we are compiling a database of technical communications tenets and processes that can assist the Ocoee faculty as well as instructional materials to use with their students. This initiative continued into 2014. In 2014, Education Committee co-manager Lisa Bottomley developed an elegant and user-friendly "collection site" into which chapter members uploaded concepts in technical communication and instructional materials keyed to Common Core writing standards. To date, our outreach has included FTC, our Orlando Central Florida (OCF) Chapter (beginning with the Administrative Council and proceeding to the general membership), and the UCF technical communication faculty. In 1Q2015, we plan to engage our previous "community partners," the Academic SIG and the Willamette Valley Chapter, to expand our database and perhaps add another high school in the WVC's area.

Initiative 4: Innovative Approaches to Bolster the Community's Revenue Stream

1. Our chapter treasurer established an agreement with California Pizza Kitchen to rebate 15% of our checks when we hold our monthly Administrative Council meetings there. They also honored the agreement for the annual kick-off meeting of our mentoring program, where we introduce our mentors and mentees, have an icebreaker, and have them map out their goals and objectives for

the year. In total, we realized $ redacted in revenue from the "CPK Connection" in 2014, and we plan to continue holding our Administrative Council meetings there into 2015.

2. We also have an Amazon.com "click-through" on our chapter website, and we encourage chapter members to make their Amazon purchases via this vehicle. In total, we realized $ redacted in revenue from the Amazon click-through in 2014.

3. While the maturation of the Pellegrin Memorial Scholarship did not represent a revenue source per se, it effectively contributed $ redacted to the chapter's annual operating budget, which heretofore had borne the cost of the annual scholarships.

SECTION 3: Community of Merit Activities

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A chapter applying for a Community of Merit award must complete Sections 1, 2, and 3. Do not take credit for activities that are in progress but will not be complete by 31 December2014.

If you check all activities in this section, your community is eligible for a Community of Merit award!

Substitutions: *You may substitute activities for some items. See the guidelines on page 3. Items that are not allowed substitutions are marked as such, and the rows are filled in light green.*

For Merit Item	(Optional) 1 for 1 Innovative Activities (request a decision from the CAAEC at stc.caa@gmail.com at least one week *before* submitting your application)

Required: A community must **check off all of the items** on this checklist or **provide appropriate substitutions** to receive any achievement award.

Required: A community must include **supporting materials** and **provide links** to your files from the **criteria cells**, or write a description in the cells if appropriate (no more than 100 words). See page 4.

Completed?	(Required) Merit Activity (Section 3 for Geographic Communities) M
Communications	
Yes	M1. Maintain an active **website** for your community. *No substitutions allowed for this item*. Show us: a hyperlink to your website. *Please visit http://www.stc-orlando.org/.*

Completed?	(Required) Merit Activity (Section 3 for Geographic Communities) M
Yes	M2. Prominently display the STC **logo** and "**Society for Technical Communication**" on all appropriate communication media (for example, website, stationery, and newsletter). [Logos are available at http://www.stc.org/mystc/resources/stc-logos] *No substitutions allowed for this item.* Show us: a hyperlink to your website, a PDF copy of your stationery, or a link to your newsletter. This item must include the Society logo (instead of or in addition to your community logo). *The STC logo is visible on the Orlando Chapter website (http://www.stc-orlando.org/), the online newsletter, Memo to Members (http://memotomembers.stc-orlando.org), and the welcome brochure (http://stc-orlando.org/chapter_brochure.pdf).*
Yes	M3. Make it easier to join STC, renew, or reinstate membership by prominently **linking** your community **website** to the **STC membership page** (http://www.stc.org/membership). *No substitutions allowed for this item.* Show us: a hyperlink to your website where this link is included. *Links to "Join STC" and "Renew Membership" are displayed beneath the STC logo on the upper left corner of the chapter's homepage.*
Yes	M4. Publish an annual calendar (either online or in print) that lists the community's planned activities for the entire year. *No substitutions allowed for this item.* Show us: a calendar that includes activities for up to a year – *not just a current month or current activities.* *The chapter website's "Meetings" page includes dates and locations for chapter meetings and special events, and it is updated with pictures from past activities.*
Yes	M5. Maintain an **additional medium** for regular communication with your community (such as a newsletter, postal mailings, e-mail mailings, operating a discussion list/group/chat, SMS such as Twitter, RSS, Wiki, blog, or social networking such as a Facebook or LinkedIn site; this must be an active communication medium, so please document it). ***Note:*** *You will have opportunity to take credit for additional medium in Excellence section E2 and Distinction sections D1 and PM.* Show us: a hyperlink to your newsletter or screen shots of your LinkedIn or Twitter activities, for example. *The Orlando Central Florida Chapter of the STC regularly updates its Facebook page with announcements, highlights, and photos.*

Completed?	(Required) Merit Activity (Section 3 for Geographic Communities) M
	Membership
Yes	M6. **Actively recruit new members.** *No substitutions allowed for this item.* Show us: how you recruit new members, through your Membership committee's procedures, or activities at your events, for example. This must be more than simply "our officers are available to talk to people at events." *Nonmembers are typically invited to chapter meetings by:* • *Their colleagues who are chapter members.* • *Their classmates who are student members involved in FTC and STC.* • *Our chapter mailing list, which invites both members and nonmembers to attend chapter events and become active in the society.* • *Chapter leaders, who send informational emails about the benefits of STC membership.*

Yes	M7 To **retain members,** distribute renewal notices.
	Examples, place **renewal notices** in the community newsletter and website (if they exist), and distribute them (if possible) by an e-mail list or other means. *No substitutions allowed for this item.*
	Show us: copies of your newsletter or Web page, or copies of email renewal notices.
	
	Our chapter took several steps to retain members from 2014 and into 2015:
	• *David Coverston emailed a Membership Renewal Reminder to chapter members who had missed the renewal date for 2014.*
	       Email Renewal Notice
	• *Also, our editor, R.D. Sharninghouse, explained the value of STC membership while encouraging members to renew.*
	       Renewal Article
	• *Our January, September, October, November, and December newsletter issues contain membership information and reminders to renew.*

Yes	M8. Have **membership material** available at all appropriate STC events, for example, chapter meetings, seminars, and conferences. Membership materials include at least membership applications and could include such things as Society and chapter or SIG brochures or fact sheets. [Membership information and resources can be obtained here at the bottom of the page: http://www.stc.org/membership/join-or-renew-now] Show us: photos of the membership materials at an event, or a list of items you normally have at events. Show us how you promote membership at events. *Membership materials are available at the sign-in desk at every Orlando Central Florida STC meeting. In addition to instructions for how to apply online, the membership chair has paper applications for nonmembers who wish to sign up for a chapter membership after the meeting. An informational brochure is also given out to first-time attendees who want to learn more about STC and the chapter.*

Completed?	(Required) Merit Activity (Section 3 for Geographic Communities) M
Yes	M9. Follow a written **new member** welcoming process. Show us: your process for welcoming new members, not simply a welcome letter. This process should be in your Membership manager's procedures. *Our chapter follows a new member welcoming process implemented by membership chair David Coverston.*

Budget, Financial Reporting

Completed?	Merit Activity
Yes	M10. Submit an annual budget to the STC Community Finance Committee (STC's treasurer and CFO) and have it approved. *No substitutions allowed for this item.* Show us: a copy of an email from STC's Finance Committee (treasurer or CFO) that says your budget has been approved. *We submitted our 2015 budget on October 24, 2014, and it was approved by Jane Wilson on January 5, 2015. Email*
Yes	M11. Prepare and submit the STC Financial Report Form to the STC Community Finance Committee. *No substitutions allowed for this item.* Show us: a copy of an email from STC's finance committee (treasurer or CFO) that says they have received your financial report. *We submitted our financial report on May 15, 2014, to Chris Lyons and Society Treasurer Jane Wilson. Jane confirmed receipt on May 16, 2014. Response from Jane Wilson confirming receipt.*
Yes	M12. Prepare and submit any filings required by the U.S. Internal Revenue Service (see the Treasurer's Manual; ***Note:*** *Chapters have lost their tax-exempt status because of filing issues*). Outside U.S.: If your government requires a tax filing, submit proof for this item. Skip this item if it is not required in your country. *No substitutions allowed for this item.* Show us: a copy of the IRS receipt email that is received after you submit this filing. *We submitted our 990-N to the IRS. Email*

Completed?	(Required) Merit Activity (Section 3 for Geographic Communities) M
	Leadership
Yes	M13. Develop a **plan for the year**, monitor your community's progress throughout the year, and make adjustments if necessary. *No substitutions allowed for this item.* Show us: a copy of your plan. *During our July Leadership Retreat, chapter leaders developed a plan for the new business year. In addition, the chapter's administrative council meets monthly to discuss chapter business, membership, and progress; plan meetings and events; and adjust the plan for the year as needed. We develop the plan for the year and post it on our chapter website: list of program meetings. As events require (cancellation by speakers or weather-related changes), the AdCo mailing list is the medium of communication used to monitor our progress and make changes as necessary. Additionally, each month's AdCo meeting includes fine-tuning the plans for the next several months' meetings. See meeting minutes from Leadership Retreat here*
Yes	M14. Regularly **communicate** among the **administrative council** to handle your community's business. Show us: how you communicate (copies of emails, schedule of regular meetings, etc.). *Face-to-face Administrative Council (AdCo) meetings are held once a month on the second Tuesday to discuss and plan chapter business. Attendance typically ranges from 7 to 12 and includes the voting council, committee chairs, and other active members. Throughout the rest of the month, AdCo members typically communicate via email on the AdCo listserv.* *Sample Adco Reminder*
Yes	M15. Conduct **annual elections**. President/Manager, Secretary, and Treasurer minimum. **Note:** *Unopposed elections are OK.* Show us: election notices to your community. *This year we conducted our chapter elections at our May 15 meeting.* *Election Ballot* *Election Notice*

Completed?	(Required) Merit Activity (Section 3 for Geographic Communities) M
Programs	
Yes	M16. Provide at least four regular **programs** of value to the membership.

M16. Provide at least four regular **programs** of value to the membership.
    For example, informational presentations at face-to-face meetings or via electronic means, host STC webinars at one location, discussion lists (watercooler chats), and publications.
    [*Coordinate this item with other items. Do not take credit for something you have already taken credit for*.]
Note: *You will have opportunity to take credit for more programs in Excellence section E9-E11 and Distinction sections D2, ROC, and AV.*
Show us: event notices for four of your programs.

All meetings are listed on our website: http://stc-orlando.org/meetings/mtg.htm
Four meeting topics:
1. *We're All Teachers: The Technical Communicator as Instructional System Designer*
2. 150 Years of Career Advice
3. It Has to Be Usable to Be Useful
4. How to Write a Winning Proposal: Near Misses Only Count in Horseshoes and Nuclear War

SECTION 4: Community of Excellence Activities

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A chapter applying for a Community of Excellence award must complete Sections 1, 2, 3, and 4.
Do not take credit for activities that are in progress but will not be complete by 31 December 2014.

If you check all activities in this section, and you provide appropriate supporting materials, your community is eligible for a Community of Excellence award!

Substitutions: *You may substitute activities for some items. See the guidelines on page 3. Items that are not allowed substitutions are marked as such.*

For Excellence Item	(Optional) 1 for 1 Innovative Activities (request a decision from the CAAEC at stc.caa@gmail.com at least one week *before* submitting your application)

Required: A community must **check off all of the items** on this checklist or **provide appropriate substitutions** to receive any achievement award.

Required: A community must include **supporting materials** and provide links to your files from the **criteria cells**, or write a description in the cells if appropriate (no more than 100 words). See page 4.

Completed?	Excellence Activity (Section 4 for Geographic Communities) E
Communications	
Yes	**E1.** Publish information about **demographics and issues** of local interest, based on a membership **survey** or other research *done within the last two years.* If the information was published in 2013, a link to the report should display throughout 2014 on the community website. Show us: a copy of the survey, as well as a hyperlink to where your community members can see it. Survey could include items such as event location or subject preferences, for example. *In 2012, our chapter conducted a [State of the Chapter survey](#) to better understand our members' needs and interests and to provide direction for the upcoming year(s). Throughout 2013 and 2014, the 2012 State of the Chapter survey results were available on our homepage.* *In 2014, we conducted a [Preferred Meeting Program Topics Survey](#) to tailor our meeting offerings to what our members wanted to learn about. The results are posted on our chapter website: http://www.stc-orlando.org /2014_Topic_Survey_Results.pdf*
Yes	**E2.** Conduct a **community communication activity** other than those for which you already took credit, for example, Merit section number M1 (such as a newsletter, postal mailings, e-mail mailings, operating a discussion list/group/chat, SMS such as Twitter, RSS, Wiki, blog, or social networking such as a Facebook or LinkedIn site; this must be an active communication medium, so please document it). [*Coordinate this item with previous items. Do not take credit for something you have already taken credit for.*] **Note:** *You will have opportunity to take credit for additional medium in Distinction sections D1 and PM.* Show us: hyperlinks or screen shots of your communication activity. *In addition to our chapter mailing list, our chapter also maintains an email discussion list reserved for members. On the "Orlando STC Discussion Group," members can answer each other's questions, collaborate on technical communication related topics, and address important membership-specific issues.* *3 Sample Emails:* *https://drive.google.com/file/d/0B7j83dAQ9ZY6N09QZko0TVZKM00/view?usp=sharing* *https://drive.google.com/file/d/0B7j83dAQ9ZY6cU1sSUstQVRlcFk/view?usp=sharing* *https://drive.google.com/file/d/0B7j83dAQ9ZY6M1B6VUgzYlhWTGs/view?usp=sharing*

Completed?	Excellence Activity (Section 4 for Geographic Communities) E
Yes	E3. Publish a **community fact sheet** or **brochure** for recruitment. Distribute it at meetings and on your community **website**. Encourage members to distribute it at their work sites. Show us: a copy of your brochure or a link to your brochure on your website. *The Orlando Central Florida Chapter brochure can be viewed or downloaded from the chapter website. Hard copies are found at the sign-in desk at meetings. The brochure was updated this year, and members and guests were encouraged to take a copy for themselves and their colleagues.*
Yes	E4. Submit **meeting announcements** to the local media. ***Note:*** *Even if local media do not publish/broadcast your announcements, a record of your having submitted them is acceptable.* Show us: proof that these items were submitted, such as copies of emails sent from your PR manager to the local media. *We have submitted meeting notices to the Orlando Sentinel throughout the year.* *Sample Submission*
Membership	
Yes	E5. Encourage members to let colleagues in the workplace know how STC has **contributed to** their **professional growth** through knowledge sharing and networking opportunities, and invite the colleagues to STC events. Show us: how you share this knowledge. *At the beginning of meetings, chapter president Debra Johnson encourages members to share with friends or coworkers about the benefits of STC and invite them to a meeting.* *In addition, our Active Member shirts make it easy for members to show their STC pride at work, and when asked about STC, our On-the-House policy gives anyone interested a chance to try it out and make an informed decision without feeling pressured to commit.*
Yes	E6. Make it easier for other STC members to join your community by linking your community website to the **STC Membership Upgrade Form** (Log in here > select My Communities tab > click Add Communities) Show us: a hyperlink from your website to where members can upgrade their memberships. *The STC Membership Change/Upgrade Form can be found in the Links section of our chapter's website.*

Completed?	Excellence Activity (Section 4 for Geographic Communities) E
Leadership	
Yes	E7. Be represented by one or more community members at **Leadership Day** at the STC Summit. Show us: a list of members who attended Leadership Day in May 2014. *Our Chapter president, Debra Johnson, represented us at this year's Leadership Day.*
Yes	E8. Nominate at least one **distinguished community service award** or conduct a **local member recognition program** (such as "Member of the Year"). ***Note:*** *You will have opportunity to take credit for more recognition activities in Distinction section CH.* Show us: who you recommended for DCSA, or how you recognized an individual (include the name of the award, the individual who received it, and what he or she did to earn the recognition). *Our recognitions chair, David Coverston, formed a committee to evaluate possible candidates for the DCSA and DSAS awards. Two candidate's names were submitted to the Society. As our Administrative Council reviews this CAA application form and the Service Awards haven't yet been approved by the Board, we want to keep the nominees' names confidential so as not to spoil the surprise for the nominees. The CAAEC can write to Karen Lane (klane@klane.com) who will provide the specific names to the committee on request.*
Programs	
Sub with LD1 Sub with LD3	E9. Conduct a **seminar or workshop**, at least one-half day in length. Regular community meetings do not meet this criterion. ***Note:*** *You will have opportunity to take credit for more programs in Distinction sections D2, ROC, and AV.* Show us: an event notice.

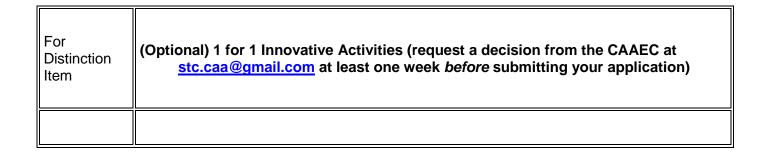| Completed?	Excellence Activity (Section 4 for Geographic Communities) E
Yes	E10. Obtain **corporate sponsorship** to cover some community expense (for example, facilities, equipment, door prizes, printing, postage, website sponsorship, event sponsorship, etc.). Show us: a list of sponsors, and how sponsorship helped your community. *In March this year, we conducted our annual employment meeting, which was sponsored by Insight Global, TEK Systems, Wyndham Vacation Ownership, and Skybridge Development. The sponsors provided food and door prizes for our members. And for half the year, Wyndham Vacation Ownership provided free monthly meeting space for our chapter events at no charge. These sponsorships helped our community by defraying room rental expenses that would otherwise have come out of our limited chapter funds.* *Meeting Notice*
Sub with CH1 Sub with CH2	E11. Host a Society-level **"live Web seminar"** available from the STC website (archived ones are acceptable). ***Note:*** *You will have opportunity to take credit for other webinars in Distinction section AV.* Show us: an event notice telling that your community is hosting the webinar, and that community members are invited.

SECTION 5: Community of Distinction Award Activities

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A chapter applying for a Community of Distinction award must complete Sections 1, 2, 3, 4, and 5. Do not take credit for activities that are in progress but will not be complete by 31 December 2014.

If you check many activities in this section, and provide appropriate supporting materials, your community may be eligible for a Community of Distinction award! **Note:** *Communities achieving Distinction typically will have numerous activities completed in the Optional categories. Communities of Distinction are voted in by the committee as truly outstanding from other communities.*

Substitutions: *You may substitute activities for some items. See the guidelines on page 3. Items that are not allowed substitutions are marked as such.*

For Distinction Item	(Optional) 1 for 1 Innovative Activities (request a decision from the CAAEC at stc.caa@gmail.com at least one week *before* submitting your application)

Required: Communities must include **supporting materials** and provide links to your files from the **criteria cells**, or write a description in the cells if appropriate (no more than 100 words). See page 4.

"Required" Distinction Activity (substitution may be used)

Note: Although there are only a few "Required" Distinction criteria, communities achieving Distinction typically will have numerous activities completed in the Optional categories. Communities of Distinction are voted in by the committee as truly outstanding from other communities.

Completed?	Distinction "Required" Activity (Section 5 for Geographic Communities) *Note: If you do not have these three activities completed, you may use 2-for-1 substitutions from other Distinction criteria.* **D**
Yes	**D1.** Publish a **newsletter** or **blog** for your community at least four times per year. [*Coordinate this item with previous items. Do not take credit for something you have already taken credit for.*] *Note: You will have opportunity to take credit for additional medium in Distinction section PM.* Show us: hyperlinks or screen shots of your communication activity. *Our online newsletter, Memo to Members, is published each month, and it allows members and nonmembers to read and comment on new and archived issues, as well as individual articles.First four issues for 2014 are here:* *http://memotomembers.stc-orlando.org/?cat=41* *http://memotomembers.stc-orlando.org/?cat=42* *http://memotomembers.stc-orlando.org/?cat=43* *http://memotomembers.stc-orlando.org/?cat=44*
Yes	**D2.** Provide at least **two additional** programs* of value to the membership. For example, informational presentations at face-to-face meetings or via electronic means, discussion lists, and publications. These programs should be unique, not recorded or repeated from previous programs. [*In addition to the four required for item M16. *Coordinate this item with previous items. Do not take credit for something you have already taken credit for.*] *Note: You will have opportunity to take credit for more programs in Distinction sections ROC and AV.* Show us: event notices. Writing, Editing, and Making a Living in Online Publishing The Road to Business Analysis Certification: Is it Worth the Trip? (Please note that the second announcement document ("The Road…") has a persistent typo throughouth the notice concerning the date of presentation. It was definitely Thursday, February 20, 2014. The notice says Thursday, February 20, 2013, in several places. It is clear from the speaker's bio in the announcement that the meeting was held in 2014. The correct date is also listed on our chapter website meetings page.)

Completed?	Distinction "Required" Activity (Section 5 for Geographic Communities)
	Note: *If you do not have these three activities completed, you may use 2-for-1 substitutions from other Distinction criteria.* **D**
Yes	*D3. Conduct a **mentoring or intern program**. The program should vet applicants, recruit mentors, and pair mentors with mentees or interns with jobs.* *Show us: a hyperlink to your website's mentoring page, or an article about your program.* *In 2014, our chapter's mentoring program, led by members Dan Voss and Bethany Aguad, began its 12th year. The program matches members with specific skills and a desire to mentor with mentees who are interested in those skills. This year, we had a total of 5 mentor-mentee pairs.* *Program Guidelines* *Mentoring Program Summary*

Optional Distinction Activities

▷ *Everything Is Optional Here*

The lists that follow include optional activities that communities **may** choose to complete. Checking all items is **not** required to win an award. Only check the items that you have <mark>completed by 31 December</mark> 2014.

Retain Members

Completed?	Distinction Activity (Section 5 for Geographic Communities)
Yes	RM1. Hold at least two new-member orientations. This can be a brief meeting before or after a regular program meeting, or a lunch or other activity. Provide information about the Society, resources, and volunteer opportunities, and introduce new members to other community members. Show us: an event notice telling when the orientation is going to take place, or a copy of an invitation to new members telling about the orientation. *Our chapter hosts a 15 minutes new member orientation before each of our meetings.* *October Notice* *November Notice*
Yes	RM2. Contact **non-renewing members** and send them a follow-up reminder. For those that still do not renew, find out why they did not renew to see if there is anything your community can do differently to retain these members. Show us: a copy of an email sent to a non-renewing member, ideally one that has information about why the member is not renewing. *We write to non-renewing members, asking them to renew. See sample email*
Yes	RM3. Keep in touch with **non-renewing members, former members,** and **nonmembers**. Encourage them to stay active in the chapter by attending meetings and networking. Inform them of upcoming community events such as meetings, seminars, and webinars. Show us: how you keep in touch, through email lists, or social networks, for example. *While we keep in touch with all members through our Facebook page, we particularly email all of our former members and invite them to our annual reunion meeting. Karen Lane sent meeting invitations to 43 former members.* *December Reunion Meeting Notice* We also have a separate mailing list open to all who are interested in the activities of the Orlando Central Florida STC Chapter, irrespective of member status, to keep them apprised of chapter activities, so they can attend as desired.

	RM4. Increase, or at least retain your membership numbers.
	Show us: membership numbers from 1 January and 31 August 2014.
Yes	*Each year, we carefully track our membership. Despite our best efforts, our numbers dropped in 2014 as they have been doing for a few years: from 72 members on January 1, 2014, to 66 on August 31, 2014. By December 31, 2014, our membership had reversed somewhat and climbed to 68. However, we foresee further declines for 2015 as two trends continue: practicing technical communicators leaving STC as they move out of TC into affiliated areas (business analysis, etc.) to further their careers when tech comm contracts move overseas, and students increasingly taking all their coursework online, which leads them to stop attending in-person meetings and not bother to join in the first place. A third trend that affects Orlando more than many other areas is that our population tends to be more transient. Some of our members end up moving to other geographic areas and do not renew with us even though they may stay in STC. That is the case with Terra Jarvis, for example, and others. We have begun offering our chapter meetings synchronously via remote access; we will also be offering recordings of the meetings asynchronously (but that is a topic for another CAA item). We work hard to retain our members and add new members, but sometimes we cannot.* *We are requesting a point for this item because of our continuous efforts to retain and increase our membership numbers. Of our eleven newsletter issues in 2014, five included long pieces about renewing memberships (January, September, October, November, and December).We don't know what more we could have done!* ☺

Relationship with Other Communities

Completed?	Distinction Activity (Section 5 for Geographic Communities)
Yes	ROC1. **Share** your **original membership material** with another STC community (for example, recruitment brochure, templates, and marketing materials) to recruit new members or promote member retention. Show us: proof that you shared your material with another community, such as an email sent to them.

Yes	ROC2. Conduct a program activity with **another community or organization (non-STC)**. Examples: a joint venture or joint program. Show us: an event notice. *On January 16, 2014, we held a joint program meeting with the UCF Future Technical Communicators club, inviting Rhyne Armstrong as guest speaker. The Student Government Association funded his honorarium; the FTC members promoted the meeting; our STC chapter funded the catering.* *Event notice.*
No	ROC3. Host a **multi-STC-community** or **regional event of STC communities**. Show us: an event announcement that states who the host communities are.
No	ROC4. Provide members to work on such an event (ROC3). ***Note:*** *If you are hosting, be sure to take credit for this item also.* Show us: a list of members working on the ROC3 event.
Yes	ROC5. **Send** one copy of each **newsletter** issue or notification of online publication of each issue of your newsletter to the newsletter editors of other communities. Show us: proof that you sent these newsletters or notifications. *Each month, Karen Lane shares our chapter newsletter with the chapter leaders in 36 STC Communities. Sample Notice*
No	ROC6. **Local SIGs**. Have one or more active special interest groups. Show us: a hyperlink to your local SIG's Web page, or an event notice, for example.
No	ROC7. Provide webinar files from a chapter presentation to another STC community. Show us: proof that you sent these files to another community.

Yes	ROC8. As an STC group, coordinate a **group effort** by STC members (plural) and contribute technical communication expertise to **nonprofit** projects that directly promote and increase the visibility and value of the technical communication profession.

Note: *STC communities shall not directly collect funds or resources, nor contribute STC funds, for charities or individuals outside of STC. Individuals may do this, but it does not count here. See STC's Charitable Contributions Policy.*

Show us: a list of members who participated, or an event notice, or an article, for example. Group effort examples:
- Provide judges and awards for high school writing competitions or science fairs
- Mentor a university's professional writing program
- Provide low-cost employment workshops for members and nonmembers.
- Provide resume review services for the unemployed
- Givecamp.org – local events are linked to this page

In 2014, Education Committee co-managers Dan Voss and Lisa Bottomley developed an elegant and user-friendly "collection site" into which chapter members uploaded concepts in technical communication and instructional materials keyed to Common Core writing standards. The project seeks to provide a body of knowledge usable at the high school level to improve communication standards and serve as a student and teacher resource to be distributable widely in the public school community once completed. To date, our outreach of "experts" has included Future Technical Communicators (a University of Central Florida [UCF] club for tech comm students), the Orlando Central Florida STC Chapter (beginning with the Administrative Council and proceeding to the general membership), and the UCF technical communication faculty. |

Promoting and Marketing STC

Completed?	Distinction Activity (Section 5 for Geographic Communities)
Yes	PM1. Encourage **students** at local colleges to participate in chapter activities.
Show us: articles, event notices, or methods you used to encourage students.

Our chapter continues to work closely with the students at the University of Central Florida (UCF). Meeting events are announced in the newsletter of the student organization Future Technical Communicators (FTC), and STC student members and professional members who are college alumni regularly post chapter events and newsletters on the FTC Facebook page.
In addition, student admission fees to our meetings are significantly lower than other categories of fees. Student members pay $5 per meeting; student non-members pay $10 per meeting. Regular members pay $15, and non-members pay $20.

FTC Announcement of STC Meeting |

Completed?	Distinction Activity (Section 5 for Geographic Communities)
Yes	PM2. Promote STC, your community, community website and articles, and community events on **blogs, forums, wikis, social networks** (e.g., Facebook, Twitter, LinkedIn) and related sites. Show us: copies of posts, screen shots, etc. *We have a Twitter account, which we use regularly to advertise meetings and other chapter activities*
Yes	PM3. Solicit and publish **testimonials** from members about what STC has done for their careers, knowledge, and networking. Show us: copies of testimonials in your brochure, website, or newsletter. *We post testimonials on our website, describing the value of our membership.*
Yes	PM4. If door prizes are given at meetings, seminars, or conferences, give away **STC promotional items**. Show us: pictures of your promotional items, preferably taken at an event, or a list of items. *From time to time we give out logo door prizes. At our December meeting, we gave away $5.00 chapter meeting coupons with chapter and Society logos as door prizes.* Meeting Coupons
No	PM5. Submit an **article about STC** (other than meeting announcements) **to local media**. Show us: proof that these items were submitted, such as copies of emails sent from your PR manager to the local media, even if the article was not published.
No	PM6. Determine which **companies** in your area employ **technical communicators** and contact them for job leads, ask them for job leads, and encourage them to support their employees' participation in STC. If permission is granted, add them to your mailing list. Show us: copies of messages to the companies, or other proof that you completed this activity.
No	PM7. Monitor the **job bank** to determine which companies are adding technical communicators to their staffs and send them brochures. Show us: copies of messages to the companies, or other proof that you completed this activity.

Completed?	Distinction Activity (Section 5 for Geographic Communities)
No	PM8. Have community **members participate** in a technical communication–related event at a local **college, university,** or **high school** (such as staffing a booth or speaking at a conference, career day, or science fair). The members should promote themselves as STC members and have membership information with them. Show us: a list of members who participated, along with a copy of an event notice.
No	PM9. **Host and coordinate** a technical communication–related event at a local **college, university,** or **high school** (such as a conference, career day, or science fair). Do not take credit for this and for similar items in the Competitions section below unless they are separate events. Show us: event notices or other articles about the event.
Yes	PM10. **Publish comparative pricing** or **value** of STC events and membership versus competing professional organizations such as IEEE, ASTD, or ISPI. Show us: a copy of your comparison article. *Our December 2014 newsletter,* Memo to Members, *included an article by Jordan Rutledge comparing the facts, including dues and related information, on seven professional organizations. The article is titled "Organizational Comparisons: How We Measure Up."* http://memotomembers.stc-orlando.org/?p=1514

Supporting Technical Communicators' Careers

Completed?	Distinction Activity (Section 5 for Geographic Communities)
Yes	SC1. Provide **financial support** for **students and/or academics**, for example, a scholarship, a research grant, or in-kind donations (example: tote bags for a conference). Show us: a list of your donations, or your scholarship page, for example. *This year, we offered a $20 subsidy to new student members, and $20 in meeting coupons to renewing student members. See our* November 18, 2014, AdCo meeting minutes *where the continuation of this long-standing program was discussed in depth.*

Completed?	Distinction Activity (Section 5 for Geographic Communities)
Yes	SC2. Publish a **directory** that lists **businesses and organizations** in your area that hire technical communicators. Show us: a link to your published directory. *The Orlando Central Florida Chapter's Employment page lists companies in the Central Florida that hire technical communicators. This list is revised and updated whenever possible to maximize members' job searching efforts. Most recently it was updated Fall 2014.*
No	SC3. Publish a **directory** that advertises members' **technical communication services** available in your area. (A link to the stc.org directory is *not* sufficient to comply with this item.) Show us: a link to your published directory.

Competitions

Completed?	Distinction Activity (Section 5 for Geographic Communities)
No	C1. Host or co-host a **competition** including any or all of the following categories: informational materials, instructional materials, promotional materials, and user support. Show us: competition call for entries or event notice.
No	C2. **Provide judges or committee members** for a competition sponsored by another community. Do not take credit for this item if you took credit for C1. Show us: a list of members who participated.
No	C3. Host or co-host a **college-level student writing** competition. Show us: competition call for entries or event notice.
No	C4. Host or co-host a **high school-level student writing** competition. Show us: competition call for entries or event notice.
No	C5. Host or co-host a **writing competition** not mentioned above. Show us: competition call for entries or event notice.
No	C6. Enter your community's **newsletter**, **website**, **or blog** in a local or international communication competition. Show us: a receipt for your entry.

Adding Value

Completed?	Distinction Activity (Section 5 for Geographic Communities)
Yes	**AV1.** Provide a **job bank** in **automated format**, such as a Web page or voice mail system. Show us: a link to your job bank. *Members can use http://www.wordsandwit.com/joblistings/ to sign up to receive jobs in their email inbox and to save their job listing preferences.* *Our chapter's employment manager, Loretta Lott, emails in-state and out-of-state job opportunities to chapter members. All who are subscribed to the chapter mailing list (members and nonmembers) are notified via email when job opportunities are sent out; however, the job listings themselves are an exclusive member benefit. This year, we updated the emails to look cleaner, more professional, and include our chapter logo.* *Sample Job Listing*
Yes	**AV2.** Conduct a webinar at least one hour in length. (Do not take credit for this item if it has already been used). Show us: an event notice. *On April 1, 2014, chapter member Dan Voss delivered a web-based virtual presentation on proposal writing entitled "How to Write a Winning Proposal: 'Near Misses' Only Count in Horseshoes and Nuclear War." Based on the lively Q&A session, the presentation was very well received.* *We no longer have the event notice, but we do have substantiation in the form of a follow-up thank you note from Dr. Pam Brewer, whose class accessed the presentation remotely. Dr. Brewer's thank-you note to Dan's supervisor at Lockheed Martin*
Yes	**AV3.** Conduct a **program activity** other than those listed above. (For example, a joint meeting with another organization or a field trip to a publishing house). Show us: an event notice. *On August 21, 2014, our chapter hosted 20th Annual Washlines, a recap of the 2014 STC Summit in Phoenix. At this progression format meeting, summit attendees and other chapter members highlighted and reviewed their three favorite topics for fellow chapter members.*

Completed?	Distinction Activity (Section 5 for Geographic Communities)

Yes	AV4. Publish four or more issues of a **newsletter** (hardcopy, PDF, HTML, or other electronic form is acceptable). These items would be in addition to items in D1. Do not take credit for something you have already taken credit for.
	Show us: copies or links to these issues
	
	Our newsletter, Memo to Members*, is catalogued here:*
	    http://stc-orlando.org/newsletter/newsltr.htm.
	May, June, August, and September issues are here:
	    http://memotomembers.stc-orlando.org/?cat=45
	    http://memotomembers.stc-orlando.org/?cat=46
	    http://memotomembers.stc-orlando.org/?cat=47
	    http://stc-orlando.org/newsletter/2014/memo_2014_09.pdf

Yes	AV5. Use your community logo to create branding, a sense of belonging, and identity for the community. This logo can be used in promotional items, website, social media, and other outlets.
	Show us: links to your website, or copies of your brochures or other outlets.
	
	Our community logo is used on our website, social media such as Facebook and Twitter, and in promotional items that members can order online. This year we also added our logo to the job emails that members receive.
	    Website
	    Facebook
	    Twitter
	    Cafepress
	    Job announcement

Celebrate STC Heroes

Completed?	Distinction Activity (Section 5 for Geographic Communities)
Used for E11	CH1. Obtain a list of your community's senior members and research the list to find qualified candidates for **associate fellow**. [Guidelines provided here: http://www.stc.org/membership/recognition/honors] Show us: a description of how you researched this topic, even if you did not find qualified members. *We reviewed our membership roster to see whether we have any members who would be eligible for nomination as Associate Fellow. We checked length of membership and cross-checked qualifications listed on the Society website to ascertain whether any members would qualify. No members qualified this year.*

Used for E11	CH2. Obtain a list of your community's members and research the list to find qualified candidates for **Society-level awards**, such as the Jay R. Gould, Ken Rainey, Frank R. Smith, and Sigma Tau Chi and Alpha Sigma Awards. [Information about these awards can be found here: http://www.stc.org/membership/recognition/awards] Show us: a description of how you researched this topic, even if you did not find qualified members. *We reviewed our membership roster to see whether we have any members who would be eligible for nomination. No members qualified this year.*
Yes	CH3. Conduct a **recognition activity** other than those listed above. Examples include: volunteer recognition program, recognizing volunteers at regular program meetings, thanking them in a newsletter column, etc. Show us: how you recognized your members. *At the June End of the Year Banquet, we rewarded our most active members with our chapter's famous Active Member shirts to thank them for their regular attendance at chapter meetings and active participation in other chapter activities. We also presented special awards (service awards, President's Award) to members and chapter leaders who made outstanding contributions to the chapter during the 2013–2014 chapter year.* *Meeting Notice* *Meeting Writeup*

Leadership

Completed?	Distinction Activity (Section 5 for Geographic Communities)

Used for E9	LD1. Actively **recruit new volunteers**. Use face-to-face, phone, e-mail, or live Web discussions. List the benefits for them, define expectations, and show appreciation. Do not list general calls for volunteers such as you would put in a mass email, on a website, or announce to all attendees at a program meeting. Show your personal recruitment techniques. Show us: an email or description of how you recruited volunteers. *Mentors often ask their mentees to volunteer for community activities or fulfill chapter roles. The mentors have a close relationship with their mentee and know their skills, interests, and availability. Several volunteer projects performed by mentees as requested by their mentors:* *Recruited by Karen Lane, Jordie Rutledge wrote an article for the December newsletter titled "Organizational Comparisons: How We Measure Up."* *Recruited by David Coverston, Terra Jarvis evaluated the mentoring program and published the result in the October newsletter.* *Recruited by Dan Voss, Lisa Bottomley wrote an article in the September newsletter titled "Remember the Knights Write Project."*
Yes	LD2. Hold a **leadership training session** for your community. Examples include: leadership transition meeting at the end of the community year, leadership retreat, or leadership workshop to train incoming leaders. Show us: an event notice, or description of the training session (this is not the same as a basic administrative council meeting). *The Orlando Central Florida Chapter STC held a Leadership Retreat for leaders, members, and interested members from other STC communities (such as Suncoast Chapter) to collaborate on the chapter's activities for the chapter's new business year. It served as a planning day for the newly elected officials, and games and prizes helped build community.* *Meeting Notice* *Meeting Minutes*
Used for E9	LD3. Define and **publish a list of volunteer opportunities** in your community, including descriptions of each role. Publicize the opportunities in your communication venues and have the information available at each event. Show us: a link to your volunteer opportunities, or a copy of your volunteer descriptions. *Our Policies and Procedures Manual, which is posted on our website, lists and describes officer and committee manager/member responsibilities. Members can read the information at any time and the manual serves as a resource to guide office holders in their responsibilities.*