

## **2017-2018 STC Orlando CFL Leadership Retreat**

### Meeting Minutes

*July 22, 2017*

*Present:* Alex Garcia, David Coe, Crystal Brezina, Bethany Aquad, Debra Johnson, David Coverston, Karen Lane, W.C. Wiese, Nick Ducharme, R.D. Sharninghouse, J.D. Applen, Michelle Flores, Emily Wells, Alexandra Engrand

*Meeting started at 11:00 a.m.*

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A. Garcia began the 2017-2018 Leadership Retreat with introductions in the form of a game of “Two Truths and a Lie”, before presenting the day’s agenda and proceeding to the topics of the meeting.

### **STC Summit 2018**

- FTC students are encouraged to sign up as a volunteer for the upcoming Summit as long as they are official student members of STC.
- D. Coe advocated allowing students who volunteer for at least one day to have the opportunity to attend the Summit for one day at no charge.
- N. Ducharme suggested publishing Summit Guidelines in *Memo to Members* Newsletter.
- Garcia suggested having a person of contact to act as committee chair and speak to Elaine and Molly from STC. Karen Lane and R.D. Sharninghouse volunteered.
  - Garcia advocated incorporating meeting with Elaine with the upcoming chapter meeting.

Action Item: B. Aguad to send J.D Applen email regarding student volunteers once STC has information.

### Intercom Articles

OCFL chapter is responsible for submitting six articles for November through April issues of Intercom, the first of which is due September 24, 2017.

- All due dates are posted in the guidelines document.
- K. Lane suggested these articles be written by mentees and their respective mentors.
- Writers who volunteer will need to notify committee to verify topics aren’t repeated across submissions.
- M. Flores and Alex Garcia volunteered to submit article.
- D. Coe suggested hidden gems of Florida (i.e., Gatorland, Orlando Science Center, Morse Museum)

## Promotional Materials and Events

- J.D. Applen noted the uniqueness of having an FTC chapter, as FTC of UCF is one of three in the country, and suggested creating promotional items to highlight the FTC chapter.
- B. Aguad noted promotional activities could include a technical communication podcast and Facebook Live discussions.
- D. Johnson noted the upcoming Summit allows STC OCFL to fundraise for our own chapter and suggested creating items to sell. (i.e. STC Orlando Cookbook)
- Participants discussed offsite events to entertain attendees after conferences. Orlando Chapter will likely have to create a “group night” for STC members.
- W.C. Wiese noted any event will have to be located in the area of the hotel, as transportation around the International Drive area is difficult.
- A. Garcia noted the chapter is encouraged to make arrangements for collecting optional event registrations, but this a potential financial and liability issue.

Action Item: D. Johnson to come up with possible décor and giveaway items and send budget to B. Aguad.

## Summit Liaison

- A. Garcia reviewed recent communications with Molly Jin of STC.
  - STC is planning to celebrate its 65<sup>th</sup> anniversary next year, and wants someone from the Orlando chapter to attend an upcoming meeting to verify none of the anniversary plans overlap with the Summit plans.
  - K. Lane advocated for a senior member likely to become an STC fellow to become the Summit Liaison. D. Johnson volunteered.

## Fall Meetings and Programs

- D. Coe reviewed tentative dates for upcoming meetings to include: August 24, September 19 or 20, October 19, and November 16.
- D. Coe stated backup speakers are needed for August and October or November meetings.
- D. Coe and participants discussed the possibility of using the community room at the Oviedo Mall for upcoming meetings.
  - The Oviedo Mall community room charges \$25 per meeting. ADCO will need to determine if this requires charging an attendance fee.
- D. Coe noted if anyone has additional suggestions for meeting spaces, to contact him.
- K. Lane asked if D. Coe has access to Summit at a Click, to review previous STC Summit topics.
  - D. Coe noted if anyone needs this info, to contact him.
- A. Garcia suggested conducting washlines in February 2018 for STC Orlando CFL/FTC meeting.

- Participants discussed using washlines to speak on topics discussed at previous STC Summits rather than professional development, as a way to promote the Summit.
  - J.D. Applen emphasized the importance of catering to the student attendees.
- Participants discussed locations for joint meeting. The previous meeting location was difficult to find for some, as most students never go to the Live Oak Room.
- D. Johnson noted STC Summits usually have a theme. (i.e., promoting technology) The upcoming Summit theme could be used as a guiding item for upcoming meetings.
  - N. Ducharme suggested pushing for details to get this information as soon as possible.
- A. Garcia emphasized importance of STC OCFL members presenting at the Summit.
  - W.C. Wiese suggested presenting on the direction technical communication jobs are going.
  - D. Johnson suggested a presentation or program on technical communication certifications.

Action Item: D. Johnson to find more information on community room.

Action Item: Once washline topics have been determined, send list of topics to J.D. Applen.

Action Item: J.D. Applen to reserve a room at UCF.

### **Active Membership Report**

W.C. Wiese reviewed participation trends in the past year compared to previous years and other chapters.

- Currently, we have a full ADCO structure, making OCFL better off than most chapters.
- Many of the officers are young professionals, allowing representation to new graduates who will begin seeking employment opportunities.
  - Even so, support for FTC is crucial, and STC should continue using mentorships to create interest in joining STC.
- Average attendance for this year rests at 17.7 people per meeting, whereas previous year was 18.5.
- Membership totals decline, but active memberships have increased in the past year.
- Average meetings attended by each member is 2.6, an increase in the past year which shows a bigger commitment to STC.
- Thirteen STC polos were awarded this year, the same number as 2015 and 2016.
- W.C. Wiese reviewed current participation point breakdown.

- D. Johnson suggested including volunteering at the Summit as a way to gain points next year.
- N. Ducharme asked if Summit-centric participation would accrue different points. This is possible, but may distract members from participating in the chapter.
- Participants agreed offering two points to both mentee and mentor for submitted Intercom articles.
- Officer description and bylaws update pushed back.

### **CAA Participation**

K. Lane presented the Community Achievement Award application and current guidelines for the 2017 award. Additional information can also be found on the STC website under the “Recognition” group when you hover over “Member Center”.

- STC OCFL has applied and been awarded the highest chapter distinction in the past, but guidelines may change between the current year and the upcoming year.
- K. Lane noted the guidelines for the past two years have made it impossible for STC OCFL to be awarded.
  - Thus, OCFL sent advisements to STC on how to change the guidelines.
- K. Lane reviewed guidelines that would likely be required in 2018, given OCFL wishes to apply.
- D. Coe suggested pulling together and submitting for 2017 as well as 2018.

Action Item: ADCO to discuss further if OCFL should submit for 2017, and discuss the plan to submit for 2018.

Action Item: C. Brezina to act as CAA manager to track activities and notify ADCO of any missing items.

### **Officer Reports**

#### Website Documentation

- D. Coe noted the inability to take an active role in documentation of the chapter website.
- A. Garcia suggested offering documentation as a service learning opportunity with hypertext.
- K. Lane asked if STC could transition to a Wordpress site. This is a possibility, but still requires members with experience.
- K. Lane suggested conducting a basic copy and paste of information to the new format, gradually adding additional information over time.
- D. Coe suggested using Wordpress research templates for the framework of the website.
- B. Aguad to act as deputy for web committee.

Action Item: D. Coe to provide test sites to verify functionality.  
Action Item: D. Coe to reach out to colleagues with site-building knowledge.  
Action Item: D. Coe to set up framework for conversion.  
Action Item: D. Coe to obtain graphic for updated site.  
Action Item: K. Lane, E. Wells, A. Garcia, D. Coverston, and B. Aguad to perform transfer of information.

#### Financial Report

- B. Aguad noted OCFL finances are still solvent.
  - B. Aguad noted there are no problems with the current financial report.
- B. Aguad to follow up on unknown funds.
- D. Coe to verify of website has been renewed.
- B. Aguad to follow up regarding tax exemption.

#### Communications Committee

- N. Ducharme noted the Communications Committee kicked off practices that have now become standard.
- B. Aguad noted OCFL still has space in Mailchimp.
  - D. Johnson noted she has consistently needed to accept Mailchimp emails as safe.
  - E. Wells suggested posting potential fixes on social media to verify everyone is receiving the Mailchimp emails.
- N. Ducharme advocated for M. Flores to act as apprentice for the *Memo to Members Newsletter*.

Action Item: N. Ducharme to set up new LinkedIn page.

Action Item: K. Lane to add Danielle Clawson to listserv, as she's stated interest in promoting the 2018 Summit.

#### Leadership Development Program

- M. Murray was unavailable to make it to the leadership meeting.
- A. Garcia emphasized adding as many previously CC'ed people to be added to ADCO emails if they are not currently on the listserv.
- Participants reviewed the plans for the Leadership Development Program in which senior technical professionals will be paired with new technical professionals by invitation only.
- All applicants will rate their confidence in 18 leadership skills.
- The Leadership Development Program is intended to launch at the same time as the upcoming M&M launch.

Action Item: K. Lane to set up a separate list of ADCO voting members

## Community Achievement Award

- ADCO members voted on investigating and potentially pursuing applying for 2017 CAA.
  - Voted first by B. Aguad, Second by D. Coverston. Unanimous in favor to investigate applying.
  - D. Coe emphasized the importance of investigating as soon as possible.
  - K. Lane and N. Ducharme advocated still applying even the highest award OCFL can receive is bronze, especially given OCFL advocated for a bronze award to be given.
  - D. Johnson noted a bronze award still shows achievement.
- ADCO members voted on pursuing applying for 2018 CAA.
  - Voted first by D. Johnson, second by B. Aguad. Unanimous in favor to apply.
  - R.D. Sharninghouse to act as Summit Chair and D. Johnson to act as liaison to comprise the Summit Committee.

## Education Committee

E. Wells reviewed current FTC plans for student outreach.

- E. Wells is continuing in FTC and M&M next year.
- The current FTC officers are preparing for new leadership roles after they graduate to allow for an easier transition.
- E. Wells noted an increase in mentees is required to increase the amount of FTC members.
- Additional speakers are necessary for monthly meetings. FTC has already received people who have expressed interest in speaking.
- E. Wells named official mentoring coordinator.
- The current amount of M&M pairs is the highest count in recent years.
- The focus for the upcoming year is to gain more mentors.
  - E. Wells suggest expanding the Mentorship Program to USF in Tampa.
  - D. Voss currently has two professionals in mind to act as mentors.
- D. Johnson asked if more students are choosing to focus on technical communication.
  - J.D. Applen noted the amount of students has been a steady increase, but it is still difficult to get students involved.
  - E. Wells noted the technical communication minor program allows access to more students.
- D. Coe stated remote partners participated in a USF partnership in the past year.
  - J.D. Applen noted past issues make a USF partnership unlikely

## Scholarship

- B. Aguad noted Suncoast info still needs to be received.
- OCFL still has \$2500 in spendables

- K. Lane suggested keeping some of the funds in reserves for future, or to put them back into endowments.
- K. Lane suggested generating donations for the endowments.
- D. Johnson suggested OCFL members to donate to the endowments.
- D. Coe suggested charging some amount for meeting entry and setting this money aside for endowments.
- B. Agvad announced an anonymous bequeathal by individuals with knowledge of the program in the event both pass on.

Action Item: B. Agvad to send email with recommended options.

- Garcia closed out the meeting with the trajectory of STC in the coming year.
- K. Lane noted the Society Task Force is preparing a report that provides ways STC can support the chapters and vice-versa.
- ADCO was adjourned at 3:13 pm, first by D. Johnson, second by D. Coverston.
- Leadership Retreat adjourned at 4:05 pm.