STC Orlando CFL Leadership Retreat 2016-2017

Saturday August 27, 2016
University of Central Florida
Agenda

- 10:30 - 10:45: Breakfast and Introductions
- 10:45 - 12:00: The Merger
- 12:00 - 12:05: Break
- 12:05 - 12:15: 2016-2017 Meetings and Programs
- 12:15 - 12:30ish: Active Membership/Meeting attendance report (WCW)
- 12:30ish - 1:15: Lunch
- 1:15 - 1:45: Social Media/Communication Strategy
- 1:45 - 2:30: Administrative Council Meeting (officer reports) + Bylaws
- 2:30-2:35: Break
- 2:35 - 3:00: Educational Committee/Outreach Plan
- 3:00 - 3:30: Looking Ahead: 2018 Orlando Summit, 2017 Attendance at Washington DC Summit, the health of STC, member retention and attrition.
Breakfast and Introductions

I AM HERE BECAUSE:
The Merger
The STC OCF and Suncoast Merger

- The story of the Suncoast Chapter
- The story of the Orlando CFL Chapter
- How did we get here?
- Where are we going?
- The health of STC Intergalactic
- How can we serve our new members?
New Chapter’s Proposed Structure

FLORIDA CHAPTER STC

- ORLANDO SIG
- SOUTH FLORIDA SIG?
- FIRST COAST SIG?
- SUNCOAST SIG
VISION

STC FLORIDA CHAPTER IS:

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MISSION

STC FLORIDA CHAPTER PROVIDES:
Fall 2016 Meetings and Programs

- Save the dates:
  - Thursday Sept 22
  - Thursday Oct 20
  - Thursday Nov 17
  - December Holiday Social
- Topics: Survey Monkey coming soon
- Location: IHOP (for now) & Virtual
  - Melrose Center Discussion/Report
Active Membership Report 2015-2016

- 2016 Offsite Presentation - WC R3.pptx
SOCIAL MEDIA AND COMMUNICATIONS

- FACEBOOK
  - https://www.facebook.com/STCSuncoast/
  - https://www.facebook.com/stcorlando/

- LINKEDIN
  - SUNCOAST: https://www.linkedin.com/groups/853837/profile
  - ORLANDO: N/A (ACTION ITEM)

- OCF MEMO TO MEMBERS BLOG
  - http://memotomembers.stc-orlando.org/

- LISTSERSVS (Mail Chimp or Constant Contact?):
  - Orlando-announce@mailer.stc.org
  - Orlando-discuss@mailer.stc.org
  - info@stc-Suncoast.org

- Twitter:
  - @STCOrlando (https://twitter.com/stcorlando)
SOCIAL MEDIA AND COMMUNICATIONS

- Need volunteers for Social Media and Communications Committee
  - Newsletter Editor - Nick Ducharme
  - Social Media Editor (Facebook/LinkedIn/Twitter) -
  - Eventbrite Administrator - VP David Coe
  - Webmaster - Jon Kessler
  - Orlando Sentinel - WC Wiese
  - Committee Members at Large: Sign Up!

One unified voice...One unified BRAND
COMMUNICATION STRATEGY

- FIND AND SHARE RELEVANT CONTENT
  - END POST WITH OPEN-ENDED QUESTIONS TO ENCOURAGE COMMENTS AND ENGAGEMENT. “WHAT DO YOU THINK? COMMENT BELOW.”
  - IF YOU SEE OUR POST ON FACEBOOK, SHARE IT AND MAKE IT “PUBLIC”
- MONTHLY PRODUCTION SCHEDULE FOR MEETING PROMOTION
  - EXAMPLE: MEMO TO MEMBERS PRODUCTION SCHEDULE
  - USE POST SCHEDULING TOOLS TO PREWRITE POSTS
  - CANNED LISTSERV ANNOUNCEMENTS (SEE Voss, Dan; Washlines)
- USE HASHTAGS #STC #TECHCOMM #STCFLORIDA #TECHNICALWRITING

One unified voice...One unified BRAND
ADMINISTRATIVE COUNCIL MEETING

- OFFICER REPORTS
- OLD BUSINESS
- NEW BUSINESS
BYLAWS DISCUSSION

- HAVE NOT BEEN UPDATED SINCE 2012
- ISSUES WITH PROXY VOTING AND UNANIMOUS VIRTUAL VOTING
- WHAT IS A MEETING?

Orlando_Central_Florida_Chapter_Bylaws_4-26-2012.pdf
EDUCATION COMMITTEE DISCUSSION

- MENTORSHIP PROGRAM
- UCF/FTC/STC RELATIONSHIP
- NEW USF RELATIONSHIP
- POSSIBILITIES FOR EXPANSION
  - K-12 STEM OUTREACH
  - SCIENCE FAIR JUDGING
LOOKING AHEAD

- 2018 Orlando Summit
- 2017 Attendance at Washington DC Summit: who is going?
- The health of STC Intergalactic:
  - Dwindling membership?
  - STC Florida contingency plans
- Member retention and attrition
  - Why do most students graduate and move on?
  - Where are the mid level technical communicators?
REVISITING THIS MORNING

I AM HERE BECAUSE:

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STC FLORIDA IS HERE BECAUSE:
THANK YOU FOR YOUR TIME