

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:

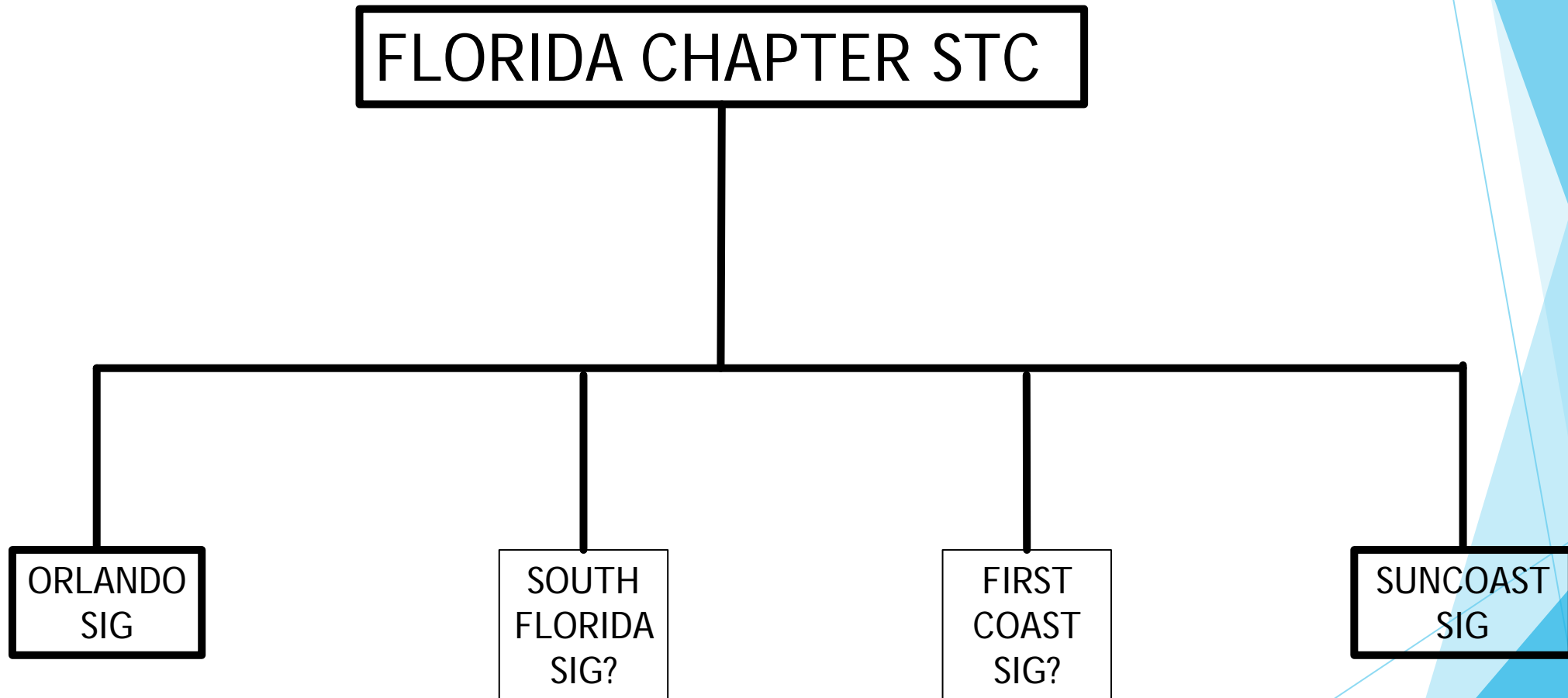
The Merger



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



VISION

STC FLORIDA
CHAPTER IS:

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/>

▶ LISTSERVS (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 #STCFLOIDA #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

