

STC Orlando CFL Leadership Retreat 2017-2018

Saturday July 22, 2017
University of Central Florida



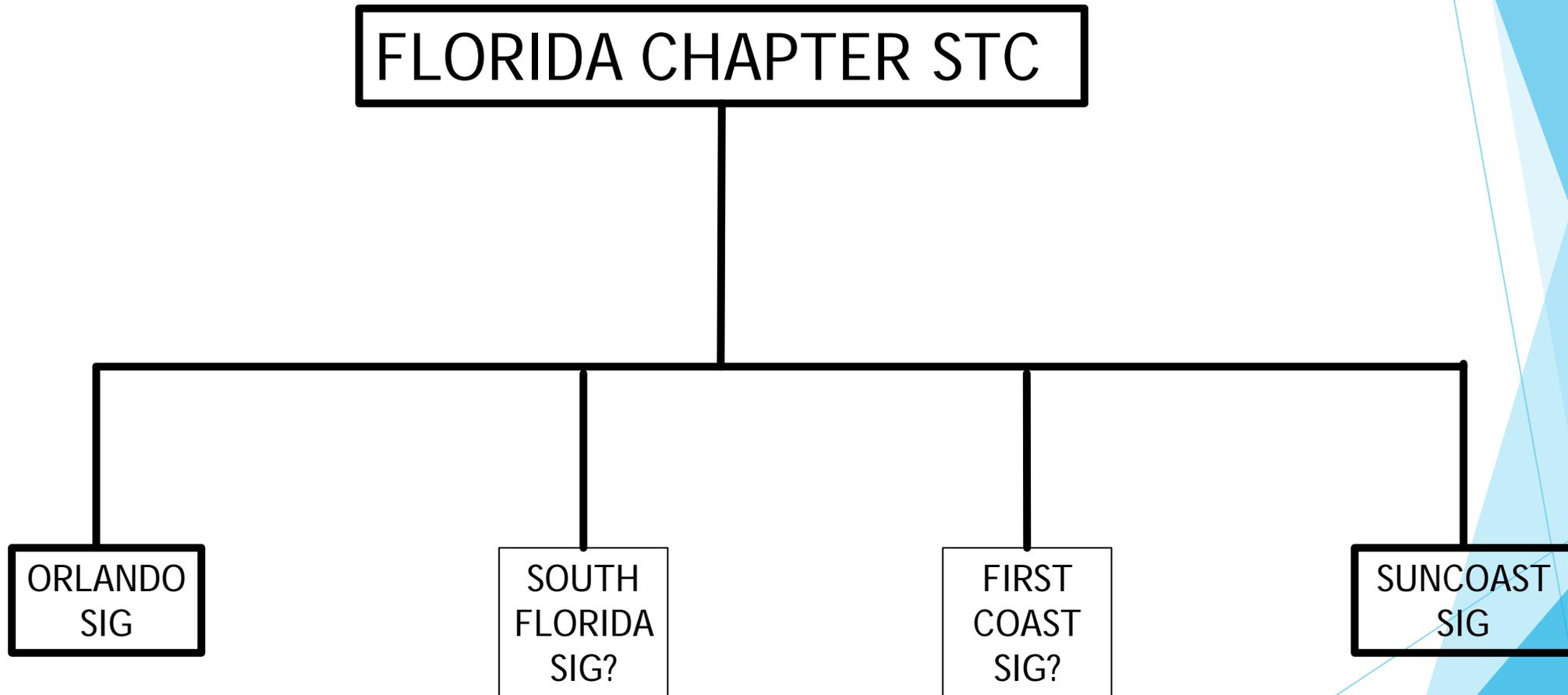
Agenda

- ▶ 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:

New Chapter's Proposed Structure



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](#)

ADMINISTRATIVE COUNCIL MEETING

- ▶ OFFICER REPORTS
- ▶ OLD BUSINESS
- ▶ NEW BUSINESS

Education Committee

Dan Voss, Bethany Aguad, Mike Murray, and Emily Wells

EDUCATION COMMITTEE DISCUSSION

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

Melissa Pellegrin Memorial Scholarship

- Currently \$2,516.45 in spendables for the scholarship
- Need to keep reserve for future years
- Anonymous bequeathal



Student Outreach

FTC

- Status for 2017-2018

UCF Mentoring

- Report on 2016-2017
- Prospects for 2017-2018 program
- Updating the chapter website

USF Mentoring

- Possibility of expanding mentoring program to Tampa by plugging in to USF

Our New Leadership Development Program (LDP)



Leadership Development Program



- ▶ Idea originated with Alex—a mentor, a former mentee, and now our peerless leader.
- ▶ The LDP is a natural extension of our student mentoring program.
- ▶ LDP coordinators Dan and Mike developed program guidelines and procedures.*
- ▶ The LDP guidelines are to be incorporated within the mentoring program guidelines as the latter are updated for the 2017-2018 mentoring program.
- ▶ The concept pairs long-time chapter “veterans,” or Coaches, with up-and-coming new leaders, or Rising Stars. The chapter “dinosaurs” must share some of their DNA before they trudge off forever to the tar pits.
- ▶ The coordinators, in conjunction with the AdCo, identify candidate Coaches and Rising Stars.
- ▶ Candidate Coaches and Rising Stars an application forms** and “rate” themselves on proficiency in 18 key leadership skills (next chart).

18 Key Leadership Skills

- ▶ _____ **Strategic leadership.** Vision ... seeing the “forest” ... planning ahead ... doing the right things to pave the way for continued success for the organization.
- ▶ _____ **Tactical leadership:** Detail orientation ... understanding the “trees” and how to find your way through the forest. Practicality. Getting the job done.
- ▶ _____ **Motivational ability:** Inspiring people; bringing out the best in them.
- ▶ _____ **Team-building:** Including the ability to avoid burn-out in veterans and to engage new volunteers
- ▶ _____ **Organizational ability:** Including follow-through and multi-tasking
- ▶ _____ **Project management:** Keeping the train on the track
- ▶ _____ **Problem-solving:** Leading positive brain-storming sessions that define the problem *once*—not ten different ways (that’s hand-wringing)—and focus on solutions
- ▶ _____ **Communication ability:** The agility to adjust to the audience and situation
- ▶ _____ **Perseverance:** Hanging tough under stress and prevailing against long odds

18 Key Leadership Skills

- ▶ _____ **Perseverance:** Hanging tough under stress and prevailing against long odds
- ▶ _____ **Realism:** Knowing when to hold 'em and when to fold 'em
- ▶ _____ **Prioritization:** Ability to prioritize team objectives and allocate resources accordingly
- ▶ _____ **Personality:** This is an intangible that can be anywhere on the personality spectrum; it's what makes people enjoy working with you and follow your leadership
- ▶ _____ **Creativity:** Thinking outside the box, sometimes even throwing the box out altogether
- ▶ _____ **Discipline:** Coloring inside the lines; insisting that others do so as well
- ▶ _____ **Delegation:** Trusting your teammates (even when you think you could do a better job yourself). Knowing your limits and putting your time where it counts most.
- ▶ _____ **Talent development:** Personnel analysis, matching personnel to tasks
- ▶ _____ **Unstoppable positivity:** Refusal to be defeated; the attitude that failure is not an option
- ▶ _____ **Decisiveness:** Knowing when it's time to act and doing so. Not being impulsive, but when you do act, doing so with authority and conviction

Leadership Development Program



- ▶ The coordinators make the pairings, matching the Coaches' strongest leadership skills with the Rising Stars' skills that most need development.
- ▶ The LDP is launched in the same timeframe as the student mentoring program and extends through the chapter year.
- ▶ Communication is informal, via whatever means works best for the Coach/Rising Star pairs.
- ▶ The intent is for the Coaches to provide real-time feedback and suggestions as the Rising Stars execute their responsibilities as chapter leaders.
- ▶ Program administrative elements are minimal.
- ▶ The "training manual" (a.k.a., "Bible") for the LDP is Mike's long-awaited Fast-Start Leader's Guide,* coming soon. The plan is to review it today in a splinter session.

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?

THANK YOU FOR YOUR TIME

