# Community Information

* **Community Name**: Respond here.
* **Community Type**:

☐ Geographic

☐ Student

☐ Special Interest Group

* **Name of Community President/Manager**: Respond here.
* **Community Size as of August 31, 2019 (check with the STC office)**: Respond here.
* **Submitter Name**: Respond here.
* **Submitter Position**: Respond here.
* **Submitter Member Number**: Respond here.
* **Submitter Email Address**: Respond here.
* **Submitter Daytime Phone Number**: Respond here.
* **(For non-North America submitters only) GMT Time Zone Offset**: Respond here.
* **Community Website URL**: Respond here.

There are 77 possible base points plus 12 possible bonus points on the application. Awards will be given for the following total, verified activity points:

Please use the “Pts” column in each table to indicate the number of points you think your community scored for this item. This helps you and the evaluator.

* **Platinum Community Award**: 69 or more points
* **Gold Community Award**: 61 to 68 points
* **Silver Community Award**: 53 to 60 points
* **Bronze Community Award**: 45 to 52 points

Anticipated Points Earned: \_\_\_\_\_\_\_\_\_

Anticipated Award Level:

☐ Platinum

☐ Gold

☐ Silver

☐ Bronze

*I submit this application for the Community Achievement Award on behalf of my community. To the best of my knowledge, this information is accurate, and I have provided proof of all activities for which I have claimed points.*

Applications must be received by **31 January 2020, 11:59 PM,** Eastern Standard Time (GMT -0500). Email applications to [caa@stc.org](mailto:caa@stc.org). Zip all files, including the application, into a single .ZIP file, or you can place the entire application packed in a file-share service such as Google Drive or Dropbox.

# Requirements

STC requires that you complete the following tasks each year to apply for the CAA. Check with Elaine Gilliam ([Elaine.Gilliam@stc.org](mailto:Elaine.Gilliam@stc.org)) to determine whether your community has completed these tasks. You do not need to prove on this application that your community completed them; use this list as a reference to confirm the completion of the activities.

|  |  |  |
| --- | --- | --- |
| ☑ | **Item Ref** | **Description of Task or Outcome** |
| ☐ | R-1 | Submit your community’s budget to STC. This includes completing the Activity Report and Engagement Plan that are part of the budget form. |
| ☐ | R-2 | Submit your year-end financial report to the STC Treasurer. **(Required for chapters only; does not apply to SIGs.)** |
| ☐ | R-3 | Hold officer elections or transition your leadership and submit results to STC. You must supply the names and contact information of the people holding the elected positions in your community, e.g. President or Manager/co-managers, Treasurer, Secretary, etc., along with the contact information for webmaster and membership chairs. |
| ☐ | R-4 | File your 990N tax report. **(Required for U.S. chapters.)** |

# Activities

*~ Take credit only for activities completed between   
1 January 2019 and 31 December 2019. ~*

Name files that you are supplying as proof of your accomplishments with the corresponding Item Ref as given in the tables that follow. This may simplify the process for the submitter and evaluator of the application. For example, if you want to include an image or file as proof of completing CI-1, name the file “CI-1.docx”. Alternatively, create one Word document for each section, and use headings to indicate each item reference.

## 1. Core Items (10 possible points)

## *Enter # of earned points for each item claimed*

Check off the following core items that your community completed (proof of completion not needed):

|  |  |  |  |
| --- | --- | --- | --- |
| ☑ | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| ☐ |  | CI-1 | STUDENT MEMBERSHIP *(2 pts)*  Increase the number of student members.  **Show us**: your student membership numbers from August of last year and August of this year.  Respond here. |
| ☐ |  | CI-2 | PROFESSIONAL MEMBERSHIP *(2 pts)*  Increase the number of Professional members and/or New Tech Comm Professional members.  **Show us:** your professional membership numbers from August of last year and August of this year.  Respond here. |
| ☐ |  | CI-3 | COMMUNITY LEADERS PARTICIPATE AT LEADERSHIP PROGRAM *(1 pt per attendee, up to 3 pts)*  Send at least one community leader who will attend the Summit Leadership Program.  Show us: A list of the community leaders who attended Summit Leadership Program.  Respond here. |
| ☐ |  | CI-4 | CAC LEADERSHIP WEBINARS *(1 pt per attendee/webinar, up to 3 pts)*  Have your community leaders attend STC’s Leadership webinars (when available). (Note: in the event there are no leadership webinars offered, these points will automatically be awarded to all communities.)  Show us: a list of those who attended and which webinar(s) they attended.  Respond here. |

## 2. STC Promotion and Membership (9 possible points)

## *Enter # of earned points for each item claimed*

|  |  |  |  |
| --- | --- | --- | --- |
| ☑ | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| ☐ |  | PM-1 | PROMOTE STC MEMBERSHIP *(3 pts)*  Promote STC membership (through social media, brochure distribution, contacting people directly). SIG and Student members can participate through brochure distribution at their workplace or classrooms, individual Twitter or FB posts, or SIG/Student group Twitter or FB posts. **Note**: “We talk about STC membership before our meetings begin” does not count for this item; passing out a marketing brochure or handout at a meeting would count.  **Show us:** A list of the ways you did this.  Respond here. |
| ☐ |  | PM-2 | PROMOTE STC PROGRAMS *(1 pt per promoted event/program, up to 4 pts)*  Promote STC programs, services, and initiatives such as the Summit conference, courses and webinars, special events, special promotions, salary database, STC Body of Knowledge (BOK), and Society news.  **Show us:** Links to social media postings, blog postings, or announcements or articles in your community’s newsletter.  Respond here. |
| ☐ |  | PM-3 | PROMOTE ELECTIONS *(2 pts)*  Publicize the Society annual election and encourage members to vote.  **Show us:** Announcements or articles in your communication channels that provide opening and closing election dates, emphasize the importance of voting, and contain links to candidate information.  Respond here. |

## 3. Leadership (17 possible points)

## *Enter # of earned points for each item claimed*

|  |  |  |  |
| --- | --- | --- | --- |
| ☑ | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| ☐ |  | L-1 | LEADERSHIP PLAN *(1 pt for a proof of each requirement, up to 3 pts)*  Create and/or maintain a leadership development plan that describes leadership roles (and lines of succession if any), how your community publicizes leadership opportunities, and how you train leaders and make successful transitions between outgoing and incoming leaders.  **Show us**: 1. Copy of leadership development plan, 2. Proof of transition meetings, 3. Posts/announcements of leadership opportunities.  Respond here. |
| ☐ |  | L-2 | LIMIT FINANCIAL HOLDINGS *(5 pts)*  Hold no more than between 50-200% (6-12 months) of average annual expenses. For example, if you have $50,000 in the bank and your annual budget is $10,000, you need to spend down to $20,000 in the next few years.  **Show us**: How you are not holding excessive funds and how you spend your money on your members. If you have excess funds, show us your plan to spend down. (Note: If you are a SIG with no need for reserves, then you may claim this item if your reserves are between 0-200% of annual expenses.)  Respond here. |
| ☐ |  | L-3 | ENCOURAGE VOLUNTEERISM *(2 pts)*  Encourage members to volunteer and seek leadership opportunities.  **Show us**: Examples, such as: Announcement of leadership opportunities through your communication channels, testimonials from leaders that encourage involvement, announcement of new leaders after elections or appointments, etc. List any innovative methods of recruiting volunteers.  Respond here. |
| ☐ |  | L-4 | SHORT-TERM VOLUNTEER OPPORTUNITIES *(Possible points: 1 pt for each proof, up to a total of 2 pts)*  Have short-duration tasks that volunteers with limited time can complete successfully.  **Show us**: Descriptions of short-duration (less than a year) or one-time volunteer jobs for which you successfully engaged members, types of events involved. Examples may include getting an attendee to take registration at a meeting, writing a blog post, organizing a meeting, being a competition judge.  Respond here. |
| ☐ |  | L-5 | ASSOCIATE FELLOW RESEARCH AND EDUCATION *(1 pt)*  Educate your members about Associate Fellow honor. Research your membership, identify qualified senior members, and encourage them to apply or seek nomination.  **Show us**: Announcements of honors in your community’s communication channels; a description of how you researched potential applicants, and name(s) of nominees (if any) from your community. You can still get credit if no one applied or was nominated.  Respond here. |
| ☐ |  | L-6 | SOCIETY HONOR SOCIETIES *(1 pt)*  Encourage students to apply for the Sigma Tau Chi and Alpha Sigma awards.  **Show us:** a description of how you researched this topic, even if you did not find qualified candidates or if qualified candidates did not apply.  Respond here. |
| ☐ |  | L-7 | CONFERENCE PRESENTATIONS *(1 pt per person, up to 3 pts)*  Encourage your members to take on a leadership role in the technical communication community by presenting at an STC regional conference, the STC Summit, or any relevant non-STC conference.  **Show us:** a list of members who presented at conferences during the application year, including their presentation topic (you can count only one presentation per person cited).  Respond here. |

## 4. Programs and Events (14 possible points)

## *Enter # of earned points for each item claimed*

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| --- | --- | --- | --- |
| ☑ | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| ☐ |  | P-1 | EDUCATIONAL PROGRAMS *(Pts: 1 per meeting, up to 4 pts)*  Host regularly-scheduled educational programs, such as presentations, panels, webinars, or techcomm showcases.  Programs listed here cannot be claimed as workshops or social events.  **Show us:** List of programs your community held during the year, dates, and (if known) number of attendees.  Respond here. |
| ☐ |  | P-2 | WORKSHOPS *(1 pt for two-hour workshop; 2 pts for ½ day workshop; up to 4 pts)*  Host workshops lasting from at least two hours and up to ½ day (besides the educational programs listed above).  Workshops listed here cannot be claimed as educational programs or social events.  **Show us:** Announcement of workshop, details of topic or topics covered, the workshop location, date, and the number of attendees.  Respond here. |
| ☐ |  | P-3 | SOCIAL EVENT *(1 pt per event, up to 4 pts)*  Host social and networking events, such as a new member social, holiday party, post-conference party, lunch, or gathering at the Summit. SIGs can host events and luncheons at the Summit, along with virtual lunches and water cooler chats. Focus on providing programs and events to enable networking, fun, skill-building, and leadership development.  Social events listed here cannot be claimed as workshops or educational programs.  **Show us:** Announcement of event, pictures of attendees at event.  Respond here. |
| ☐ |  | P-4 | JOINT EVENTS WITH OTHER COMMUNITIES OR PROFESSIONAL ORGANIZATIONS *(2 pts)*  Hold a joint event with at least one other STC community or other with professional groups such as PMI, ISPI, or ASTD. This event may be one of the educational, social, or workshop events listed above.  **Show us:** Announcement of event, the communities involved, the date held, and (if known) number of attendees.  Respond here. |

## 5. Outreach, Communication, and Information Exchange (18 possible points)

## *Enter # of earned points for each item claimed*

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| --- | --- | --- | --- |
| ☑ | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| ☐ |  | O-1 | PROVIDE OUTREACH TO PROFESSIONALS/STUDENTS *(1 pt per individual outreach activity/event, up to 4 pts)*   * Invite members of a geographic or student chapter to one or more of your community’s events. * Invite student members nearing graduation to join your community as new techcomm professionals. * Invite a techcomm student or professional to be a presenter, co-presenter (in-person or virtual), or volunteer for one of your community’s events.   **Show us**: Proof of correspondence, attendance, or participation.  Respond here. |
| ☐ |  | O-2 | MENTOR COMMUNITY MEMBERS AND STUDENTS *(1 pt per mentoring event, up to 2 pts)*  Provide opportunities for your members to serve as mentors to fellow members or students. For example, create a community mentor program.  **Show us**: Names of mentors and mentees, dates that mentoring occurred.  Respond here. |
| ☐ |  | O-3 | PUBLISH NEWSLETTER *(2 pts for 3; 1 additional pt for 4 or more issues.)*  Publish a community newsletter or blog postings at least three times a year.  **Show us**: Links to at least three issues.  Respond here. |
| ☐ |  | O-4 | PROMOTE COMMUNITY TO OTHER COMMUNITIES *(1 pt per promotion, up to 2 pts)*  Send at least one article or announcement to other STC Chapter Presidents and SIG leaders. Possible topics: announcements of new leaders, awards/honors, invitations to special events in your community such as webinars, workshops, or regional conferences.  **Show us**: Copies of each cited promotional message.  Respond here. |
| ☐ |  | O-5 | PROMOTE TO OTHER ORGANIZATIONS *(2 pts)*  Send announcements of your community’s events to relevant organizations such as PMI, IEEE, ACM, ATD, Write the Docs, TC Camp, or other groups in your area); promote techcomm-related meetups and other events from related organizations.  **Show us**: Copies of announcements or information you sent to other groups; copies of promotional material for other groups.  Respond here. |
| ☐ |  | O-6 | SOCIAL MEDIA *(1 pt for each channel, up to 5 pts)*  Engage in social media for the promotion of STC and your community.  **Show us:** a list of your social media outlets, with screenshot examples of postings. Include the number of followers in each group.  Respond here. |

## 6. Recognition (5 possible points)

## *Enter # of earned points for this item*

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| --- | --- | --- | --- |
| ☑ | **Pts** | **Item Ref** | **Description of task or outcome** |
| ☐ |  | R-1 | COMMUNITY AWARDS PROGRAM *(3 pts)*  Develop and/or maintain a chapter/SIG awards program to recognize dedicated volunteers in your community.  **Show us**: Description of your program and the awards offered by your community; announcement of awards given during the year through your community’s communication channels, and photos of recognition events.  Respond here. |
| ☐ |  | R-2 | NOMINATE FOR STC AWARD *(1 pt)*  Nominate one or more of your members for an STC Community Service award (Distinguished Chapter Service/Distinguished SIG Service, Distinguished Service Award for Students).  **Show us**: Names of member or members you nominated.  Respond here. |
| ☐ |  | R-3 | ANNOUNCE AWARDEES *(1 pt)*  Publicize members who have received STC awards and honors (e.g., Distinguished Community Service, Associate Fellow, Fellow, etc.).  **Show us**: Announcements of honorees in your community’s web site or blog and through your social media outlets.  Respond here. |

## 7. Innovation (4 possible points)

## *Enter # of earned points for this item*

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| --- | --- | --- | --- |
| ☑ | **Pts** | **Item Ref** | **Description of task or outcome** |
| ☐ |  | I-1 | PACESETTER *(1 pt)*  If your community is applying for the Pacesetter award for the same calendar year as this CAA, list the item here. You do not have to submit your Pacesetter application early to qualify. The CAA committee will verify points at the time of Pacesetter judging.  **Show us:** a brief description of your intended Pacesetter submission.  Respond here. |
| ☐ |  | I-2 | VALUE THROUGH INNOVATION *(1 pt per innovative activity, up to 3 pts)*  Use creative ways to provide member value and promote STC and its mission to your members and community through innovative ideas, promotions, and programs. These items do not need to be unique to your community but should be newly implemented within this program year.  **Show us:** a list and details of innovative activities and how your community used them to provide value or promote STC to your members and the community.  Respond here. |

## 8. Bonus Section (12 possible points)

Besides the basic items listed in the previous sections, your community can earn “bonus” points for going above and beyond with the following activities.

## *Enter # of earned points for each item claimed*

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| --- | --- | --- | --- |
| ☑ | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| ☐ |  | B-1 | MEMBERSHIP INCREASE OF 5% *(2 pts)*  Increase your overall membership by 5% or more.  **Show us:** Your membership numbers from August 2018 and August 2019  Respond here. |
| ☐ |  | B-2 | CONFERENCE *(3 pts)*  Host and manage a conference.  **Show us:** A link to the conference website, conference program, conference promotional materials. Virtual and student communities should consider partnering with a regional community to organize and promote a conference.  Respond here. |
| ☐ |  | B-3 | COMPETITION *(3 pts)*  Sponsor a competition (professional publications or a high school or college student writing competition).  **Show us:** a description of the competition and copies of the announcements that were posted or sent via email. Also list how many entrants your competition had.  Respond here. |
|  |  | B-4 | CONTESTS *(1 pt)*  Hold a contest of any kind (e.g., logo design contest, membership drive contest, etc.). This is not the same as holding a Tech Comm competition.  **Show us**: A list of the contests offered and a copy of the contest announcement or an article about the contest winners.  Respond here. |
| ☐ |  | B-5 | BUSINESS SPONSORSHIP/PARTNERSHIPS *(1 pt)*  Partner with local businesses to support and/or promote STC, events, and its programs. Examples:   * A local company that employs technical communicators and is willing to place STC brochures in their lunch room or provides meeting space. * A local copy shop that will give STC members a discount on business card printing.   **Show us:** How you partnered with local businesses to support/promote STC and its programs.  Respond here. |
| ☐ |  | B-6 | BONUS WILD CARD *(2 pts)*  If you have a creative activity or accomplishment that has not been credited in any item in this application but that you feel benefits your members and the Society and can applied by other communities, give us the details here. The CAA Committee will judge and vote on the item to determine whether it is acceptable.  Respond here. |