



Society for
Technical
Communication

GUIDELINES

FOR

COMMUNITY PACESETTER AWARDS (for activities implemented in 2017)

Society for Technical Communication
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Purpose

STC's Community Pacesetter Award recognizes the successful implementation of innovative community operations. STC offers the Pacesetter Award because the Society values the improvement of community operation, and especially when beneficial innovation can be shared with other communities so that they can enjoy similar benefits.

Unlike STC's other Community Achievement Awards (CAA), which recognize communities for consistent strength in many varied activities, the Pacesetter Award recognizes the successful implementation of a single beneficial innovation that may be implemented by other STC communities.

To help ensure the widespread value of Pacesetter Award-winning innovations, winning applications shall be included on the Leadership website accessible to STC Community leaders.

Please note that a Community may apply for Pacesetter and the Community Achievement Award for the same calendar year. However, the Pacesetter recognizes innovative activities, not day-to-day Community operations.

Examples of Innovative Activities:

- Collecting, formalizing, and sharing the knowledge and wisdom of members in an encyclopedic resource of best practices for all technical communication professionals, but especially for their SIG members.
- Reaching out to STC members with special needs and disabilities; supporting those members by developing an excellent Accessibility Guide for the annual conference; setting an example for all STC communities by creating a highly accessible SIG Website; and for contributing to the accessibility of the Society Website.
- For several years, remarkably delivering excellent education about our craft to high-school students through a Literacy Outreach Program.

Time Frame

The innovative activity reported on the application should have been implemented within the January–December 2017 calendar year. It can be ongoing, but should have been implemented in 2017 to be eligible for the award.

The Community Pacesetter Award Application is due on **23 February 2018 by 5:00pm Eastern time**. The application should be e-mailed to the Community Achievement Award/Pacesetter Committee Chair, Jamye Sagan at jamye.sagan@gmail.com and to Elaine Gilliam, STC Meeting Manager/Communities Relations at Elaine.Gilliam@stc.org.

Criteria for Selection

A community may be considered for both a CAA and a Pacesetter Award. Communities may earn both a Community Achievement Award and a Pacesetter Award in the same year because Pacesetter Awards celebrate successful innovation in community operation and outreach, whereas Community Achievement Awards recognize achievement of established standards.

The following criteria apply:

- A completed application must be submitted by the deadline
- The activity may not have been recognized with a previous Pacesetter Award
- The extent to which the community's pacesetting activity furthers Society or the community goals
- The excellence of the activity
- The potential for replication by other communities, where appropriate
- Awards are granted by a two-thirds vote of the Society Board.
- Geographic communities, SIGs, and student chapters are all eligible for Community Pacesetter Award. There is no limit to the number of winners per year.

Completed Application

The application must include a procedure describing how the community implemented the innovation (so that it may be replicated by other communities and so that the evaluation committee can thoroughly understand the undertaking).

The application must describe the benefits that the innovation provided to the community in either or both quantitative terms and qualitative terms.

Evaluation

The evaluation committee reviews the application for the following criteria:

- Correctness and completeness of the application (applications that lack significant information may be rejected)
- Uniqueness of the innovation (it does not replicate a previously recognized innovation)
- Clarity of the procedure (the application adheres to technical communication's recognized best practices)
- Applicability of the beneficial results (the innovation can be implemented by other STC communities)

Granting Awards

STC's Board of Directors will ratify or reject the Pacesetter Award evaluation committee's candidates.

Announcement

The Community Pacesetter Award winners will be announced at the 2018 STC Summit.

Administration

The Community Pacesetter Award program is administered by the Community Achievement Awards/ Pacesetter Committee, in cooperation with Elaine Gilliam, STC Meeting Manager/ Communities Relations.

The committee maintains and updates the award criteria, these guidelines, and a disposition file of nominations and awards.