# 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, 2018 (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.

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 both you and the evaluator.

* **Platinum Community Award**: 63 or more points
* **Gold Community Award**: 56 to 62 points
* **Silver Community Award**: 49 to 55 points
* **Bronze Community Award**: 45 to 48 points

*\*70 possible base points plus 13 possible Bonus points*

Anticipated Award Level: ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze

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

*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.*

All materials should be submitted to Elaine Gilliam ([Elaine.Gilliam@stc.org](mailto:Elaine.Gilliam@stc.org)) AND Timothy Esposito ([tmesposit@gmail.com](mailto:tmesposit@gmail.com)). Applications must be received by **28 January 2019, 11:59 PM,** Eastern Standard Time (GMT -0500).

# Required Activities

STC requires that you complete the following tasks each year. To apply for the CAA, you must have completed all of them. 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 | *(required)* Submit your budget to STC. |
| ☐ | R-2 | (required) PLAN: Show us your general plan or activities and goals for the 2018 year. Provide a copy of your plan (in any format you choose) that shows your goals and that you planned to hold a minimum of four activities for the year. The plan should be submitted with your budget (or any time after) to the STC Treasurer. |
| ☐ | R-3 | (required for chapters only) Submit your year-end financial report to the STC Treasurer (does not apply to SIGs). |
| ☐ | R-4 | (required) Hold officer elections or transition leadership and submit results to STC. Provide contact information for webmaster and membership chairs in addition to officers. |
| ☐ | R-5 | (required for U.S. chapters) File your 990N tax report. |

# Optional Activities

~ Take credit only for activities completed between   
1 January 2018 and 31 December 2018. ~

Please 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 both the submitter and evaluator of the application.

## 1. Core Items (8 possible points)

## Enter # of earned points for each item claimed

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

| **☑** | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| --- | --- | --- | --- |
| ☐ |  | CI-1 | STUDENT MEMBERSHIP: Increase number of student members. Show us: your student membership totals from August 2017 and August 2018. (2 pts)  Respond here. |
| ☐ |  | CI-2 | PROFESSIONAL MEMBERSHIP: Increase total number of Professional and New Tech Comm Professional members. Show us: your professional membership numbers from August 2017 and August 2018. (2 pts)  Respond here. |
| ☐ |  | CI-3 | SUMMIT: For members attending the Summit conference, encourage them (especially those interested in volunteering or leadership) to attend Leadership Day. Show us: list of members who attended Summit Leadership Day. (1 pt per attendee, up to 3 pts)  Respond here. |
| ☐ |  | CI-4 | LEADERSHIP WEBINARS: Have your community leaders attend STC’s Leadership webinars (when available). Note: in the event there are no leadership webinars offered, this point will automatically be awarded to all communities. Show us: list of those who attended (and which webinar(s) they attended). (1 pt)  Respond here. |

## 2. STC Promotion and Membership (7 possible points)

## Enter # of earned points for each item claimed

|  |  |  |  |
| --- | --- | --- | --- |
| **☑** | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| ☐ |  | PM-1 | **PROMOTE STC**: 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. Show us: a list of the ways you did this. Note: “We talk about STC membership before our meetings begin” does not count for this item, although distributing STC marketing brochures would count, for example. (3 pts)  Respond here. |
| ☐ |  | PM-2 | **WEBSITE LINK**: Promote STC membership through your website with a prominent link to the STC Membership page. Show us: a hyperlink from your website to where this link is included. Note that this is not the same as having a link to the STC home page. (1 pt)  Respond here. |
| ☐ |  | PM-3 | **PROMOTE SOCIETY-LEVEL ACTIVITIES**: Promote STC programs, services, and initiatives such as the Summit conference, courses and webinars, Society-level elections, 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. (1 pt per event/program promoted, up to 3 pts)  Respond here. |

## 3. Leadership (15 possible points)

## Enter # of earned points for each item claimed

| **☑** | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| --- | --- | --- | --- |
| ☐ |  | L-1 | **TRANSITION**: Conduct leadership transition meeting(s). Show us: evidence of the meeting (i.e., an email invitation to the meetings or the agenda used for the meetings). (1 pt)  Respond here. |
| ☐ |  | L-2 | **SUCCESSION**: Have a leadership training/succession plan (for incoming leaders replacing existing leaders). Show us: evidence that you are actively seeking new leaders to step up for each election year (i.e., a list of leadership opportunities, an email or article about open leadership positions, and a leadership succession plan). (2 pts)  Respond here. |
| ☐ |  | L-3 | **PLAN**: Have a leadership plan for the 2018 leadership year that shows the leadership roles and responsibilities within your community (this is different from your general community plan for the year). Show us: a copy of your plan. (1 pt)  Respond here. |
| ☐ |  | L-4 | **ORGANIZATION**: Actively increase member volunteer engagement by moving toward a leaner/lighter leadership organization. Show us: a plan for increased volunteer engagement or a description of how you have recruited new volunteers, for instance. (1 pt)  Respond here. |
| ☐ |  | L-5 | **FISCAL RESPONSIBILITY**: Communities should hold no more than two years of reserves, based on the 2015–2018 average budget. Use your additional funds to provide member value. 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 by 2020. You can do this by holding events (workshops, conferences, etc.), bringing in outside speakers, holding a mentoring event or job fair, etc.). Show us: that you do not hold 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 your community uses all funds that come in (as is the case for SIGs and might be the case for geographic communities), then you are considered fiscally responsible and can claim this item. (5 pts)  Respond here. |
| ☐ |  | L-6 | **ASSOCIATE FELLOWS**: Research your list of Senior Members to find qualified candidates for Associate Fellow and encourage them to apply. 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. (1 pt)  Respond here. |
| ☐ |  | L-7 | **SOCIETY-LEVEL AWARDS**: Encourage students to apply for the Sigma Tau Chi and Alpha Sigma awards. Encourage eligible Associate Fellows to apply for Fellow. 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. (1 pt)  Respond here. |
| ☐ |  | L-8 | **CONFERENCE PRESENTATIONS**: 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 local non-STC conference. Show us: a list of members who presented at conferences in 2018, including their presentation topic (you can count only one presentation per person cited). (1 pt per person, up to 3 pts)  Respond here. |

## 4. Member Engagement (10 possible points)

## Enter # of earned points for each item claimed

| **☑** | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| --- | --- | --- | --- |
| ☐ |  | ME-1 | **INFORMAL/SMALL GROUP ACTIVITIES**: Conduct face-to-face social activities, networking lunches, book club meetings, etc. Show us: a list of these activities. Include the number of participants (STC and non-member) for each, if data are available. For SIGs, this can be any face-to-face meeting of 3 or more members (e.g., a meetup at the Summit). Note: this item and the one below were intentionally created to level the playing field between virtual and geographic communities. (Geographic/Student, ½ pt each up to 3 pts; Virtual, 1 pt each up to 3 pts)  Respond here. |
| ☐ |  | ME-2 | **INFORMAL VIRTUAL ACTIVITIES**: Conduct virtual meet-up opportunities. Show us: a list of these activities that you have provided for your membership and list the number of attendees at each, if data are available. Note: this item and the one above were intentionally created to level the playing field between virtual and geographic communities. (Geographic/Student, 1 pt each up to 3 pts; Virtual, ½ pt each up to 3 pts)  Respond here. |
| ☐ |  | ME-3 | **MENTORING**: In addition to the Mentor Board, mentor students and other STC members. For example, this can be a face-to-face or virtual program on résumé writing or interview skills. Note: Offering scholarships or having a mentor/mentee matchup on your community website does not count for this item. Show us: how your community mentors students and other STC members. (2 pts)  Respond here. |
| ☐ |  | ME-4 | **CONTESTS**: 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. (1 pt)  Respond here. |
| ☐ |  | ME-5 | **MEMBER RECOGNITION**: Recognize exceptional volunteers within your community. Show us: a list of the honorees and how they were honored. (1 pt)  Respond here. |

## 5. Programs (12 possible points)

**NOTE**: STC Communities must provide at least 3 educational programs, including any combination of face-to-face and virtual programming, to receive points in this category.

## Enter # of earned points for each item claimed

| **☑** | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| --- | --- | --- | --- |
| ☐ |  | P-1 | **FACE-TO-FACE PROGRAMS**: Offer face-to-face educational programs. This can include virtual meetings that have a Skype or similar element to it. Include the number of attendees, if data are available. Show us: a list of the educational programs your community held in the year 2018 (normal meetings). (1 pt each, up to 5 pts)  Respond here. |
| ☐ |  | P-2 | **VIRTUAL PROGRAMS**: Offer virtual programs. This can include a Skype meeting of 3 or more members or a face-to-face meeting with a virtual element. This also can include recordings of face-to-face meetings that are made generally available to those who could not attend (however, you need to show numbers of views of the recording to count that). Show us: a list of the programs you held that were available virtually (through an online meeting space, for example). Include the number of attendees, in person and virtually, if data are available. (1 pt each, up to 5 pts)  Respond here. |
| ☐ |  | P-3 | **WORKSHOPS**: Host at least one\* in-person (at least ½ day) or virtual workshop (at least 2 hours). Include the number of attendees. Show us: details of your workshop and the number of attendees for the workshop. (\*List additional workshops in the Bonus section.) (1 pt)  Respond here. |
| ☐ |  | P-4 | **EDUCATION PROMOTION**: Use community funding to promote member education. This can include any program that your community organizes that has a teaching element. Show us: a written explanation of how you promote member education and, if applicable, a copy of articles promoting member education. (1 pt)  Respond here. |

## 6. Outreach (15 possible points)

## Enter # of earned points for each item claimed

| **☑** | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| --- | --- | --- | --- |
| ☐ |  | O-1 | **STUDENT OUTREACH**: Provide outreach to students to promote STC and/or technical communication (e.g., job fair, résumé workshop, informational interviews, providing judges at local science fairs, scholarships, etc.). SIGs and Student chapters can claim this item if you sign up 5 students to the Mentor Board (in addition to the 3 max. claimed in the Member Engagement section). Show us: articles, event notices, or an explanation of methods you use to encourage students. (5 pts)  Respond here. |
| ☐ |  | O-2 | **COMMUNICATION/PUBLICATIONS**: Publish a newsletter or blog at least quarterly and share links to (or copies of) each newsletter or blog with two or more other communities. Show us: copies or links to each publication and proof that you shared them with two or more other communities. (2 pts)  Respond here. |
| ☐ |  | O-3 | **STC COMMUNITY OUTREACH**: Share one or more of your programs with at least two other STC Communities (evidence of this can be a copy of your email invitation). This can be an invitation to a face-to-face program for another community that is located near you or it can be an invitation to a virtual meeting or a face-to-face meeting that has a virtual element. Show us: copies of the email used to share your programs (or links to them) with at least two other communities. (1 pt)  Respond here. |
| ☐ |  | O-4 | **SOCIAL MEDIA**: 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. (2 channels = 1 pt; 3+ channels = 2 pts)  Respond here. |
| ☐ |  | O-5 | **TECH COMM OUTREACH**: Provide outreach to other technical communicators in areas outside of your immediate geographic area. SIGs can count this by having their members reach out to local technical communicators. Student chapters can count this by sharing programs with other student organizations or groups. Show us: how you reached out: copies of email sent, events hosted, etc. (1 pt)  Respond here. |
| ☐ |  | O-6 | **COMPETITION**: Sponsor a competition (professional publications or a high school or college student writing competition). Note: this is different from the contest item in the Member Engagement section. 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. (2 pts)  Respond here. |
| ☐ |  | O-7 | **PARTNER WITH OTHER PROFESSIONAL GROUPS**: Partner with organizations outside of STC (e.g., PMI, ISPI, ASTD, etc.) where you shared information or held joint programs. Show us: a list of each joint program (and how many members from each group attended) or show us proof of ways you actively shared information with other groups. (2 pts)  Respond here. |

## 7. Innovation (3 possible points)

## Enter # of earned points for this item

| **☑** | **Pts** | **Item Ref** | **Description of task or outcome** |
| --- | --- | --- | --- |
| ☐ |  | I-1 | **VALUE THROUGH INNOVATION**: 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 are items that help show how you took innovative steps to achieve your community’s strategic goals. These items do not need to be unique to your community but should be newly implemented for your community. Show us: a list and details of innovative activities and how they were used to promote STC to your members and the community. (1 pt per innovative activity, up to 3 pts)  Respond here. |

## 8. Bonus Section (13 possible points)

In addition to 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

| **☑** | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| --- | --- | --- | --- |
| ☐ |  | B-1 | **MEMBERSHIP INCREASE OF 5%**: Increase your overall membership by 5% or more (you can check this in addition to the Core items above). Show us: your membership numbers from August 2017 and August 2018. (2 pts) |
| ☐ |  | B-2 | **BOK**: Encourage member involvement with the STC Body of Knowledge (BOK). Show us: a list your community members who are contributors to the BOK. (1 pt)  Respond here. |
| ☐ |  | B-3 | **REGIONAL CONFERENCE**: Host and manage a regional conference. Show us: a link to your regional conference website, regional conference program, and regional conference promotional materials. (3 pts)  Respond here. |
| ☐ |  | B-4 | **BUSINESS PARTNERSHIPS**: Partner with local businesses to promote STC and its programs. Note: this is different from sponsorship in that you are not asking the businesses for donation of funds or meeting space. A partnership can be, for example, a local company that employs technical communicators and is willing to place STC brochures in its lunch room. Or, it could be a local copy shop that is willing to give STC members a discount on business card printing. Show us: how you partnered with local businesses to promote STC and its programs. (Reminder: this activity is for partnership and promotion, not sponsorship.). (1 pt)  Respond here. |
| ☐ |  | B-5 | **ADDITIONAL WORKSHOPS**: In addition to the workshop you claimed in the Programs section, list any additional workshops you held (at least ½ day face-to-face or 2 hrs virtual). (1 pt)  Respond here. |
| ☐ |  | B-6 | STC Web Hosting: SIGs using STC hosting, on WordPress using the common STC platform, and linking back to the stc.org site. Note: as of 2017, all SIGS meet this requirement and may take this credit.  Chapters: Chapters using STC hosting by the end of 2018 may take this credit.  (3 pts)  Respond here. |
| ☐ |  | B-7 | **BONUS WILD CARD**: 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 CAAEC will judge and vote on the item to determine whether and how many points are to be awarded. (2 pts)  Respond here. |