

Society for Technical Communication

Community Achievement Award  
Guidelines for 2018 Activities

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## Summary of Changes for the 2018 Application

Minor changes were made to the 2018 application.

Here is a summary of changes reflected in the application:

- Adjusted the points to encourage community leaders to attend Leadership Day at Summit.
- Added table columns to each section so you can record the points you expect to earn for each task. Additionally, you can check off the tasks you have completed.
- Each item has a code associated with it. If you attach supporting documents, reference the code in the document name, or as a section within the document.

Due to these changes, the base point total is now 70, with a possible additional 13 bonus points.

## Overview

The STC Community Achievement Award exists to recognize our exceptional communities for providing outstanding member services, modeling success, fostering innovation, encouraging collaboration, and ultimately serving the profession and practitioners of technical communication.

In addition to serving STC and its communities, Community Achievement Award–related activities provide individual members with many valuable professional development opportunities, including:

- Meeting and networking with other professional technical communicators
- Developing project leadership skills through volunteering for and managing community- and Society-level projects
- Gaining exposure to industry tools and best practices
- Gaining exposure to companies that employ technical communicators

The application has only two categories of activities: **required** and **optional**.

Failure to complete all the **required** activities disqualifies a community for any awards.

**Optional** activities are divided into 7 functional sections: Core (items tracked by STC), STC Promotion and Membership, Leadership, Member Engagement, Programs, Outreach, and Innovation. A Bonus section is included to offer communities additional ways to earn points.

## Contact Information

If you have any questions, please reach out to Timothy Esposito ([tmesposit@gmail.com](mailto:tmesposit@gmail.com)). For Society-related inquiries, please contact Elaine Gilliam ([Elaine.Gilliam@stc.org](mailto:Elaine.Gilliam@stc.org)). All submissions should be sent to both Timothy and Elaine.

## Levels of Award

A community can earn up to 70 base points when working for a Community Achievement Award. This total comprises all the optional activities in categories 1-7. In addition, completing activities in category 8 can earn up to 13 "bonus" points for going above and beyond.

The following table lists the award names and point requirements based on 70 base points (rounded down to the nearest whole number, to your advantage).

<b>Award Level</b>	<b>Points Required</b>
Platinum Community Award	63 or more points (90%)
Gold Community Award	56 to 62 points (80%)
Silver Community Award	49 to 55 points (70%)
Bronze Community Award	45 to 48 points (65%)

As in previous years, communities are not competing with each other and awards can be earned by multiple communities. Communities simply complete the activities listed on the Community Achievement Award Application, using these activities to serve the professional technical communication community.

## Completing the Application

Follow these suggestions and requirements to best plan and prepare your Community Achievement Award application.

### Suggestions

- Assign a Community Achievement Award manager from your community. This person should keep track of all of your community's activities, be able to receive progress reports from community leaders, and document the activities.
- Start tracking activities in January of the application year, if possible.
- Use this form as a planning tool for what you want to accomplish throughout the year.
- All items have examples of acceptable activities in the application.

### Requirements

- Take credit only for activities completed between 1 January 2018 and 31 December 2018.
- For each item for which you are claiming credit, indicate in the first column how many points you are claiming for the item.
- Item often contain a "Show us" statement. Ensure that you have included the requested information in your application or in an associated document named to match the section.
- The application is a Word document. You can submit your application in Word format, PDF format, or any other format you feel most comfortable with AS LONG AS you do not change the order or wording of the original application.

### Required Activities

Before applying for any level of award, communities must have completed and submitted the following items, which are tracked by STC:

- Submit your community budget to STC (required of all communities).
- Submit your general plan of yearly activities for the upcoming year (required of all communities). This can be in any format you choose and is expected to be a working plan, not a finalized plan. This should be submitted with your annual budget but can be submitted later, if necessary.
- Submit your year-end financial report to STC (required of all chapters; does not apply to SIGs). Hold officer elections or transition leadership and submit results to STC. Provide contact information for webmaster and membership chairs in addition to officers (required of all communities).
- File your 990N tax report (required for US chapters only).

**NOTE:** Since STC tracks these required items, no supporting materials are required except for proof of receipt of the 990N tax filing for US chapters.

### Supporting Materials

All Platinum, Gold, Silver, and Bronze award criteria require supporting material. Supporting materials may be a link to a Web page, a *detailed* description (maximum 100 words per item), an included PDF document, an included photo, etc. All supporting materials must be electronic, either files, links, or written descriptions. When using files as supporting materials, include hyperlinks in your application.

## STC Community Achievement Award Guidelines

Each item has an associated code. If you attach supporting documents, reference the code in the document name or as a section within the document. For example, if you want to include screen captures of your social media in support of the “Promote STC” task in Section 2, you could place them in a document titled “PM-1” or in a section of the same name in a document dedicated to Section 2 supporting materials.

### Supporting Materials Examples

- Descriptive summaries provided by the applicant
- Copies of email proving that your community completed the activity
- Hyperlinks to Web pages —ensure the evaluation committee does not need to log in
- Newsletters or blogs
- Meeting announcements
- Correspondence
- Press clippings
- Screenshots of event notices or activities

**NOTE:** Materials for the Platinum Communities may be displayed at the annual Summit.

## Submission

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)).

- Send the application in on time. Applications **must be received by 28 January 2018, 11:59 PM**, Eastern Standard Time (GMT -0500).
- Zip all files, including the application, into a single .ZIP file and send to [tmesposit@gmail.com](mailto:tmesposit@gmail.com) and [Elaine.Gilliam@stc.org](mailto:Elaine.Gilliam@stc.org). Additionally, you can place the entire application packed in a file-share service such as Google Drive or Dropbox. Please share the file share with [tmesposit@gmail.com](mailto:tmesposit@gmail.com) if that is the case.

**IMPORTANT:** The committee acknowledges receipt of all applications. If you do not receive confirmation of receipt within two business days of your submission, it is your responsibility to contact Elaine Gilliam ([Elaine.Gilliam@stc.org](mailto:Elaine.Gilliam@stc.org)) or Timothy Esposito ([tmesposit@gmail.com](mailto:tmesposit@gmail.com)) to make sure the committee received your application.