# Community Information

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

☐ Geographic

☐ Student

☐ Special Interest Group/Community of Practice (SIG/COP)

* **Name of Community President/Manager**: *Respond here.*
* **Community Size as of August 31, 2021 (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 90 possible points on the application. Awards will be given for the following total, verified activity points:

☐ **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:** \_\_\_\_\_\_\_\_\_

*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 supporting documentation as described for all claimed activities.*

Applications must be received by **31 January 2022 11:59 PM,** Eastern Standard Time (GMT -0500).

# Requirements

STC requires that you complete the following tasks each year to apply for the CAA. Check with Erin Gallalee ([erin.gallalee@stc.org](mailto:erin.gallalee@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/COPs.)** |
| ☐ | 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 and non-elected positions in your community, e.g., President or Manager/co-managers, Treasurer, Secretary, Webmaster, and Membership chairs. |
| ☐ | R-4 | File your 990N tax report. **(Required for U.S. chapters; does not apply to SIGs/COPs.)** |

# Activities

*~ Take credit only for activities completed between   
1 January 2021 and 31 December 2021. ~*

Name files that you are supplying as proof of your accomplishments with the corresponding **Item Ref** as given in the tables that follow. This helps to 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” or a link to a file on your cloud drive. Alternatively, create one Word document for each section and include supporting evidence in the Word doc. Use headings to indicate each item reference.

## Programs and Events (23 possible points)

## *Enter the number of anticipated points in the Pts column for each item claimed*

|  |  |  |  |
| --- | --- | --- | --- |
| ☑ | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| ☐ |  | P-1 | SOCIAL EVENTS *(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 STC Summit. SIG/COPs 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-2 | EDUCATIONAL PROGRAMS *(1 pt 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-3 | WORKSHOPS *(2 pts for a two-hour workshop and one point granted per additional hour of workshop length, up to 4 pts)*  Host workshops lasting from at least two hours and up to ½ day. 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-4 | CONFERENCE *(6 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.* |
| ☐ |  | P-5 | 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.* |
| ☐ |  | P-6 | PROMOTE STC PROGRAMS *(1 pt per promoted event, up to 2 pts)*  Promote STC programs, courses, events such as the Summit Conference, and webinars.  **Show us:** Links to social media postings, blog postings, or announcements or articles in your community’s newsletter.  *Respond here.* |

## Outreach, Communication, and Information Exchange (22 possible points)

## *Enter the number of anticipated points in the Pts column for each item claimed*

|  |  |  |  |
| --- | --- | --- | --- |
| ☑ | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| ☐ |  | O-1 | PROVIDE OUTREACH TO PROFESSIONALS/STUDENTS *(1 pt for each unique outreach activity/event to a different individual or group, up to 4 pts)*   * Personally 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 or maintain a community mentor program.  **Show us**: Names of mentors and mentees, dates that mentoring occurred.  *Respond here.* |
|  |  | O-3 | DIVERSITY, EQUITY, AND INCLUSION (*1 pt per activity, up to 3 pts*)  Increase community members’ awareness of diversity, equity, and inclusion and take action to create more inclusive environments for members and potential members, including but not limited to, those of different ages, nation of origin or nation of residence, religion, disability, sexual orientation, gender identity, socioeconomic status, marital status, education, language, physical appearance, and ethnic identity.  **Show us:** Areas where your community supported DEI initiatives or increased awareness of diversity, equity, and inclusion. For example:   * Offer a webinar on a topic related to inclusion, such as unconscious bias. * Take steps to ensure webinars, chapter events, and social media are accessible to all participants (include captions for webinars, etc.).   *Respond here.* |
| ☐ |  | O-4 | PUBLISH NEWSLETTER *(2 pts for 3 issues; 1 additional pt for more issues, for a total of 3 pts possible)*  Publish a community newsletter or blog postings at least three times a year.  **Show us**: Links to at least three newsletter issues or three blog postings.  *Respond here.* |
|  |  | O-5 | COLLABORATE WITH STC COMMUNITIES AND OTHER ORGANIZATIONS (*2 pts for successful collaborations, for a total of 4 pts possible*)  Engage with other communities.   * Have members from your community attend events hosted by other STC communities or related organizations such as PMI, IEEE, ACM, ATD, Write the Docs, TC Camp, or other groups. * Have members from other communities and groups join events hosted by your community. * Collaborate with members from other communities or groups in joint projects such as blog posts, journal articles, presentations, or other collaborative initiatives.   **Show us:** Proof of registration or attendee lists from events, links to articles, presentations, and other activities where members from your community collaborated with members from other communities and organizations.  *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.  *Respond here.* |
|  |  | O-7 | 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 technical communication 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.* |
| ☐ |  | O-8 | BUSINESS AND ACADEMIC SPONSORSHIP/PARTNERSHIPS (*1 pt per promotion, up to 2 pts*)  Partner with local businesses or academic institutions to support and/or promote STC, events, and its programs. Examples:   * A local company allows their employees to use their online platform for your community to share or host a webinar or conference. * A local university allows your community to host an event at their location and encourages students to attend.   **Show us:** How you partnered with local businesses to support/promote STC and its programs.  *Respond here.* |

## Leadership (18 possible points)

## *Enter the number of anticipated points in the Pts column for each item claimed*

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| --- | --- | --- | --- |
| ☑ | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| ☐ |  | L-1 | COMMUNITY LEADERS PARTICIPATE AT LEADERSHIP PROGRAM *(1 pt per attendee, up to 3 pts)*  Have at least one community leader attend the STC Summit Leadership Program.  **Tell us:** Your community leaders who attended the Summit Leadership Program.  *Respond here.* |
| ☐ |  | L-2 | CAC LEADERSHIP WEBINARS *(1 pt per attendee/webinar, up to 3 pts)*  Have your community leaders attend STC’s Leadership live webinars (when available) or [recorded webinars](https://www.cac-stc.org/resources/leadership-webinars/).  **Tell us:** Those who attended and which webinar(s) they attended.  *Respond here.* |
| ☐ |  | L-3 | 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 new leadership.  *Respond here.* |
| ☐ |  | L-4 | LIMIT FINANCIAL HOLDINGS *(2 pts)*  Hold no more than between 50-200% (6-24 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 and potential members. If you have excess funds, show us your plan to spend down. (Note: If you are a SIG/COP with no need for reserves, then you may claim this item if your reserves are between 0-200% of annual expenses.)  *Respond here.* |
| ☐ |  | L-5 | 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-6 | SHORT-TERM VOLUNTEER OPPORTUNITIES *(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-7 | CONFERENCE PRESENTATIONS *(1 pt per person, up to 3 pts)*  Members of your community present at an STC regional conference, the STC Summit, or any relevant non-STC conference. Encourage your members to take on a leadership role in the technical communication community by presenting.  **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.* |

## STC Promotion and Membership (13 possible points)

## *Enter the number of anticipated points in the Pts column for each item claimed*

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| --- | --- | --- | --- |
| ☑ | **Pts** | **Item Ref** | **Description of Task or Outcome** |
| ☐ |  | PM-1 | STUDENT MEMBERSHIP *(2 pts)*  Increase the number of student members.  **Tell us:** Your student membership numbers from 31 August of last year and 31 August of this year.  *Respond here.* |
| ☐ |  | PM-2 | PROFESSIONAL MEMBERSHIP *(2 pts)*  Increase the number of Professional members and/or New Tech Comm Professional members.  **Tell us:** Professional membership numbers from 31 August of last year and 31 August of this year.  *Respond here.* |
| ☐ |  | PM-3 | MEMBERSHIP INCREASE OF 5% *(2 pts)*  Increase your overall membership by 5% or more.  **Show us:** Your membership numbers from 31 August 2020 and 31 August 2021  *Respond here.* |
| ☐ |  | PM-4 | PROMOTE STC MEMBERSHIP *(1 pt per method, up to 3 pts)*  Promote STC membership (e.g., through social media, brochure distribution, contacting people directly). SIG/COP and Student members can participate through brochure distribution at their workplace or classrooms, individual Twitter or FB posts, or SIG/COP or 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-5 | 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.* |
| ☐ |  | PM-6 | PROMOTE STC SERVICES AND INITIATIVES *(1 pt per promoted service/initiative, up to 2 pts)*  Promote STC services and initiatives such as special promotions, salary database, Technical Communication Body of Knowledge (TCBOK), and Society news.  **Show us:** Links to social media postings, blog postings, or announcements or articles in your community’s newsletter. |

## Recognition (7 possible points)

## *Enter the number of anticipated points in the Pts column for each item claimed*

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| ☑ | **Pts** | **Item Ref** | **Description of task or outcome** |
| ☐ |  | R-1 | COMMUNITY AWARDS PROGRAM *(3 pts)*  Develop and/or maintain a community 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), Jay R Gould Award, Ken Rainey Award, or STC Excellence in Service Award.  **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 website or blog and through your social media outlets.  *Respond here.* |
| ☐ |  | R-4 | 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.  **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.* |
| ☐ |  | R-5 | SOCIETY HONOR SOCIETIES *(1 pt)*  Encourage student members to apply for the Sigma Tau Chi and Alpha Sigma award.  **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.* |

## Innovation (5 possible points)

## *Enter the number of anticipated points in the Pts column for each item claimed*

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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 *(2 pts per innovative activity, up to 4 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 should be unique from what you submitted for I-1, Pacesetter, above. 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.* |

## Bonus (2 possible points)

## *Enter the number of anticipated points in the Pts column for each item claimed*

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| ☑ | **Pts** | **Item Ref** | **Description of task or outcome** |
| ☐ |  | B-1 | 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 be 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.* |
|  |  |  |  |