

Tactical Plan of the Pittsburgh Chapter of STC

September 1, 2008

The following paragraphs describe how we plan to implement our strategic plan. The combination of these activities will help members to achieve their career goals.

Professional development will be offered through speakers at meetings, occasional day-long seminars, and weekly meetings of WorkQuestTM. Topics will include software tools, good writing practices and the latest direction in our field.

Networking will be accomplished through allowing networking time at the beginning of each meeting and offering one or two socials a year. This includes both STC chapter and WorkQuestTM activities.

New members will be recruited through mailings to local companies that use technical writers, through contact with local universities, and through encouraging members to bring a colleague to a meeting. Member retention will be accomplished through specific contact of new attendees at meetings, contact with those who are inactive or who have not renewed.

The chapter maintains job postings on the WorkQuestTM web site. Both these postings and our efforts at professional enrichment support the local business community.

We will promote technical communication as a career through contacts with local universities.

Fundraising will be done through careful cost control, through increasing corporate sponsorship, and through the publications competition.

We will conduct member surveys periodically to keep ourselves aligned with member needs. To avoid making the survey onerous to membership, we will issue a survey only every ten years.

We will also conduct surveys at every chapter meeting to determine what members want from our chapter meetings.

We will perform two short-term community service projects. In the Fall, we will collect funds for UNICEF during our October meeting. In addition, WorkQuestTM plans to coordinate with AARP in working on issues related to mature work force. Moreover, because WorkQuestTM is open to all people who seek employment, not just technical writers and editors, it provides a continuous community service.