

STC

Society for Technical Communication



STC Information Design & Architecture Community

Charter 2006 and 2007

Document version

Version	Datum	Author	Changes
V0.1 Draft	25.05.06	Bogo Vatovec	First draft based on the discussion and agreements from the STC conference in Las Vegas
V0.2 Draft	27.06.06	Bogo Vatovec	Feedback from the leadership team.

Intended audience

This charter has a broad internal and external audience:

Audience	Purpose
Community leaders	Brainstorm and provide feedback on the ideas and direction. Establish commitment
Community members	Motivate for participation and volunteering Provide directions for the activities
STC leaders	Establish measurement criteria for the community and participation

Introduction

Information Design & Architecture SIG has had limited activity for several years. Large membership (over 2500 members) show that the subject information design and architecture is of high interest to STC members. This charter should serve as a basis for defining activities in the ID & A SIG.

Community organization

The table below show the current leadership and volunteers team. In order to fulfil the new goals, new volunteers need to be recruited.

The activities, for which no volunteers will be found, will be postponed for the future.

Position	Person	Description
Manager	Bogo Vatovec	Coordinates leadership and volunteers activities.
Web manager	Linda Urban, Sean Cleary	Manage the SIG website. Actively seek topics of interest.
Treasurer	OPEN	Manages community finances. Oversees expenses, reimbursements and income.
Marketing Manager	OPEN	Devises new strategies for marketing and positioning the ID & A community inside and outside of the STC. Recruits volunteers and coordinates the work.
Conferences Manager	David Caruso	Manages SIG activities at the main and regional conferences. Actively promotes SIG presence at the STC and other conferences Devises a sponsoring model for the SIG speakers at conferences.
Publications Manager	OPEN	Manages SIG publication activities. Promotes publishing of articles in the STC and other publications. Promote publishing of articles on the SIG website Devises a sponsoring model for the authors.
Community experts	Content management: Scott Abel Mobile: OPEN	Promote the specific community expertise. Provide support to questions by members.

	ID: OPEN IA: OPEN Online: OPEN Print: OPEN Others..... OPEN	Actively posts questions or provides suggestions on articles, references. Actively promote the SIG website and research and post content. Devises ways to promote the community expertise in and outside of the STC
Open Source Coordinator	OPEN	Actively promotes the OpenSource movement Devises way to support the OpenSource community and projects. For examples, see www.openusability.org Devises models of supporting the volunteers in the OpenSource community.

Charter for 2006

Vision 2006

- The ID&A community is the largest STC community.
- Increase membership for 20%.
- Increase activity and visibility of the community inside the STC.
- Align the community goals and activities with the STC strategy

Objectives, activities, responsibilities, budget

For more information about the STC goals, see the STC website.

The activities for which no volunteers will be found will be postponed for the future.

STC goal	COMMUNITY	Activities	Responsibilities	Status	Budget
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	Objective				
1. Tell our powerful story	Create a new website	See community brand. Modernize the visual layout of the site Improve the interaction of the site	Web manager	In progress	0
1. Tell our powerful story	Create a who is who	Create an expert/authorities who is who on the website Create a membership profiles list on the website	Community Experts Web manager		0
1. Tell our powerful story	Refresh the community brand identity	Develop a new logo Develop visual elements for use with pins, t-shirts (Newsletter for 2007)	Bogo Vatovec	Done	0
1. Tell our powerful story	Present the community at the conference 2006 in Las Vegas	community stand, give-aways, volunteers, pins	Bogo Vatovec Volunteers	Done	500 \$
	Devise a new volunteers organization to cover the charter activities	Volunteers structure Communication Awards and recognition Budget for recognition	Bogo Vatovec	In Progress	0
1. Tell our powerful story	Recruit volunteers to work on the project to redesign the STC website	Recruit volunteers	Bogo Vatovec	In progress	0
5. Grow leaders	Benefit from the STC website redesign project	Detail tools and practices for ID&A Detail guidelines Collect experience Publish experience	Community Experts		0
1. Tell our	Become active in the	Publish a call for volunteers	OpenSource coordinator		0

powerful story	Open Source community	Regularly monitor the www.openusability.org for interesting projects			
1. Tell our powerful story	Establish knowledge areas and appoint champions	Publish a call for volunteers and areas Volunteers define the areas and run them	Bogo Vatovec Volunteers		0
1. Tell our powerful story	Organize open webcasts	Call for volunteers Prepare technology Internal call for presentations External publication	Marketing manager Volunteers		1000\$
1. Tell our powerful story	Sponsor at least three magazine articles for Intercom	Check with Maurice Define the sponsorship model Issue call for articles	Publications manager		1000\$
1. Tell our powerful story	Sponsor at least four presentations at chapter and regional conferences	Issue a call for volunteers Define a sponsorship model Contact regions/chapters	Bogo Vatovec Volunteers	One achieved	2000\$
1. Tell our powerful story	Sponsor presentations at the international conference	Align with the new conference model and establish a working process Call for volunteers	Volunteers Bogo Vatovec	In contact with Saul Carliner	1000\$
5. Grow leaders	Establish a collection of best practices	Call for volunteers to manage this	Membership manager Volunteers		0
4. Make money	Develop a community sponsorship model	Detail the endorsing sponsor concept Allow marketing on the website	Marketing manager Volunteers	Checking the endorsing sponsor concept	0
4. Make money	Webcasts with sponsored tools	Detail the financial model Organize webcasts	Marketing manager Volunteers		500\$

	presentations				
5. Grow leaders	Improve communication between leaders and volunteers	Establish regular phone calls	Bogo Vatovec	Regular dates defined and published	1800\$
					0
Total budget					8100\$
Per member					8100\$ / 2500= 3\$

Charter for 2007

Vision

- Increase membership for 20%.
- Improve operations
- Establish the COMMUNITY as one of the leading authorities in the field of ID&A.

The vision and goals for 2007 will be continuously detailed throughout 2006.

Objectives, activities, responsibilities, budget

STC goal	COMMUNITY Objective	Activities	Responsibilities	Budget
3. Grow relationships	Establish cooperation with other related professional organizations			
3. Grow relationships	Sponsor articles and conference presentations at other professional			

	conferences			
3. Grow relationships	Increase activities in the Open Source community Develop a sponsorship model for this.			