



# **STC Toronto AGM**

June 10, 2008

# Agenda

- Welcome
- Charter Presentation
- Unveiling the New Year  
– Planning for Impact!
- Presentation of  
Administrative Council  
positions and reports
- Nominations and Vote  
for New Council
- Competition Awards
- Chapter Awards
- Closing



# Welcome

Bernard Aschwanden  
STC Toronto Chapter President

# Guests, members, council

- Welcome to guests joining us this evening
- STC Members
- Administrative council



# Charter Presentation

# Charter of STC Toronto

- **Name:** STC Toronto.
- **Affiliation:** STC Toronto is a community of the Society for Technical Communication (STC).
- **Governance:** STC Toronto's activities shall be conducted in accordance with the STC Bylaws and such bylaws as the community establishes.
- **Administrative Council:** STC Toronto's administrative council comprises the President, Vice-President, Immediate Past President, Secretary and Treasurer.
- **Community Council:** STC Toronto's community council comprises all members of the Administrative Council and managers of specific activities such as the newsletter, job bank, and program as appointed by the Administrative Council.
- **Goals:** STC Toronto undertakes to:
  - Provide technical communicators with opportunities for professional development.
  - Create a sense of community among technical communicators.
  - Promote technical communication and technical communicators.
  - Communicate professional opportunities to its members.



# **Unveiling the New Year**

**Planning for Impact!**

# Current Issues



- Meeting structure is costly in several ways
- Attendance levels are decreasing
- Membership numbers are down
- Need to explore longer term viability of meetings as they currently stand

# Survey Information



- The survey (membership) has spoken
- Members want more
  - Better speakers
  - More educational opportunities
  - Networking events
  - Options for members of many backgrounds

# Planning Ahead

A panoramic view of the Toronto skyline, featuring the CN Tower and various skyscrapers, set against a clear blue sky.

- Fewer formal meetings, but focused/planned
- Work on partnerships with other orgs, companies, educational centres
- Reorganize to reduce costs
- Improve speaker quality
- Stronger promotion internal/external

# Benefits Of These Ideas

- Flexibility
- More dynamic speakers/sessions
- Costs associated with it
- Attract members who can't come to current structure of meetings
- Concentration on a concept, more indepth
- Moving ahead, fresh ideas
- Being proactive towards changes



# New Events

What we propose to do during the events that makes them better than the 10 meetings we have now

# Career Day

- Partnered with Seneca @ York
  - Monday September 22, 2008
  - All day pass: Participation in choice of workshops, and lunch
  - A low charge for students and out of work technical writers
  - Nominal rate for STC members
  - Same rate to partner orgs
  - Geared towards newer to the field or looking to change within the field
- Event topics may include:
    - Help with your Resume
    - Help with your Portfolio
    - Finding that First Job
    - Finding a New Job When You're Already Working
    - Trends in the Marketplace
    - What's Happening in your Field
    - Going Solo
    - Networking
    - Recruiters: Can't live with them, can't live without them
    - Recruiter/Employer Job Fair
    - Entering Management

# Tech Trends Day

- Looking for a Tech Partner (Microsoft?) for hosting
- Thursday November 13, 2008
- Free to members and partner orgs
- Geared towards a wide range of people in tech comm field
- Structure of the event:
  - Three or four speakers, approximately 30 - 40 minutes each
  - Address cool tech (RIM, Microsoft, Adobe)
  - Meal
  - Light entertainment and socializing

# Education Day

- Partnered with Seneca @ York
  - Friday February 27, 2009
  - All day pass: Participation in choice of workshops, and lunch
  - A low charge for students and out of work technical writers
  - Nominal rate for STC members
  - Same rate to partner orgs
  - Geared towards a wide range of people in tech comm field
- Event topics may include:
    - Writing for the shop floor (Pharma, Manufacturing, Airline, Automotive, Mining)
    - Distributed learning
    - Localization
    - Types of writing (science, medical etc.)
    - Standardization
      - Standards we use
      - Standards to meet
      - PCI, ISO, Templates, Glossaries
    - Writing for the web, for help, for print, for marcom, CBT
    - Usability (web sites)
    - Indexing/navigation

# Management Day



- Partnered with Seneca @ York (Markham)
- Wednesday April 22, 2009
- All day pass: Participation in choice of workshops, and lunch
- Nominal rate for STC members
- Same rate to partner orgs
- Geared towards management, decision makers, executives looking for insight to Tech Comm
- Event topics may include:
  - Project Management
  - Privacy Issues
  - Governance
  - Knowledge Management (IP)
  - Running a department
  - Running a business
- Event topics may include (continued):
  - Managing people
  - Doing more with less
  - Emerging markets
  - Find/retain staff
  - Conflict resolution
  - Process of Dept
  - Resource Estimating/Scheduling
  - Automation/efficiency
  - Budgeting
  - Negotiating
  - Hire/Fire
  - Translation
  - Making your dept visible to others
  - Converting from a cost to a profit center

# Annual General Meeting



- Restaurant/Hotel/Hall
- Catered, free to all members
- Tuesday June 9, 2009
- Free to all members
- Free to invited guests
- Geared towards members
- Event topics include:
  - Welcome
  - Past (summary of year)
  - Future (what's coming)
  - Presentation of Administrative Council positions and reports
  - Nominations and Vote for New Council
  - Awards
  - Closing

# Free Stuff



- Hold 5+ days a year for free, in Markham, Toronto, Mississauga or other locations of interest
- Social events: STC Toronto provides a location and excuse
- Open to the membership and guests
- A chance to socialize, meet with peers, network



# **Presentation of Administrative Council**

Positions and Reports



# **Nominations**

Vote for Open Positions



# Awards

Competition Awards and  
Chapter Awards

# Competition Awards



- Merit
  - Michele Marques
- Merit
  - Vivian Aschwanden
- Excellence
  - Michael Lush
  - Mark Merrell
  - Andrew Steer
- Best in Show
  - Christine McKarney
  - Lori McKenzie

# Chapter Awards – Friends of STC

- Provides first rate training to members
- Acts as a home to the STC administrative council
- Works to provide partnerships with speakers
- STC Toronto extends its appreciation and gratitude to Front Runner Training for their long standing support of the chapter
- Veronica Kütt

# Chapter Awards – Pacesetter

- Plays the role of both devil's advocate and the voice of reason
- A solid sounding board that the admin council can depend on to keep us member focused
- Helping to shape the vision of the community
- For your outstanding leadership and contribution to the administration of the STC Toronto Community
- Milan Davidovic

# Chapter Awards – President's

- Actively participating in every aspect of the community
- Helping new members get a footing in the field
- Managing and organizing members and non-members alike to improve the STC experience
- For your dedication and initiative – going above and beyond the call as Volunteer Manager for the STC Toronto Community
- Sheldon D'Cunha

# Chapter Awards – President's

- Working behind the scenes arriving early and leaving late for all meetings
- Helping the admin council in a wide range of roles
- Stepping up and ensuring continuity of service
- For your dedication and initiative – going above and beyond the call as Hospitality Manager for the STC Toronto Community
- Jennifer Paton Smith

# Chapter Awards – President's

- Helping to move the STC Toronto Community into new partnerships
- Driving technical communications in education
- Providing people new to the field with guidance
- For actively guiding and supporting peers and junior technical communicators to meet their technical communication goals
- Beth Agnew

# Chapter Awards – Rennie Charles

- A leader in the community
- A technical communicator, an evangelist for those in our field and driving force for improvement
- Works for the STC to move all members forward
- Hosted meetings at home, covering costs out of pocket
- Continues to mentor students, new writers, experienced STC members
- Presents at conferences on technical communications
- A stellar Vice President, President and Past President

# And the award goes to...

- Rob Hanna
- “For your unending support and tirelessly sharing your wealth of knowledge with the Toronto STC Community”



# Closing