

STC Washington, DC – Metro Baltimore Chapter Strategic Plan

Developed March 2006, updated August 2012

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| Goal 1: | Develop new leaders |
| <i>Strategy 1:</i> | <i>Encourage volunteerism</i> |
| Program 1: | Publicize the work of current volunteers |
| Program 2: | Implement a project planning approach to committee work |
| <i>Strategy 2:</i> | <i>Support and educate chapter leaders</i> |
| Program 1: | Host leadership workshop |
| Program 2: | Have past leaders coach new leaders |
| <i>Strategy 3:</i> | <i>Improve chapter transitions</i> |
| Program 1: | Add assistant position to major committee managers |
| Program 2: | Review and update standard operating procedures |
| Program 3: | Invite the same people to coordinate the entire competition and each component for more than one year |
| Goal 2: | Provide greater value to members |
| <i>Strategy 1:</i> | <i>Provide educational opportunities</i> |
| Program 1: | Provide low-cost technical training workshops. |
| Program 2: | Create a Professional Development Committee to plan workshops and seminars (exclusive of monthly programs). |
| Program 3: | Sponsor or co-sponsor a local conference |
| <i>Strategy 2:</i> | <i>Enhance recognition programs</i> |
| Program 1: | Make a greater effort to nominate members for awards |
| Program 2: | Spotlight volunteers in chapter publications |
| Program 3: | Recognize companies for STC support |
| <i>Strategy 3:</i> | <i>Help members connect</i> |
| Program 1: | Publicize use of STCWDC-CHAT email discussion list |
| Program 2: | Establish alternate meeting formats such as mid-week lunches |
| Program 3: | Reinvigorate chapter SIGs |
| Goal 3: | Reach out to wider communities |
| <i>Strategy 1:</i> | <i>Establish liaison to related organizations</i> |
| Program 1: | Coordinate events with other organizations |
| Program 2: | Incorporate community service into two events per year |
| <i>Strategy 2:</i> | <i>Increase outreach to students, teachers, and working professionals</i> |
| Program 1: | Send members to one or more high school career days |
| Program 2: | Use technology to involve more people in our activities |