Goal 1: Develop new leaders  

**Strategy 1:** Encourage volunteerism  
Program 1: Publicize the work of current volunteers  
Program 2: Implement a project planning approach to committee work  

**Strategy 2:** Support and educate chapter leaders  
Program 1: Host leadership workshop  
Program 2: Have past leaders coach new leaders  

**Strategy 3:** Improve chapter transitions  
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  

**Strategy 1:** Provide educational opportunities  
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  

**Strategy 2:** Enhance recognition programs  
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  

**Strategy 3:** Help members connect  
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  

**Strategy 1:** Establish liaison to related organizations  
Program 1: Coordinate events with other organizations  
Program 2: Incorporate community service into two events per year  

**Strategy 2:** Increase outreach to students, teachers, and working professionals  
Program 1: Send members to one or more high school career days  
Program 2: Use technology to involve more people in our activities