Society for Technical Communication

Community Achievement Award
Guidelines for 2019 Activities
STC Community Achievement Award Guidelines

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Summary of Changes for the 2019 Application

In general, more emphasis is placed on offering a variety of programs. Also, some of the sections were combined or renamed. In total, you can earn up to 7 more points through leadership, programs, and outreach. Some areas were evaluated and removed, such as the task for using STC web hosting, as it was determined they did not constitute a requirement for being an outstanding community. The old Member Engagement section was broken apart and embedded in different sections. Some are in the Education section, and some are in Programs and Events section. A new Member Recognition section has also been created.

Requirements Section
- The budget submission and community plan submission requirements were combined due to the restructuring of the budget form. Submitting a community plan is accomplished with the Activity Report and Engagement Plan tabs on the budget form.
- The officer elections requirement specifies which community leader updates need to be conveyed to the Society.

Core
- Points have been rebalanced to award communities who have more members participate in Summit and CAC webinars.

STC Promotion and Membership
- The Include a link to the STC website requirements has been removed.
- The Promote Society Level Activities requirement was replaced by the Promote STC Programs requirement.
- A new requirement to specifically promote society elections was added.

Leadership
- The existing categories for Transition, Succession, and Plan have been combined into the Leadership Plan section.
- The Organization category was split into Encourage Volunteerism and the Short-Term Volunteer Opportunities sections. The Short-Term Volunteer Opportunities was specified to encourage new members to volunteers on smaller projects and open them to volunteering. More weight was added to this area to promote the importance of identifying and growing a volunteer base.
- Identifying candidates for Fellow has been removed, as this is handled by the Fellow Committee.

Programs and Events
- As communities move towards virtual interactions, the differentiation between virtual and face-to-face events is no longer required. Community events are now broken down into Educational, Workshop, and Social Events.
- Added a category for partnering with other STC communities on an event, or with non-STC communities on an event.

Outreach, Communication, and Information Exchange
- Redefined professional and student outreach.
STC Community Achievement Award Guidelines

- Moved Competition to the Bonus section as STC is no longer hosting an International competition.

**Recognition**
Created a Recognition section to promote communities recognizing their volunteers both nationally and locally.

**Innovation**
Added an item to reward applications for a Pacesetter award.

**Bonus Section**
- The Additional workshops item was removed because the Workshops item in the Programs and Events was revised to be worth more.
- The competition item was relocated here.
- The contests category was relocated here.
- The STC Web Hosting item was removed.
Overview
The STC Community Achievement Award exists to recognize our exceptional communities for providing outstanding member services, modeling success, fostering innovation, encouraging collaboration, and ultimately serving the profession and practitioners of technical communication.

In addition to serving STC and its communities, Community Achievement Award–related activities provide individual members with many valuable professional development opportunities, including:

- Meeting and networking with other professional technical communicators
- Developing project leadership skills through volunteering for and managing community- and Society-level projects
- Gaining exposure to industry tools and best practices
- Gaining exposure to companies that employ technical communicators

The application has only two categories of activities: required and optional.

Failure to complete all the required activities disqualifies a community for any awards.

Optional activities are divided into 7 functional sections: Core (items tracked by STC), STC Promotion and Membership, Leadership, Member Engagement, Programs, Outreach, and Innovation. A Bonus section is included to offer communities additional ways to earn points.

Contact Information
Send all application submissions and questions regarding the application to caa@stc.org.

For Society-related inquiries, please contact Elaine Gilliam (Elaine.Gilliam@stc.org).
Levels of Award

A community can earn up to 78 base points when working for a Community Achievement Award. This total comprises all the optional activities in categories 1-7. In addition, completing activities in category 8 can earn up to 12 bonus points for going above and beyond.

The following table lists the award names and point requirements based on 78 base points (rounded down to the nearest whole number, to your advantage).

<table>
<thead>
<tr>
<th>Award Level</th>
<th>Points Required</th>
</tr>
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<tbody>
<tr>
<td>Platinum Community Award</td>
<td>69 or more points (90%)</td>
</tr>
<tr>
<td>Gold Community Award</td>
<td>61 to 68 points (80%)</td>
</tr>
<tr>
<td>Silver Community Award</td>
<td>53 to 61 points (70%)</td>
</tr>
<tr>
<td>Bronze Community Award</td>
<td>45 to 52 points (60%)</td>
</tr>
</tbody>
</table>

As in previous years, communities are not competing with each other and awards can be earned by multiple communities. Communities simply complete the activities listed on the Community Achievement Award Application, using these activities to serve the professional technical communication community.
Completing the Application

Follow these suggestions and requirements to best plan and prepare your Community Achievement Award application.

Suggestions
- Assign a Community Achievement Award manager from your community. This person should keep track of all of your community's activities, be able to receive progress reports from community leaders, and document the activities.
- Start tracking activities in January of the application year, if possible.
- Use this form as a planning tool for what you want to accomplish throughout the year.
- All items have examples of acceptable activities in the application.

Requirements
- Take credit only for activities completed between 1 January 2019 and 31 December 2019.
- For each item for which you are claiming credit, indicate in the first column how many points you are claiming for the item.
- Item often contain a “Show us” statement. Ensure that you have included the requested information in your application or in an associated document named to match the section.
- The application is a Word document. You can submit your application in Word format, PDF format, or any other format you feel most comfortable with AS LONG AS you do not change the order or wording of the original application.
- Do not use the same event for multiple categories. For example, you cannot claim credit for an event in both the Educational Programs category and the Social Event category.

Required Activities
Before applying for any level of award, communities must have completed and submitted the following items, which are tracked by STC:

- Submit your community's budget to STC. This includes completing the Activity Report and Engagement Plan that are part of the budget form.
- Submit your year-end financial report to the STC Treasurer (does not apply to SIGs).
- Hold officer elections or transition your leadership and submit results to STC. You must supply the names and contact information of the people holding the elected positions in your community, e.g. President or Manager/co-managers, Treasurer, Secretary, etc., along with the contact information for webmaster and membership chairs.
- File your 990N tax report (required for US chapters only).

NOTE: Since STC tracks these required items, no supporting materials are required.

Supporting Materials
All Platinum, Gold, Silver, and Bronze award criteria require supporting material. Supporting materials may be a link to a Web page, a detailed description (maximum 100 words per item), an included PDF document, an included photo, etc. All supporting materials must be electronic, either files, links, or written descriptions. When using files as supporting materials, include hyperlinks in your application.
Each item has an associated code. If you attach supporting documents, reference the code in the document name or as a section within the document. For example, if you want to include screen captures of your social media in support of the “Promote STC Membership” task in Section 2, you could place them in a document titled “PM-1” or in a section of the same name in a document dedicated to Section 2 supporting materials.

**Supporting Materials Examples**

- Descriptive summaries provided by the applicant
- Copies of email proving that your community completed the activity
- Hyperlinks to Web pages — ensure the evaluation committee does not need to log in
- Newsletters or blogs
- Meeting announcements
- Correspondence
- Press clippings
- Screenshots of event notices or activities

**NOTE:** Materials for the Platinum Communities may be displayed at the annual Summit.
Submission
Submit all materials to caa@stc.org.

- Send the application in on time. Applications must be received by 31 January 2020, 11:59 PM, Eastern Standard Time (GMT -0500).
- Zip all files, including the application, into a single .ZIP file and send to caa@stc.org. Additionally, you can place the entire application packed in a file-share service such as Google Drive or Dropbox.

IMPORTANT: The committee acknowledges receipt of all applications. If you do not receive confirmation of receipt within two business days of your submission, it is your responsibility to contact Elaine Gilliam (Elaine.Gilliam@stc.org) to make sure the committee received your application.