

The STC Silicon Valley Chapter Administrative Council Handbook

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The Role of the STC Silicon Valley President

The responsibilities of the President of the Silicon Valley Chapter of the Society for Technical Communication include both administrative and leadership duties. Administrative duties include activities such as presiding at all meetings of the chapter's Administrative Council. Leadership duties include such activities as discerning the chapter members' professional needs and researching how the council might address those needs.

Routine Tasks Performed by the President

Table1. Routine Tasks performed by the President

Task	Time Required	Frequency
Reviewing the previous month's council meeting minutes for approval	30 minutes	Monthly
Writing the President's report for the council meeting	30 minutes	Monthly
Reading the agenda and reports before attending the council meeting	1 hour	Monthly
Attending the council meeting	3 hours	Monthly
Reading the council meeting minutes post-meeting	30 minutes	Monthly
Updating the announcement slide show and extracting announcements for the chapter meeting	1 hour	Monthly
Setting up laptop and LCD projector for the chapter meeting	30 minutes	Monthly
Attending the chapter meeting	3 hours	Monthly
Composing, printing, and posting thank-you letters to presenters	1 hour	Monthly
Reading and composing email	5 hours	Monthly
Developing a written strategic plan	5 hours	Monthly
Writing tri-annual reports	2 hours	Monthly

The Role of the STC Silicon Valley Vice President

The responsibilities of the Vice President of the Silicon Valley Chapter of the Society for Technical Communication include both administrative and leadership duties. Administrative duties include activities such as reviewing and updating the chapter bylaws and the Administrative Council handbook. Leadership duties include assisting the President as necessary and being one of three signatories to the chapter bank accounts. The Vice President may also fill in for the President in case of absence or incapacity.

Routine Tasks Performed by the Vice President

Table2. Routine Tasks performed by the Vice President

Task	Time Required	Frequency
Writing the Vice President's report for the council meeting	30 minutes	Monthly
Attending the council meeting	1 hour	Monthly
Reading the council meeting minutes post-meeting	30 minutes	Monthly
Attending the chapter meeting	3 hours	Monthly

As-Needed Tasks Performed by the Vice President

Table3. As-Needed Tasks performed by the Vice President

Task	Time Required	Frequency
Reviewing and updating the chapter bylaws and handbook	1 hour	As needed
Review ing and updating the Administrative Council Manual	1 hour	As needed
Filling in for the President in case of absence or incapacity	Varied	Rarely, as needed
Assisting the President as necessary	1 hour	As needed
Reading and composing email	5 hours	As needed
Be one of the three signatories to the chapter bank accounts	15 minutes	As needed

The Role of the STC Silicon Valley Chapter Membership and Volunteers Manager

The Membership and Volunteer Manager is responsible for membership and volunteerism within the chapter. Although specific tasks may vary depending on chapter and Administrative Council needs, this responsibility includes:

- Maintaining chapter membership records and communicating with new and renewing members
- Communicating with organizations within the chapter needing volunteers and with members desiring to volunteer
- Assisting with community outreach and membership recruiting
- Maintaining the chapter membership records
- Communicating with new and renewing members
- Communicating with organizations within the chapter that need volunteers
- Communicating with members that want to volunteer
- Assisting the chapter with community outreach and membership recruiting

Routine Tasks Performed by the Membership and Volunteers Manager

Table4. Routine Tasks performed by the Membership and Volunteers Manager

Task	Time Required	Frequency
Managing the membership list	2 hours	Monthly
Creating the monthly council report	2 hours	Monthly
Attending the council meeting	1 hour	Monthly
Reading the council meeting minutes post-meeting	30 minutes	Monthly
Communicating with volunteers and with people in the chapter needing volunteers	4 hours	Monthly
Giving a membership drive presentation at the January chapter meeting	6 hours	Yearly
Attending the chapter meeting	3 hours	Monthly

As-Needed Tasks Performed by the Membership and Volunteers Manager

Table5. As-Needed Tasks performed by the Membership and Volunteers Manager

Task	Time Required	Frequency
Sending welcome letters to new, reinstated, and transferring-in members	1 hour	As needed
Providing carpooling information to chapter members	30 minutes	As needed
Assisting the Public Relations (PR) Manager with community outreach and membership recruiting	Varied	As needed

The Role of the STC Silicon Valley Reservations Manager

The Reservations Manager for the Society for Technical Communication Silicon Valley Chapter (STC-SVC) coordinates the chapter dinner meetings and the three annual schmoozes. As the Reservations Manager, you reserve the meeting room, collect the reservations, coordinate the food, sign in the attendees, and send monthly reports to the Secretary.

The Reservations Manager is one of the more visible STC-SVC representatives at the chapter meetings, since you are probably the first person that the attendees see. You greet the attendees and guest speakers and sign them in. It is important to be professional, since you are representing our chapter.

The Secretary works with the following:--

- The President to clarify any questions-
- The Secretary to submit your monthly report
- The Treasurer to give the money taken in from the chapter meeting and to get reimbursed for the meeting expenses
- The Web Manager to report SPAM sent to your STC-SVC email account

Routine Tasks Performed by the Reservations Manager

Table6. Routine Tasks performed by the Reservations Manager

Task	Time Required	Frequency
Reading the agenda for the Admin Council meeting	15 minutes	Monthly
Attending the Admin Council meeting	1 hour	Monthly
Collecting the reservation payments for the chapter meetings on page 8	1 hour	Monthly
Preparing for the chapter meetings on page 8	1 hour	Monthly
Attending the chapter meetings on page 7	3 hours	Monthly
Preparing and submitting a report to the chapter Secretary on attendance, expenses, and money taken in for the chapter meeting	1 hour	Monthly
Depositing checks and cash from the monthly dinner meetings	1 hour	Monthly

Attending the chapter meetings

The chapter meetings are near the end of the month. The chapter meeting begins at 6:00 PM. Attendees begin to arrive around 6:00 PM or before. You are responsible for bringing the food, drinks, supplies, and the check-in material to the chapter meetings. To set up and break down the room for the chapter meetings:

1. Arrive at the meeting location by 5 PM to begin setup.
2. Set up the check-in table and the food table.
3. Distribute pre-printed name tags to the council members and guest speakers.

Make sure you collect the council and guest speaker tags at the end of the meeting so they can be re-used.

4. Using the blank and pre-printed attendee lists, check in meeting attendees as they

arrive. Collect payment from all attendees who did not pre-register.

Quietly check in any late attendees.

5. If you did not pick up the food, make sure the food will arrive by 6 PM.
6. After the meeting ends, do the following:
 - a. Give the money taken in from the chapter meetings to the Treasurer.
 - b. Fill out a form to get reimbursed by the Treasurer for any expenses incurred before the meeting such as food and supplies.
 - c. Clean up the meeting room before leaving.
 - d. Create and submit the monthly report to the Secretary after the meeting and before the month is over.

The monthly report includes the number of attendees (members, non-members, and guest speakers) and the money taken in from the chapter meeting and the expenses for the chapter meeting.

Preparing for the chapter meetings

With a little preparation, you can ensure that the check-in process runs smoothly and your check-in desk looks professional. To prepare for the chapter meetings:

1. Prepare a printed check-in list for all pre-registered attendees and guest speakers.
2. Prepare a blank check-in list for those who have not pre-registered.
3. Create and distribute professional looking name tags for the Council members and the guest speakers.
4. Print adhesive name tags for all pre-registered attendees.
5. Bring the following supplies for the check-in table:
 - An 8" x 11" welcome sign
 - Money to make change
 - Pens and felt markers
 - Blank receipts
 - All prepared lists and name tags
 - Blank adhesive name tags for attendees who did not pre-register to make their own name tags.
6. Buy the drinks and ongoing supplies for the meetings, such as paper plates, paper cups, paper napkins, and eating utensils in advance. Make sure you do not run out of supplies.
7. Pick up the food (pizza) right before the meeting starts.
8. Bring the following for the food table:
 - Drinks
 - Ice and Ice Bucket
 - Paper Plates
 - Paper Cups
 - Paper Napkins
 - Plastic Eating Utensils

Note: You may also want to bring some kind of serving utensils for the ice and a knife to cut the pizzas if they are not cut well.

Collecting the reservation payments for the chapter meetings

To collect chapter meeting reservation payments:

1. Check Paypal for meeting payments and make a print out of all records to bring to the meeting.
2. Collect any meeting payments from the Chapter P.O. Box. Record the names of the attendees
3. At the meeting, collect all in-person payments from attendees.

As-Needed Tasks Performed by the Reservations Manager

Table7. As-Needed Tasks performed by the Reservations Manager

Task	Time Required	Frequency
Organizing the Chapter Schmoozes on page 9	1 hour	3 yearly
Attending each Schmooze	3 hours	3 yearly
Securing the chapter meeting facilities	1 hour	Yearly
Securing the special event liability insurance for the chapter meetings	1 hour	Yearly

Organizing the Chapter Schmoozes

Three schmoozes are held each year in April, August, and December. The purpose of the schmoozes is to meet and network with technical communicators. The schmoozes are free to both members and non-members. Below is the contact information for the schmooze (as of 3/09): India Gate Restaurant 2875 Lakeside Drive Santa Clara, CA. 95054 Contact: Kul Dhanota Phone: (408) 980-1666 Email: indiagatecuisine@yahoo.com
To run a Schmooze:

1. Contact the Schmooze location and book a room for the date of the schmooze. Arrange for appetizers to be served. THE budget is typically no more than \$300.
2. Arrive at the Schmooze location by 5 PM to set up the check-in table .
3. Using the blank tags, encourage attendees to write their name. Give Council members pre-printed name tags.
4. After the schmooze, give any receipts for reimbursement to the Treasurer.
5. Create a post-Schmooze report for the council.

The Role of the STC Silicon Valley Chapter Secretary

The Secretary prepares the agendas and minutes for the Society for Technical Communication Silicon Valley Chapter (STC-SVC) Administrative Council meetings, corresponds on behalf of the chapter to external contacts, and maintains the council contact list. The Secretary works with the Vice President to update the Operational Policies document and moderate the Administrative Council Handbook (ACH) and manual. The Secretary can get additional tasks at the request of the President.

The budget for the Secretary includes money for:

- Paper
- Envelopes
- Stamps

The Secretary can estimate the current budget by examining the Treasurer's record of the previous office supplies expense budget.

Routine Tasks Performed by the Secretary

Table8. Routine Tasks Performed by the Secretary

Task	Time Required	Frequency
Collecting Reports from Council Members on page 11	1 hour	Monthly
Writing the Report for the Council Meeting on page 11	15 minutes	Monthly
Preparing the Agenda for the Council Meeting on page 11	1 hour	Monthly
Attending the Council Meeting on page 11	2 hours	Monthly
Writing the Council Meeting Minutes on page 11	30 minutes	Monthly
Participating in Ongoing Council Discussions at http://finance.groups.yahoo.com/group/stc_svc_council/m	2 hours	Monthly
Attending the Chapter Meeting	2 hours	Monthly

As-Needed Tasks Performed by the Secretary

Table9. As-Needed Tasks Performed by the Secretary

Task	Time Required	Frequency
Preparing the Code of Conduct and Web Permission Forms for Signature on page 11	15 minutes	As needed
Collecting the Contact Information of Council Members	15 minutes	As needed
Working with the Web Manager to Allow Access to Admin. Council Web Space	15 minutes	As needed
Creating the Contact Information Table on page 12	15 minutes	As needed
Corresponding with External Contacts on Behalf of the Chapter	15 minutes	Rarely, as needed
Sending Out Formal Letters on SVC Letterhead	15 minutes	Rarely, as needed
Publishing Documents on the Administrative Council Resource Site	15 minutes	As needed

Task	Time Required	Frequency
Moderating Updates to the Administrative Council Handbook and Manual	2 hours	Rarely, as needed

Collecting Reports From Council Members

To Collect Reports:

1. Remind the Council members, on the first of the month, to submit their reports.
2. Post the reminder at http://finance.groups.yahoo.com/group/stc_svc_council/post.
3. Post reminder to stc_svc_council@yahoo.com [Default].
4. Collect reports from Yahoo group.
5. Store reports at _____?

Writing the Report For the Council Meeting

To Write the Report:

1. Summarize secretary's monthly accomplishments in text file.
2. Post the report at http://finance.groups.yahoo.com/group/stc_svc_council/post.

Preparing the Agenda for the Council Meeting

To prepare the agenda:

1. Remind the Council members, on the first of the month, to submit their reports.
2. Confer with the President to collect old and new business items for the agenda.
3. Draft the agenda when all reports have been submitted.
4. Send the agenda to the President for approval.
5. Publish the approved agenda on the [stc_svc_council Yahoo! Groups](http://stc_svc_council.yahoo.com) site, 24 hours before the Council Meeting.

Attending the Admin Council Meeting

To attend the Admin Council Meeting:

1. Phone into the meeting.
2. Take copious notes, during the meeting or from a recording.

Writing the Council Meeting Minutes

To write the council meeting minutes:

1. Add meeting details to agenda file
2. Save minutes in Microsoft Word
3. upload minutes file to
http://finance.groups.yahoo.com/group/stc_svc_council/files/

Participating in Ongoing Council Discussions

To participate in ongoing council discussions:

1. Participate in discussion at
http://finance.groups.yahoo.com/group/stc_svc_council/messages/

Preparing the Code of Conduct and Web Permissions Forms for Signature

Signing the Code of Conduct and the Web Permission forms is an STC legal

requirement. To prepare the forms:

1. Download the forms from the Administrative Council Resource site.

The Web Permission form is stored at:

<http://sites.google.com/site/stcsvcadministrativecouncil/Home/files/webperms.doc>

The Code of Conduct form is stored at:

<http://sites.google.com/site/stcsvcadministrativecouncil/Home/files/SVCCodeofConduct.doc>

2. Update the term date to the current term.

For example: 2008-2009

3. Print and distribute the forms to the Council at the June council meeting.
4. Collect the signed forms.
5. Archive the signed forms on the Administrative Council Resource site.

Creating the Contact Information Table

To create the table:

1. Click **Create Table** at http://finance.groups.yahoo.com/group/stc_svc_council/database.
2. Name the table [term] Admin Council Contact List.

For example: 2008-2009 Admin Council Contact List

3. Change the table policy to **Anyone**.
4. Name the table columns:

Tables > 2008-2009 Admin Council Contact List

First Name	Last Name	STC-SVC Position	Email	Telephone Number	City
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5. Input the contact information.
6. Post a message to the stc_svc_council Yahoo! Groups, containing:
 - a. The link to the list
 - b. Instructions to access the list
 - c. Instructions to add, edit, or delete records
 - d. Responsibility of the individual to update information

The Role of the STC Silicon Valley SIG Manager

The responsibilities of the Special Interest Groups (SIG) Manager of the Silicon Valley Chapter of the Society for Technical Communication include both administrative and leadership duties. Administrative duties include activities such as reporting SIG activity and status to the council. Leadership duties include supporting the individual SIG leaders, monitoring the SIG pages on the chapter website, or the List Servers and attending at least one meeting for each SIG each year.

Routine Tasks Performed by the SIG Manager

Table10. Routine Tasks performed by the SIG Manager

Task	Time Required	Frequency
Writing the SIG Manager's report for the council meeting	30 minutes	Monthly
Attending the council meeting	1 hour	Monthly
Reading the council meeting minutes post-meeting	30 minutes	Monthly
Attending the chapter meeting	3 hours	Monthly
Attending meetings for each chapter SIG each year	2 - 3 hours	Monthly

As-Needed Tasks Performed by the SIG Manager

Table11. As-Needed Tasks performed by the SIG Manager

Task	Time Required	Frequency
Attending meetings for each chapter SIG each year	Varied	As needed
Monitoring SIG mailing lists	Varied	As needed
Reading and composing email	3-4 hours	As needed

The Role of the STC Silicon Valley Treasurer

The Treasurer of the Silicon Valley Chapter of the Society for Technical Communication supervises the Chapter's fiscal affairs. The Society's Chapter Handbook, which can be downloaded from the Society's website, includes a chapter on the Treasurer's duties from the perspective of the Society. The Society and chapter bylaws contain specific requirements.

It is important that the Treasurer is fiscally responsible in the duties of the office. That is, the timely depositing of funds, paying bills, and processing refunds assures that the Treasurer's actions do not negatively affect the ongoing solvency of the chapter. Prompt reconciling of the monthly bank statements is key to both ensuring that the financial activity of the chapter is proceeding as anticipated and that any discrepancies are discovered.

Routine Tasks Performed by the Treasurer

Table12. Routine Tasks performed by the Treasurer

Task	Time Required	Frequency
Preparing the Treasurer's report for Admin Council meeting	30 minutes	Monthly
Attending the Admin Council meeting	1 hour	Monthly
Replying to email, issuing reimbursements, updating monthly spreadsheet	1 hour	Monthly
Attending the chapter meeting	3 hours	Monthly
Balancing the checkbook and compiling monthly reports for the Admin Council	2 hours	Monthly
Depositing checks and cash from the monthly dinner meetings	1 hour	Monthly
Preparing a tax return and year-end financial reports	ten hours	yearly
Preparing a chapter fiscal year budget	8 hours	yearly
Updating the signatures on bank accounts	1 hour	yearly
Communicating with vendors regarding invoice questions, late charges, and negotiating favorable rates	varies	as needed

The Role of the STC Silicon Valley WebMaster

The Web Manager manages the web site of the Society for Technical Communication Silicon Valley Chapter (STC-SVC). The Role includes updating the site monthly meeting announcements, chapter news, job openings, and other topics of interest to the chapter members. The Web Manager updates the site's WordPress software, ensures that all site links work properly, and manages the web team. The Web Manager coordinates with the President on site issues and content, the Programs Manager on monthly meeting information, and the Employment Manager for job listings.

Routine Tasks Performed by the WebMaster

Table13. Routine Tasks Performed by the WebMaster

Task	Time Required	Frequency
Adding Content Via WordPress on page 15	5 hours	Weekly
Archiving News, Jobs, Events	1 hour	Monthly
Attending meetings	3 hours	Monthly
Managing Chapter Mailing List	1 hour	Monthly
Preparing Admin Council Election Ballot	4 hours	Yearly

As-Needed Tasks Performed by the WebMaster

Table14. As-Needed Tasks performed by the WebMaster

Task	Time required	Frequency
Setting Up Spam Filters with Akismet	1 hour	As needed
Updating WordPress (includes database backup)	1 hour	Every few months, as needed
Managing Officer Email Addresses	15 minutes	Every few months, as needed
Updating Yahoo Admin Council List	15 minutes	Every few months, as needed
Submitting trouble tickets to site host	1 hour	Rarely, as needed
Changing Site Host	8 hours	Rarely, as needed
Adding Page to Website	2 hours	Rarely, as needed
Deleting Page from Website	15 minutes	Rarely, as needed
Adding/Deleting WordPress User	15 minutes	Rarely, as needed

Adding Content Via WordPress

1. Log in to WordPress



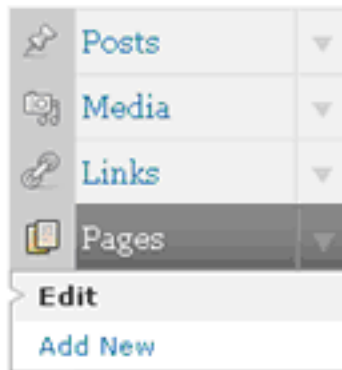
You are now logged out.

Username

Password

Remember Me

2. Click "Edit" under Pages



3. Make your changes in Edit Page

Edit Page

Upload/Insert    

b *i* [link](#) b-quote ~~del~~ ins img ul ol li code more lookup
close tags cforms

This is a new page.

Word count: 4 Last edited by Administrator on January 9, 2009 at 7:39 pm

Custom Fields

Discussion

4. Click Update Page

Publish

[Preview](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

 Published on: **Feb 13, 2009 @ 11:12** [Edit](#)

[Delete](#) [Update Page](#)

5. Click Preview to check the appearance of your page

The Role of the STC Silicon Valley Employment Manager

The Employment Manager is responsible for developing employment-related programs and for maintaining employment information on the Chapter Web site

Routine Tasks Performed in the Employment Manager Role

Table15. Routine Tasks performed by the Employment Manager

Task	Time required	Frequency
Organizing job postings of available jobs in technical communication received from employers into a job listing.	TBA	Depends on frequency jobs are posted
Maintaining at least one page on the Chapter Web site describing the Employment Information function, how to list jobs, how to receive job listings, etc.	TBA	Monthly
Maintaining mechanisms (for example, an e-mail list or Web pages) for employers and recruiters to submit jobs for the job listing, as well as mechanisms for job seekers to receive the job listing and providing members and non-members with the job listing in all relevant forms of distribution including e-mail and the Web.	TBA	Monthly
Attending the council meeting	2 hours	Monthly
Working with the External and Public Relations Committee to promote the Employment Information function within the Chapter and the community.	TBA	Monthly
Working with the Administrative Council to plan and implement programs to increase the visibility, usefulness, and magnitude of the Employment Information function, including increasing the number of employers and recruiters using the service, increasing the number of job postings available through the service, and increasing the number of job seekers who receive the listings.	TBA	Monthly
Attending the chapter dinner meeting	2 hours	Monthly

The Role of the STC Silicon Valley Programs and Events Manager

The primary responsibility of the Programs and Events Manager is to find speakers for the monthly chapter meetings. Sources for speakers include personal contacts, STC-SVC members, referrals by Administrative Council members, and other local STC chapters. The Programs and Events Manager also plans and organizes seminars, workshops, and other special events, such as job fairs.

Routine Tasks Performed by the Programs and Events Manager

Each month, the Programs and Events Manager must line up a speaker for the chapter meeting and attend to the speaker's needs at the meeting. The Programs and Events Manager also writes a monthly activities report and attends the Administrative Council meeting.

Table16. Routine Tasks performed by the Programs and Events Manager

Task	Time Required	Frequency
Writing the Programs and Events Manager's report for the council meeting	30 minutes	Monthly
Attending the Administrative Council meeting	3 hours	Monthly
Setting up laptop and LCD projector for the chapter meeting	30 minutes	Monthly
Attending the chapter meeting	3 hours	Monthly
Exchanging email messages and telephone calls with potential speakers and other council members	2 hours	Monthly
Lining up next month's speaker, unless there is a schmooze scheduled (Finding a Speaker for the Monthly Meeting) on page 20	3 hours	Monthly
Reminding the monthly speakers of their commitment to present	30 minutes	Monthly
Greeting speakers at the chapter meetings and attending to their needs, or assigning someone else to do it if you can't be there (Managing the Monthly Speaker Presentation) on page 20	30 minutes	Monthly

As-Needed Tasks Performed by the Programs and Events Manager

Table17. As-Needed Tasks Performed by the Programs and Events Manager

Task	Time Required	Frequency
Making travel arrangements for speakers	1 hour	As needed
Planning and organizing seminars, workshops, and other special events, such as job fairs	Unknown	As needed

Finding a Speaker for the Monthly Meeting

Speakers can be found from your personal contacts, STC members volunteering to give a presentation, referrals by Administrative Council Members, or other local STC chapters.

1. Get contact information for potential speakers.
2. If you have exhausted your personal contacts, STC members, and referrals, check the web sites of the other local STC chapters (North Bay, San Francisco, Berkeley, East Bay) for past and future speakers of interest.
 - If you find speakers of interest, search the chapter web site for the program manager's contact information and email the program manager for the speakers' contact information.
3. Contact potential speakers and ask them if they are interested in presenting at the next meeting.

It is recommended that you line up speakers for the next couple of meetings, in case an upcoming speaker cancels.

4. If a speaker is interested, relay the following information to them concerning a presentation:
 - Meetings begin at 6 P.M. with pizza and networking, followed by the presentation at 7 P.M.
 - Speakers should arrive no later than 6:45 P.M. to ensure that the audiovisual equipment is working correctly.
 - Presentations should be 45 minutes to one hour in length.
5. Ask the speaker to email you a brief biography and a paragraph or two on the subject matter to be presented and how it is relevant to STC members.
6. After you receive the information from the speaker, copyedit it as required and email it to the Web Manager for posting and to the PR Manager for distribution on the chapter LinkedIn group.

Managing the Monthly Speaker Presentation

The Programs and Events Manager confirms the speakers and ensures that they have everything they need for the monthly meeting.

1. Confirm with the speaker one to two weeks prior to the monthly meeting. Send them directions and arrange other details as requested.
2. Ensure that the Administrative Council president has the information needed to introduce the speaker.
3. Greet the arriving speakers and attend to their needs, or assign someone else if you cannot attend.

The Role of the STC Silicon Valley Public Relations Manager

The Public Relations (PR) Manager is responsible for all Silicon Valley related promotions and external relations of the Society and chapter. The PR Manager's goal is to create an increased awareness of and positive image for the Society and the chapter. At a high level, the scope of the PR Manager's duties includes:

- Promoting awareness of the chapter and the chapter's events
- Coordinating the chapter's involvement in events outside of the chapter

Routine Tasks Performed by the PR Manager

The PR Manager typically performs several duties for the chapter on a monthly or yearly basis. These duties and the approximate times required to fulfill these duties are listed in the table below.

Task	Time Required	Frequency
Sending announcements for chapter meetings on page 22	1 hour	Monthly
Attending monthly chapter meetings	3 hours	Monthly
Handling publication of speaker write-ups on page 22	2-4 hours	Monthly
Attending Administrative Council meetings	1 hour	Monthly
Preparing public relation reports for the Administrative Council on page 22	1 hour	Monthly
Preparing a budget forecast for the position of PR Manager on page 23	1 hour	Annually
Transferring Information to the Incoming PR Manager on page 23	1-2 hours	Annually

As Needed Tasks Performed by the PR Manager

In addition to the routine tasks, the PR Manager also performs several tasks on an as-needed basis. While these tasks may not be needed in a given month, it is recommended that the PR Manager monitor the appropriate channels on a weekly basis to ascertain no action is required. The table below lists the tasks and average time required *per month*.

Task	Time Required	Frequency
Managing the LinkedIn group for the chapter on page 23	1-2 hours	As needed
Managing the Twitter account for the chapter on page 23	1-2 hours	As needed
Working with the chapter webmaster to post any messaging relevant to public relations	0-2 hours	As needed
Coordinating chapter involvement in outside networking activities	0-2 hours	As needed

Sending Announcements for Chapter Meetings

Once a month, the PR Manager sends out an announcement for the monthly dinner meetings for the chapter. The following steps provide a recommended process for sending out the announcements:

1. Check the STC Silicon Valley website under the Meetings section to find information about upcoming meetings.

Link: <http://www.stc-siliconvalley.org/category/meetings/>

2. Craft a short (less than one page) overview of the presenter and the presentation topic, using the following best practices:
 - Use a subject line that will pique the interest of the reader (think advertising headline).
 - Address the questions 'Why should I attend?' and 'What is in it for me?'
 - Provide some background information for the presenters.
 - Provide the location of the meeting and the cost for members and non-members.
 - Include a link to the page on the chapter website with details for the event.
3. Post your announcement on the LinkedIn STC Silicon Valley group using the Start a Discussion option.

Link: <http://www.linkedin.com/groups?gid=137239>

4. Create a post on Twitter.
 - Go to www.twitter.com and log in as 'STC_SVC', password 'STC-svc' (case-sensitive).
 - Include essential information, such as the date of the event, the speaker's name, and the speaker's topic.
 - Use a URL shortening service, such as www.tinyurl.com or <http://cli.gs>, to create a short link to the STC Silicon Valley website page with the meeting information.

Handling Publication of Speaker Write-ups

The monthly chapter meetings, which typically feature one or more guest speakers, provide an opportunity for a member of the chapter to create a write-up for the presentation that the member could use as a writing sample. It is the job of the PR Manager to 1) find a volunteer; 2) ensure the write-up is professionally edited; and 3) post the write-up on the STC Silicon Valley chapter website. The following points are recommended practices:

1. Make arrangements beforehand with a member or members in the chapter to help copyedit the write-up.
2. Before the speaker's presentation, exchange business cards with the speaker.
3. (optional) Ask the speaker for permission to record the presentation using a voice recorder or camcorder.
4. Make arrangements to get a soft-copy of the speaker's presentation.
5. Exchange business cards with the member who volunteered to do a write-up for the presentation.
6. After the write-up has been copyedited, submit the write-up to the chapter webmaster to post to the chapter website.

Preparing Public Relations Reports for the Administrative Council

Every month, the PR Manager submits a report of her or his public relations activities for the past month. The Secretary will include this report in the agenda for the Administrative Council meeting. Use the following guidelines when creating your report:

1. Send your report to the Secretary 4 to 5 days ahead of the Administrative Council

meeting.

Note : Posting your report to the Yahooogroup (stc_svc_council@yahooogroups.com) is acceptable.

2. List your participation in chapter activities and meetings.
3. List any announcements or communications you sent out to the chapter.
4. Include any relevant statistics, such as number of new members added to the LinkedIn group or new followers on Twitter.
5. (optional) Include any planned activities or events for the following month.

Preparing a Budget Forecast for the Position of PR Manager

At the beginning of the term, the PR Manager reviews the previous year's budget and submits a forecasted budget for the upcoming year to the Treasurer. The previous year's budget is available on the Yahooogroups website, under the Files section.

Transferring Information to the Incoming PR Manager

During the last month of the term for the outgoing PR Manager through the first month of the new term, the outgoing PR Manager provides any information that could be relevant and helpful to the incoming PR Manager, including procedural information. The TOI activities of the outgoing PR Manager include, but are not limited to, the following activities:

1. Reviewing and updating, as needed, the PR Manager section of the Administrative Council Handbook.
2. Setting up a meeting with the incoming PR Manager to share any best practices and answer any questions.
3. Transferring ownership (i.e., access permissions) for any PR tools, such as the LinkedIn group and the Twitter account, over to the incoming PR Manager.

Managing the LinkedIn Group for the Chapter

As needed, the PR Manager monitors requests to join the chapter's LinkedIn group and adds those users who are confirmed members of STC. Use the steps below when handling requests to join the LinkedIn group. (**Note** : You will need to have permissions to manage the LinkedIn group.)

1. Log in to LinkedIn.

Link: <http://www.linkedin.com/>

2. Under the Groups section, click the link for STC Silicon Valley Chapter (STC-SVC).
3. Click the Manage tab.
4. Under the Manage Group section, click the Requests to Join link.
5. Go to the STC website; under the Members tab select Member Services | Member Directory.

Link: <http://www.stc.org/>

6. Log in to the STC website.
7. Perform a search on the requester's name.

If the requester's name is not in the directory, use LinkedIn to send a message to the requester, asking for her or his STC membership number (Member ID).

8. If the requester is not an STC member, explain that the LinkedIn group is only for STC members; click the Decline button.

Managing the Twitter Account for the Chapter

As needed, the PR Manager monitors the chapter's Twitter account and works with other

members of the Administrative Council to post updates. Use the following steps to post an update:

1. Log in to Twitter.
 - Link: <http://www.twitter.com/>
 - Login: STC_SVC
 - Password: STC-svc (case-sensitive)
2. In the "What are you doing?" box, enter the update.

Note : Updates must be 140 characters or less. A recommended best practice is to include essential information only.
3. If appropriate, add a hashtag to facilitate grouping of updates.
 - Hashtags are tags consisting of keywords prepended with a number sign (#), with no spaces. (For example, #techwriting, #surfboards, #baytobreakers)
 - Before creating a hashtag, perform a search on your keyword to see if a hashtag already exists. (It is often beneficial to reuse a hashtag to increase the likelihood other viewers will find your update.)
 - Use hashtags sparingly - it is recommended that an update contain no more than three hashtags.
 - For more information on hashtags, you can search for articles posted on the Web, such as <http://twitter.pbworks.com/Hashtags>
4. If appropriate, include a URL to another web page with more detail.

A best practice is to use a URL shortening service, such as tinyurl or cli.gs, to create a new, compact URL.
5. Click the Update button.

The Role of the STC Silicon Valley Education Manager

The Education Manager is responsible for planning and coordinating the education program for the chapter. This includes identifying topics for education programs, recommending the proper presentation media for each program, and inviting presenters. Sources for presenters include personal contacts, STC-SVC members, referrals by Administrative Council members, and other local STC chapters.

Routine Tasks Performed by the Education Manager

Table 18. Routine Tasks performed by the Education Manager

Task	Time Required	Frequency
Writing the Education Manager's report for the council meeting	30 minutes	Monthly
Attending the council meeting	2 hours	Monthly
Attending the chapter meeting	3 hours	Monthly
Reading and composing email	3 hours	Monthly
Lining up next program's presenter (Finding a Presenter for an Education Program) on page 25	2 hours	Monthly
Reminding the next program's presenter of the commitment to present one to two weeks before the program meeting	30 minutes	Monthly
Checking on the need for equipment or other educational media (Checklist for an Education Program) on page 26	30 minutes	For each program

Finding a Presenter for an Education Program

Presenters can be found from personal contacts, STC members volunteering to give a presentation, referrals by Administrative Council Members, or other local STC chapters.

1. Get contact information for potential presenters.
2. If you have exhausted your personal contacts, STC members, and referrals, check the web sites of the other local STC chapters (North Bay, San Francisco, Berkeley, East Bay) for past and future presenters of interest.
 - If you find presenters of interest, search the chapter web site for the program manager's contact information and email the program manager for the presenters' contact information.
3. Contact potential presenters and ask them if they are interested in presenting at the next program.

It is recommended that you line up presenters for the next couple of programs, in case an upcoming presenter cancels.

4. If a presenter is interested, relay the following information to them concerning a presentation:
 - Education programs are scheduled depending on the timeliness of the topic and the availability of education resources.
 - Presenters should arrive no later than 30 minutes before the start of the program to ensure that the audiovisual equipment is working correctly.
 - The length of a presentation depends on the time required for the topic.
5. Ask the presenter to email you a brief biography and a paragraph or two on the subject matter to be presented and how it is relevant to STC members.
6. After you receive the information from the presenter, copyedit as required and email

it to the Web Manager for posting and to the PR Manager for distribution on the chapter LinkedIn group.

Checklist for an Education Program

Equipment and educational media may be required for each education program.

1. Determine if a room is needed for the program.

It is recommended that you do this at least 4 weeks before the scheduled program.

2. Reserve a room for the program, if needed.

It is recommended that you do this at least 4 weeks before the scheduled program.

3. Get a list of needed equipment from presenter.

Needed equipment may include laptops, LCD projector, screen, type of internet connection, microphone and speaker, video recorder, videotape player

It is recommended that you do this at least two weeks before the scheduled program.

4. Reserve or rent any needed equipment.
5. Ask the presenter for master copy of any handouts.

It is recommended that you do this at least one week before the scheduled program.

6. Copy enough handouts for each attendee.

The Role of the STC Silicon Valley Immediate Past President

The Immediate Past President serves in an advisory position to the Administrative Council. The Immediate Past President attends the monthly chapter meetings, the monthly Administrative Council meetings, the three annual schmoozes, submits monthly reports to the chapter's Secretary, and temporarily assumes the duties of any chapter officer whose office is vacated during the term.

Routine Tasks Performed by the Immediate Past President

Table19. Routine Tasks performed by the Immediate Past President

Task	Time Required	Frequency
Writing the Immediate Past President's report for the council meeting	30 minutes	Monthly
Reading the agenda and reports before attending the council meeting	1 hour	Monthly
Attending the council meeting	3 hours	Monthly
Reading the council meeting minutes post-meeting	30 minutes	Monthly
Attending the chapter meeting	3 hours	Monthly
Reading and composing email	5 hours	Monthly
Attending Annual Schmoozes	3 hours	Quarterly

As-Needed Tasks Performed by the Immediate Past President

Table20. As-Needed Tasks performed by the Immediate Past President

Task	Time Required	Frequency
Filling in for Council Members in case of absence or incapacity	Varied	Rarely, as needed
Advising the President as necessary	1 hour	As needed
Reading and composing email	5 hours	As needed

The Role of the STC Silicon Valley Nominations Manager

The responsibilities of the Nominations Manager of the Silicon Valley Chapter of the Society for Technical Communication include

- nominating Chapter members for Associate Fellow of the STC
- nominating Chapter members for the Distinguished Chapter Service Award.
- Conducting the annual chapter election of council members.
- Proposing nominees for inter-term vacancies

Routine Tasks Performed by the Nominations Manager

Table21. Routine Tasks Performed by the Nominations Manager

Task	Time Required	Frequency
Writing the Nomination Manager's report for the council meeting	30 minutes	Monthly
Attending the council meeting	1 hour	Monthly
Communicating regarding nominees	4 hours	Monthly, January through April
Attending the chapter meeting	3 hours	Monthly
Conducting the Annual chapter Election of Council Members on page 28	8 hours	Annually

Conducting the Annual chapter Election of Council Members

To Conduct the Election:

1. Gather statements from each nominee.
2. Compose the ballot.
3. Lay out the mechanics of the election process.
4. Publish the ballot by mail and on the Chapter website.