

AccessAbility SIG: Five-Year Strategic Plan (For 2006-7 thru 2010-11 STC Years) March 2006

Note: The first three columns of Five-Year Plan are linked to goals, objectives, strategies, and activities in A-SIG Rechartering document.

Goal	Strategy	Programs/ Activities	Year 1: 2006-7	Years 2-3: 2007-9	Years 4-5: 2009-11
4a.1	4b.1a	4c.1a.1, 4c.1a.2, 4c.1a.3	<ul style="list-style-type: none"> • Update STC special needs statistical database with information from 2007 conference registrations • <i>Achieve!:</i> win Merit Award • LISTSERV: achieve 45% subscription (% members) • Website: ongoing, replenish • Conference presentations: 1 by SIG, 5 by individuals 	<ul style="list-style-type: none"> • STC-wide survey as part of membership renewal • <i>Achieve!:</i> win Excellence Award • LISTSERV: achieve 50% subscription (% members) • Website: maintain excellence • Continue 	<ul style="list-style-type: none"> • STC-wide survey as part of membership renewal • <i>Achieve!:</i> win Distinguished Award • LISTSERV: achieve 55% subscription (% members) • Website: maintain excellence • Continue
4a.1	4b.1b	4c.1b.1, 4c.1b.2	<ul style="list-style-type: none"> • Site visit for conference • 1-page summary in preliminary and final conference programs • Full accessibility guide: post to Web, print for conference, also provide audio version 	<ul style="list-style-type: none"> • Site visit for conference • 1-page summary in preliminary and final conference programs • Continue • Expand guide to other conferences and facilities 	<ul style="list-style-type: none"> • Site visit for conference • 1-page summary in preliminary and final conference programs • Continue • Expand guide to other conferences and facilities • Publish articles on the process

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4a.1	4b.1c	4c.1c.1, 4c.1c.2	<ul style="list-style-type: none"> • LISTSERV /e-mail/wiki • Meetings/conferences • Establish basic e-directory for A-SIG 	<ul style="list-style-type: none"> • LISTSERV /e-mail/wiki • Meetings/conferences • Establish SMEs for major disabilities to serve as resources; identify in A-SIG directory; identify SMEs to entire STC membership 	<ul style="list-style-type: none"> • LISTSERV /e-mail/wiki • Meetings/conferences • Add bios and photos to A-SIG directory; for SMEs who opt in, make data available to other professional organizations and, in Yrs 6-10, the general public.
4a.2	4b.2a	4c.2a.1, 4c.2a.2	<ul style="list-style-type: none"> • Web site: establish/expand product accessibility section • Newsletter: establish regular user-centered column, interviewing users with disabilities 	<ul style="list-style-type: none"> • Maintain, augment • Maintain 	<ul style="list-style-type: none"> • Maintain, augment • Maintain • Republish compilation of columns; make available within and outside STC
4a.2	4b.2b	4c.2b.1	<ul style="list-style-type: none"> • Web site: cross-link A-SIG and U-SIG Web sites to get maximum mileage out of product accessibility information • Newsletter: share columns with U-SIG; publish in both newsletters • STC: joint session with U-SIG 	<ul style="list-style-type: none"> • Continue • Continue • Continue • Joint session with U-SIG at UPA Conference 	<ul style="list-style-type: none"> • Continue • Continue • Continue • Continue

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4a.3	4b.3a	4c.3a.1, 4c.3a.2, 4c.3a.3, 4c.3a.4	<ul style="list-style-type: none"> • Publish in <i>Tieline</i> • Continue role in STC and other conferences (see 4b.1a) • Update turnkey presentation on disabilities and accessibility developed for 53rd conference; post to STC Web site • Add a “push” dimension as well as “pull” to the Web site: publicize in newsletters of chapters and SIGs: reach 1/3 of communities 	<ul style="list-style-type: none"> • Publish in <i>intercom</i> • Continue • Initiate outreach campaign, presenting on accessibility at chapter meetings and regional conferences around the U.S. and the world, using the turnkey presentation • Reach another 1/3 of communities 	<ul style="list-style-type: none"> • Another special edition of <i>Technical Communication</i> like the Feb 2006 edition themed on accessibility • Continue • Continue outreach campaign • Reach final 1/3 of communities
4a.3	4b.3b	4c.3b.1, 4c.3b.2, 4c.3b.3, 4c.3b.4, 4c.3b.5, 4c.3b.6	<ul style="list-style-type: none"> • “Push” Web site external to STC: UPA, ATTW • Publishing: publish in at least one professional journal outside STC • Conferences: see 4b.1a • Report results of external alliances in internal STC publications 	<ul style="list-style-type: none"> • “Push” Web site external to STC: UPA, ATTW, other professional organizations • Publishing: publish in at least two professional journals outside STC • Continue • Continue 	<ul style="list-style-type: none"> • “Push” Web site external to STC: expand to corporations • Publishing: expand by publishing in internal media of at least two corporations • Continue • Continue and expand by reporting results of corporate alliances as well

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4a.3	4b.3c	4c.3c.1, 4c.3c.2, 4c.3c.3, 4c.3c.4	<ul style="list-style-type: none"> • Thorough and timely reports to AP and Board of Directors • Participate in Leadership Day at conference • Brief STC Office staff on accessibility • Establish and fill office of Public Relations manager for A-SIG; develop PR program 	<ul style="list-style-type: none"> • Continue • Continue • Brief STC Board on accessibility • Expand PR program; enter STC Public Relations competition; achieve a rating of Merit by 2009 	<ul style="list-style-type: none"> • Continue • Continue • Provide keynote speaker on accessibility for international STC conference • Continue PR program; achieve a rating of Excellence or Distinguished in STC Public Relations competition by 2011.
4a.4	4b.4a	4c.4a.1, 4c.4a.2, 4c.4a.3	<ul style="list-style-type: none"> • Elect/appoint A-SIG officers as required for 2007-8 • Update job descriptions, succession plan, transition plan, and election procedure as necessary to adjust to changes in culture and/or circumstances 	<ul style="list-style-type: none"> • Elect/appoint A-SIG officers as required for following year • Continue 	<ul style="list-style-type: none"> • Continue • Continue
4a.4	4b.4b	4c.4b.1, 4c.4b.2	<ul style="list-style-type: none"> • Draft A-SIG bylaws; get approved by membership, AP for Virtual Communities, and STC Board 	<ul style="list-style-type: none"> • Share bylaws with other Virtual Communities 	<ul style="list-style-type: none"> • Update bylaws as necessary to adjust to changes in culture and/or circumstances; continue to share w/ other communities.
All	All	All	<ul style="list-style-type: none"> • Submit entry in SIG CAA competition; achieve rating of Merit or higher 	<ul style="list-style-type: none"> • Submit entry in SIG CAA competition; achieve rating of Excellence or higher 	<ul style="list-style-type: none"> • Submit entry in SIG CAA competition; achieve rating of Distinction.