



SOCIETY FOR TECHNICAL COMMUNICATION



## STC Community Rechartering

(Use as much space as necessary to answer the questions.)

1. **What is the *current name* of your chapter (geographic community) or SIG (community of interest)?**

AccessAbility SIG

2. **Do you want to change the *name of your community*? If so, please enter the new name.**

No

3. **What is the *mission statement* of your community?**

The mission of the AccessAbility SIG is threefold: (1) provide resources, information, and support to technical communicators with disabilities; (2) provide resources that will help technical communicators make the products they create accessible to end users with disabilities; (3) provide strategic leadership in both areas through positive initiatives and open communication, both inside and outside of the Society.

- 4a. **What are the *goals* of your community? (List at least 3 but no more than 7.)**

4a.1 Assist technical communicators with disabilities.

4a.2 Help technical communicators make their products accessible to end users with disabilities.

4a.3 Demonstrate strategic leadership in the advocacy of improved accessibility for technical communicators and end users with disabilities.

4a.4 Evolve into an autonomous virtual community in 2006-7.

- 4b. **What *strategies* will your community strive to implement to achieve your goals? (List 1-3 for each goal.)**

4b.1 **Goal:** Assist technical communicators with disabilities.

**Strategies:**

4b.1a Research and disseminate information regarding how to best accommodate technical communicators with disabilities.

4b.1b Make the annual conference as accessible as possible.

4b.1c Maintain and cultivate a supportive, sharing, caring environment.

**4b.2 Goal:** Help technical communicators make their products accessible to end users with disabilities.

**Strategies:**

**4b.2a** Raise consciousness of the special challenges confronted by end users who have disabilities.

**4b.2b** Work closely with the Usability SIG and other allies in making technical communication products as universally accessible as possible.

**4b.3 Goal:** Demonstrate strategic leadership in the advocacy of improved accessibility for technical communicators and end users with disabilities.

**Strategies:**

**4b.3a** Spread the word within STC.

**4b.3b** Spread the word outside of STC.

**4b.3c** Work closely with STC in support of accessibility initiatives.

**4b.4 Goal:** Evolve into an autonomous virtual community in 2006-7.

**Strategies:**

**4b.4a** Adjust leadership structure to be congruent with autonomous status.

**4b.4b** Codify procedures of governance for new virtual community.

**4c. What *programs and activities* will your community offer to implement your strategies? (List at least one for each strategy.)**

**4c.1. Goal:** Assist technical communicators with disabilities.

**Strategy (4b.1a):** Research and disseminate information regarding how to best accommodate technical communicators with disabilities

**Activities:**

**4c.1a.1** Monitor A-SIG LISTSERV, conference feedback, and other sources to identify items of need and interest.

**4c.1a.2** Use any and all means available to communicate advice and solutions throughout the Society by means of *Achieve!* and other newsletters, LISTSERVs, Web sites, conference presentations, and other vehicles as they evolve and are identified.

**4c.1a.3** Leverage the A-SIG Web site as a comprehensive source of disability information that can assist technical communicators in accommodating disabilities in the practice of our profession.

**Strategy (4b.1b):** Make the annual conference as accessible as possible.

**Activities:**

**4c.1b.1** Research facilities in advance of conferences via Web, telephone interviews, and site inspections.

**4c.1b.2** Publish an annual *Accessibility Guide* in both an online version to assist members with advance planning and a hard-copy version for distribution at the conference. Explore the possibility of publishing an audio version as well.

**Strategy** (4b.1c): Maintain and cultivate a supportive, sharing, caring environment.

**Activities:**

**4c.1c.1** Reply quickly to all requests for assistance or information via personalized e-mails and LISTSERV responses.

**4c.1c.2** Share positive, caring attitudes and desire to help at meetings and conferences.

**4c.2 Goal:** Help technical communicators make their products accessible to end users with disabilities.

**Strategy** (4b.2a): Raise consciousness of the special challenges confronted by end users who have disabilities.

**Activities:**

**4c.2a.1** Use LISTSERVs, newsletters, Web sites, and other communications channels as they are identified.

**4c.2a.2** Establish a product accessibility section on the A-SIG Web site.

**Strategy** (4b.2b): Work closely with the Usability SIG and other allies in making technical communication products as universally accessible as possible.

**Activities:**

**4c.2b.1** Co-author articles, presentations, conference sessions, etc.

**4c.3 Goal:** Demonstrate strategic leadership in the advocacy of improved accessibility for technical communicators and end users with disabilities.

**Strategy** (4b.3a): Spread the word within STC.

**Activities:**

**4c.3a.1** Encourage A-SIG members to publish in internal forums such as *Technical Communication*, *intercom*, *Tieline*, and our own newsletter, *Achieve!*

**4c.3a.2** Encourage A-SIG members to present at STC international and regional conferences.

**4c.3a.3** Encourage A-SIG members to develop a high-impact turnkey presentation on disabilities and accessibilities that is suitable for presentation at chapter meetings. Make the presentation available both on the A-SIG Web site and also via the Society's online repository of resources. Upon request, identify or furnish speakers for chapter meetings on this subject.

**4c.3a.4** Leverage the A-SIG Web site as a comprehensive source of disability information, both for technical communicators with disabilities and in accommodating end users with disabilities.

**Strategy** (4b.3b): Spread the word outside of STC.

**Activities:**

**4c.3b.1** Promote alliances with other professional associations in addressing issues relating to special needs and accessibility, including both practitioners and clients with disabilities.

**4c.3b.2** Encourage A-SIG members to publish in external forums such as the journals and periodicals of other professional associations.

**4c.3b.3** Encourage A-SIG members to attend and present at conferences on subjects such as usability and accessibility. Make lessons learned available to STC members via the A-SIG Web site.

**4c.3b.4** Share the results of A-SIG initiatives via such vehicles as the February 2006 edition of *Technical Communication* that is thematically dedicated to accessibility issues, the A-SIG newsletter *Achieve!*, and a yearly *Accessibility Guide* for the STC Annual Conference.

**4c.3b.5** Visit and communicate with educational institutions

**4c.3b.6** Raise acceptance and awareness early, then educate software producers and product designers

**Strategy** (4b.3c) Work closely with STC in support of accessibility initiatives.

**Activities:**

**4c.3c.1** Keep the Assistant to the President (AP) for Virtual Communities and the STC Board apprised of the A-SIG's outreach activities through the normal reporting process and, in the event of sudden developments or opportunities, through special communications.

**4c.3c.2** Work with other APs on accessibility-related issues as appropriate via special communiqués.

**4c.3c.3** Align with STC's transformation process.

**4c.3c.4** Plan and lead Leadership Day sessions.

**4c.4 Goal:** Evolve into an autonomous virtual community in 2006-7.

**Strategy** (4b.4a): Adjust leadership structure to be congruent with autonomous status.

**Activities:**

**4c.4a.1** Reconfigure A-SIG officerships and key positions, including establishment of secretary/treasurer position to handle fiscal autonomy.

**4c.4a.2** Create job descriptions for elective offices and key appointive positions.

**4c.4a.3** Create succession plan, transition plan, and election procedure.

**Strategy** (4b.4b): Codify procedures of governance for new virtual community.

**Activities:**

**4c.4b.1** Create bylaws for governance of A-SIG virtual community, ensuring conformance with STC bylaws

**4c.4b.2** Share bylaws with other STC virtual communities

**5. What has been your *average annual cost of operating your community over the last three years?***

Approximately \$2,500.

**6. Describe the *members whom you hope to attract to your new community.***

- Technical communicators with disabilities
- Technical communicators who develop products for users with disabilities
- A broad range of members from across STC's international community
- Technical communications hiring managers

- Technical communicators who have a special interest in accessibility issues such as those who have a relative, friend, or co-worker with a disability

**7. How will your community *provide value* to the larger STC community and further the overall goals of the Society?**

We will work to provide value to the larger STC community and further the Society's goals by:

- Continuing our steady membership growth
- Sharing speakers, judges, articles, and program ideas with other communities
- Reaching out to other communities, schools, and groups with expertise & assistance
- Mentoring students locally and other sharing with and mentoring STC communities of practice worldwide
- Acting as a "brain trust" to our community and the Society by pioneering and sharing innovative ideas
- Attending and contributing to the Annual Conference Leadership Day
- Contributing to the Annual Conference *Proceedings*, *Tieline*, *intercom*, and *Technical Communication* publications, and the STC Web site
- Publicize the A-SIG Web site as a "best practice" for accessibility compliance and a comprehensive source of disability information.

**8. List names of community *members* who took part in this re-chartering process.**

Gail Lippincott

Karen Mardahl

Mike Murray

Fabien Vais

Dan Voss