

STC Heartland Chapter Meeting Minutes

Date: June 27, 2007
Location: DTN
Attendees: (See attached list)

Discussion Items

The following items were discussed:

Officer Introductions: President Nicole Zickefoose introduced the new officers. They are as follows:

President -- Nicole Zickefoose
Vice President – George Cameron
Secretary – Deb Carlson
Treasurer – Ron Gilchrist

Letter of Recognition: Nicole shared a letter from National STC President Linda Oestreich congratulating our chapter on its revival.

Website: Nicole referred attendees to our new website. It can be accessed at:
<http://www.stc-heartland.org>.

Bylaws: New bylaws have been drafted by the STC Heartland Revival Committee. The bylaws have been posted on the website on may be reviewed by members there. Once the bylaws have been approved by national the Heartland membership will be required to vote on whether to accept them.

Brainstorming on Goals and Priorities: The group reviewed a list of goals and priorities drafted by the Heartland Revival Committee. Topics and ideas are as follows:

1. **Increase Membership.** Currently we have around 40 members who have signed up through the national STC organization. Some ideas for increasing that number included:
 - Start a listserv.
 - Increase student participation.
 - Put meeting notices in corporate newsletters and local newspaper.
 - Start a PR committee to raise visibility or include this effort under the Membership committee.
 - Send our link to other websites such as LinkedIn.com, IABC, PRSA, Chamber of Commerce, and Omaha Federation of Advertising.
 - Join the Chamber of Commerce.
 - Contact Webforce Development and NE Job Service to let them know we list job openings.
2. **Provide Networking Opportunities:**
 - Have regular meetings.

Send our link to other websites.

Include food with meetings.

Have meetings at various locations and during lunch and evening to provide a variety of opportunities for members.

3. Provide Educational Opportunities:

Tracy suggested “end of class” project presentations for her UNO students as a meeting. This could include critiques by chapter members.

Provide opportunities to critique each other’s work.

Include educational programs in our meeting schedule. Focus on technical tools and how to’s.

Nicole has created a list of programs ideas. Other suggestions are welcome.

Nicole will bring the program list to the next meeting of the membership and let us vote on a topic for the October meeting.

4. Promote chapter as a professional group/Promote Tech Communication as a profession:

As our membership grows and we have more meetings, this will happen.

Have a PR effort to promote our group’s activities, who we are, and what we do.

Contact high schools and offer to do a Career Day. Also offer to provide Job Shadowing opportunities for high school students.

Action Items

1. Nicole will bring a list of program topics to the next meeting of the membership so that we can vote on a topic for our October meeting.
2. Deb will update the minutes and send them to the membership, as well as the webmaster.
3. Based on our brainstorming discussion, Nicole will be contacting members offline to determine their availability to help.
4. Deb will send a notice to the local newspaper about our new officers and our next meeting.
5. Members are asked to review the Bylaws on the website.
6. Members are asked to get the word out to potential members about our next meeting. An e-mail announcement will be sent out by Nicole prior to the next meeting. Please feel free to forward the e-mail on to others who may want to attend our August 8th meeting.

Agenda Items for Next Meeting

1. Our next meeting will be Wednesday, Aug. 8, 5:30-7 pm, at CSG Systems, Inc., 120th and Blondo. Guest Speaker will be Deb Lockwood, from the Rocky Mountain STC chapter. She will be discussing ways to benefit from your STC membership.
2. Finalize October meeting topic.
3. Discuss action items and assignments for attaining chapter goals.
4. Other items to be determined.