



society for technical communication

## The Value of STC

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# Market Analysis

- Who are the consumers?
- What do the consumers value?
- What can STC offer?

# Technical Communicator's Personality Characteristics

Artistic

Investigative

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Conventional

Enterprising

# Artistic

**Artistic...** they view themselves as independent, expressive, intuitive, and complex...they usually prefer to work alone and to participate in fields that require originality.

# Investigative

**Investigative...** enjoy gathering information, uncovering new facts or theories, and analyzing and interpreting data...they prefer to be independent and self-reliant in their work rather than working with others on group projects... they tend to view themselves as persistent, self-controlled, analytical, scholarly, and achievement oriented.

# Technical Communicator's Basic Interests

Writing

Art

Science

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Business Management

Merchandising

Sales

# Personal Involvement in Associations

Level	Gallup '84	STC '85	STC '95	STC '00
Very Active	15%	11%	9%	11%
Somewhat Active	29	29	31	24
Not Very Active	56	60	60	65

# Attendance at Chapter Meetings

<b>Meetings/Year</b>	<b>STC '85</b>	<b>STC '95</b>	<b>STC '00</b>
None	43%	40%	45%
1 or 2	25	28	24
3 or more	32	32	31

# What do members value?

(what motivates STC members to join)

	Gallup <u>Rank</u>	STC <u>Rank</u>
Keeping Informed through Journals & Newsletters	1	1
Adding Support to a Group of Professionals	2	5
Developing Professional Contacts	3	2
Building Reputation and Career Credentials	4	3
Having a Forum to Express Ideas	5	4

# Membership Opinions About STC's Programs, Publications, or Services

<u>Program, Publication, or Service</u>	<u>Considered Important</u>
<i>Intercom</i>	94%
<i>Technical Communication</i>	88
STC Office Web Site	83
Annual Conference	67
Special Interest Groups	64
Competitions	49

# Membership Opinions About Chapter Programs, Publications, or Services

<u>Program, Publication, or Service</u>	<u>Considered Important</u>
Chapter employment information	87%
Chapter newsletter	87
Chapter Web site/listserv	83
Chapter meetings	81
Chapter seminars	75
Regional conferences	63

# What adjectives do members use to describe STC?

<u>Adjective</u>	<u>Agree</u>
Valuable	83%
Competent	82
Relevant	82
Accessible	80
Career-enhancing	78
Organized	76
Capable	74
Member-driven	63
Trustworthy	59
Supportive	59
•	•
•	•
•	•
Bold	19

# Members' Attitudes About STC

	<b>STC</b>
A venue for networking	<hr/> 93%
Overall impression is positive	88
Provides information to help keep abreast	86
Provides resources to improve job skills	84
Opportunities to build reputation	80
Provides solutions to work-related problems	46

# What Do Specific Individuals Value?

Budgeting Experience

Employment Information

Helpful Articles

Leadership Skills

Negotiating Skills

Networking

Public Speaking Skills

Recognition

**STC's Real Value...**

**It Creates Opportunities**