

Newsletter Competition Volunteers

Non-Volunteers (STC Office Tasks)

- From files developed by the committee, construct entry packets to be sent to editors, chapter presidents, student chapter advisors, and SIG managers.
- Receive and store all entries for the competition.
- Create a label file that includes all the editors' mailing information (used to mail results packets).
- Produce a list of entries that includes chapter or SIG, editor or other contact, issues entered, and issues received.
- Generate an email distribution list of all editors, chapter presidents, student chapter advisors, and SIG managers when needed.
- Maintain an email distribution list of editors entered.
- Maintain all other entry information needed to produce the Awards Brochure and to create plaques for the winners.
- Using the assignment sheet created by the committee, construct and mail packets to the judges.
- Verify information to be engraved on plaques and to be printed in the Awards Brochure with the editors.
- Create and publish an Awards Brochure to be distributed through *intercom*.

Personnel: Executive Director, Deputy Executive Director/Public Relations, Publications, Membership, Webmaster

Summary of Volunteer Positions

The following positions are a general guide to the functions of the STC Newsletter Competition. Some positions may be occupied by the same person. Some positions may have additional volunteers helping with tasks, such as proofreading.

- **Competition Manager.**
- **Judge Recruitment Coordinator.**
- **Assignments Coordinator.** Assigns appropriate newsletters to the pool of judges.
- **Scoring Team Coordinator.** Input scores in the scoring worksheets, verify forms and entries, format and proofread.
- **Commentary Team Coordinator.** Input commentary, format to style, and proofread; create a set of all commentary for the editors and a set of positive commentary for the exhibits.
- **Newsletter Exchange Coordinator.** Encourage and facilitate the exchange of newsletters among chapters and among SIGs.
- **Newsletter Discussion List Manager.**
- **Web Site Manager.**
- **Editors.** Proofread the documents of the competition including Web pages.
- **Indexer.** Create and maintain an index for the Rules document.
- **Online Entry Programmer.** Develop on the Web a page where editors can enter the competition and judges can enter their information, all of which is saved in a database.

Competition Manager

Items the manager deals with include:

- **Ultimate responsibility** for all activities of the committee.
- **Committee positions.**
 - Recruit volunteers to help with the competition.
 - Determine specific duties of all the volunteer positions.
- **Schedule.**
 - Create target dates for all major events in the competition.
 - Create calendars of events for the editors, the judges, the office, and the Web site.
- **Coordinate** all activities of the committee and ensure that all tasks are completed as close to the target date as possible.
- **Documents** (see documents list).
 - Determine the documents needed.
 - Create and update all documents including forms, rules, letters, *Intercom* articles, *Tieline* articles, and so on.
 - Perform all the updating and creation of documents unless delegated to others.
 - Determine the style and content of all documents.
 - Most printing and distributing of documents will be done by the office.
- **Suggestions.**

These may come from editors, judges, office staff, or the competition committee members. Implement the suggestions or bring up for discussion with the committee, editors, or office staff.
- **Discussion.**
 - Lead all discussion on the rules, procedures, and suggestions.
 - Among committee members, acts as the final say on outcomes.
- **Board Reports.**

As directed by the Society board of directors' representative, writes three reports of the competition's activities.
- **Determine judges needed.**

After the number of entries is finalized, calculate the number of judges that will be needed to balance workloads.
- **Receive judges scores.**
 - Give judges periodic reminders of where they should be and how much time is left. Monitor the judges to uncover problems early that may delay the return of results.
 - When judges have completed their results and send them in, maintain a log of the returns and the status of the judging. Maintain

a folder of the judge returns and pass them on to the scoring and commentary teams.

- **Answer questions.**
From judges, editors, chapter presidents, SIG managers, student advisors, director-sponsors, and anyone else.
- **Instruct the STC office on all procedures.**
- **Coordinate with the office to get online entries available for display.** This may include PDF files on diskettes or CDs or a Web page with links to the online newsletter winners.
- **Budget.** If any budgetary items are required, the manager handles these.
- **Annual Conference.**
 - Newsletter exhibit. Set up the display on Saturday before the conference.
 - Best of Show Presentation. Possibility or optional. This has been done in the past and may be requested again.
 - Networking Luncheon table facilitator. Possibility or optional.
 - Leadership Day table facilitator. Possibility or optional.
 - Meet with office staff, AP for Recognitions, and other competition managers as needed.
 - Present at a session with other competition managers. Possibility or optional.
 - Leadership Day table display. If requested, have an information table for the competition

Judge Recruitment Coordinator

The coordinator

- Maintains a list of potential, eligible judges (previous judges and editors who won awards in prior STC Newsletter Competitions).
- Beginning as early as late October, the coordinator sends out individual email notes to the list asking those people if they are interested in judging in the STC Newsletter Competition.
 - Included in the note is a form for the recipient to fill out. Some of the information is needed for the assignment process (e.g., previous and current chapters and SIGs, and preferences). Some of the information is used for printing and sending Awards brochures. [Note: If a programmer creates the judge application site, then the potential judges are directed to that site to enter their information.]
 - All the judges needed should be recruited as early as possible before the middle of January.

Assignments Coordinator

The coordinator

- Assigns appropriate newsletters to the pool of judges. This is done with consideration for membership in chapters and SIGs, plus accommodation of requests for type of newsletters the judges prefer.
- Creates a master list of assignments.
- Creates individual assignment and consensus judging sheets (each sheet contains all newsletters assigned to a particular judge, all other judges assigned to each of the newsletters assigned to that judge, and contact information for all the judges mentioned here).

Scoring Team

(Requires Excel software) A scoring coordinator

- Selects the correct form (worksheet) for each newsletter entry
- Inputs judging scores into Excel spreadsheet files from 4 or 5 judges.
 - Each newsletter entry has one Excel file with 4 sheets in the workbook.
 - For each newsletter, the statistical sheet has 99 yes-or-no entries, and 2 qualitative sheets have a total of 90 entries (normally values of 1 to 4). The Excel files are templates that have all the judge criteria pre-entered. All calculations are automatically performed by the spreadsheets.
 - Processing of the judge scores is very time sensitive. Results begin to come in toward the end of February.
 - Between 28 and 50 newsletters are typically entered in the Newsletter Competition.
- Formats the worksheets
- Enters the name of the chapter or SIG, the newsletter's name, the issues submitted, and the judges assigned to the newsletter.
- Team members verify the entries against the originals, and they verify all of the above items. They also check to see if all evaluation items are on the forms, all formulas are intact, all scores have been entered (including special case averages), and all judges' names are removed from the sheets to be printed for the editors.

Commentary Team

- The team inputs the judges' commentary into predesigned Word files (one per newsletter), formats to style, and proofreads the documents.
- Each entry has three qualitative and one or two statistical judges evaluating the three issues. Most commentary comes from the qualitative judges.
 - The comments from the judges start to come in at the end of February. The last of the comments may come in for weeks after March 1.
 - The first set of commentary documents containing all comments is created for the editors.
 - A second set of only positive commentary is created for the exhibits.

Web Site Manager

The Web site manager develops Web pages to meet the needs of the competition. These pages include

- Links to documents (such as rules, guidelines, forms, checklists, results sheets, and so on)
- Links to Web sites that may be of value to the editors
- Links to Society sites that are pertinent to newsletters, and so on.
- The manager analyzes the Society's competition portion of their Web site and makes suggestions for improving or correcting things.

Web Site Content Editor

A content editor (can be several)

- Edits the content of the Newsletter Competition Web site for spelling/grammar/punctuation/ usage, for navigation, and for other factors.
- Evaluates the Society's competition pages from the newsletter standpoint: any of the above items can be evaluated, but particular attention is paid to whether editors can find what they need.

Online Entry Programmer

- The programmer develops on the Web site a page where editors can enter the competition and provide all the information that the current paper copies now capture. This information will be saved in a database from which address labels are produced, an email distribution list is created, names of newsletter staff are obtained for the award plaques, and the information about the newsletter staff required for the Awards brochure is obtained.
- The programmer develops on the Web site a page where judges can apply and enter their information, all of which is saved in a database. This information is used to select qualified judges, make assignments of judges to newsletters, and is needed to produce the judges' information for the Awards brochure.
- The programmer also creates a site at which the judges can log in and then enter their scores and commentary.

Documentation Editor

- Edit all documents that go out to the editors, chapter presidents, student chapter advisors, SIG managers, Society board, office personnel, and the general membership (see separate list of documents).
- Editing is concentrated around specific competition events: Entry packet materials in the summer, judging packet materials in January, rules in the late fall and possibly early summer, Web content occasionally, *intercom* article in April, and the *Tieline* article anytime.

Newsletter Exchange Coordinator

The coordinator encourages and facilitates the exchange of newsletters among chapters and among SIGs.

Newsletter Discussion List Manager

The list manager receives requests from the Web site to join the list. The names are looked up in the Society's online membership directory to verify they are an STC member. If they are, the request is approved.

Newsletter Competition Current Staff Assignments

Newsletter Competition Committee members with specifically assigned roles include the following:

Competition Manager	Tom Barnett, Phoenix
Judge Recruitment Coordinator	
Assignments Coordinator	
Scoring Team Coordinator	
Commentary Team Coordinator	
Web Site Manager	Tom Barnett
Web Content Editors	currently all committee members
Documentation Editors	currently all committee members
Indexer	Ann Wiley, Rochester
Online Entry Programmer	
Unassigned volunteers	Kristin Bojanowski, Niagara Frontier Kathy Graden, Phoenix Frank Tagader, Rocky Mountain Lisa Ford, Phoenix

Non-Competition Related Positions

Newsletter Exchange Coordinator	Ann Wiley
Newsletter Discussion List Manager	Tom Barnett

Non-Committee Positions

Assistant to the President, Outreach	Roger Grice
Executive Director	Bill Stolgitis
Deputy Executive Director	Pete Herbst
Public Relations	Pete Herbst
Director of Publications	Anita Dosik
Membership Director	Chris Ruck
Special Projects (Plaques)	Buffy Bennett
Society Webmaster	Russ Bombardieri