



San Luis Obispo Society for Technical Communication  
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**"BEFORE"**

**TO:** All San Luis Obispo STC Constituents

**DATE:** Feb. 26, 2007

**REF:** Memo 2007-001

**SUBJECT:** Our New Chapter Theme

**FROM:** Adele Sommers

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This memo announces the latest development in our San Luis Obispo STC strategic planning process — the adoption of a chapter theme.

Our strategic planning process challenged us to think in terms of what we do best, and how to apply that expertise to serve our constituency, drive chapter activities, and ensure future adaptability. We therefore asked ourselves, "What can we be the best in the world (or, at minimum, in the community) at doing? What domain can we champion, or 'own,' that is unique and consistent with our overarching skill set?"

Our new chapter theme was approved at the February 6, 2007 San Luis Obispo STC board meeting, and is effective immediately. This new theme derives from our use of structured information design principles. Structured information design — which is a fundamental aspect of technical communication — strives to help people successfully understand, take the appropriate action, and achieve results. Therefore, the theme is "Action through Understanding." This entails creating meaningful messages; applying principles, processes, techniques to present them; and attaining the desired outcome in terms of human performance. Effective communication in general enables consumers to comprehend information accurately. Technical communication further champions this objective by facilitating action through understanding.

One major benefit of having a chapter theme is its ability to create instant, universal recognition. Other benefits include the ability to maintain continuity and focus for our chapter activities, provide flexibility and adaptability to a variety of topics, and design many types of chapter promotions.

We encourage wide participation in our planning activities, and if you are interested in taking part, please contact Adele Sommers at [pres@slostc.org](mailto:pres@slostc.org).



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**Overview:** This memo announces the latest development in our San Luis Obispo STC strategic planning process — the adoption of a **chapter theme**.

Our strategic planning process challenged us to think in terms of what we do best, and how to apply that expertise to serve our constituency, drive our chapter activities, and ensure future adaptability. We therefore asked ourselves, "What can we be the very best in the world (or, at minimum, in the community) at doing? What domain can we champion, or 'own,' that is unique and consistent with our overarching skill set?"

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**Proposed theme:** **"Action through Understanding"** has become our new chapter theme, which derives from our use of structured information design principles.

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**Rationale:** Structured information design — which is a fundamental aspect of technical communication — strives to help people successfully understand, take the appropriate action, and achieve results. It entails:

- Creating meaningful **messages**
- Applying principles, **processes**, and techniques to present them, *and*
- Attaining the desired **outcome** in terms of human accomplishment

Effective communication in general enables consumers to comprehend information accurately. Technical communication further champions this objective by facilitating action through understanding.

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**Effective date:** The new chapter theme was approved at the **February 6, 2007** San Luis Obispo STC board meeting, and is effective immediately.

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**Anticipated benefits:** The benefits of having a chapter theme include its ability to:

- Create instant, universal recognition
- Maintain continuity and focus for our chapter activities
- Provide flexibility and adaptability to a variety of topics
- Lend itself to many types of chapter promotions

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**What you can do:** We encourage wide participation in our planning activities, and if you are interested in taking part, please contact Adele Sommers at [pres@slostc.org](mailto:pres@slostc.org).

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