



IDEaL: DESIGN FOR LEARNING

The Newsletter of the STC's Instructional Design and Learning SIG

Q2 2014

Change is in the Air! *by Preeti Mathur, SIG Co-Manager*

I am not talking about spring finally arriving, but about a couple of initiatives from the STC office that have an impact on our website and our mailing lists. Since this past November, I have been attending meetings with other SIG Leaders to understand these changes and how they affect the IDL SIG, and to prepare for them. Here is an overview:

IDL SIG Website Changes

For budget reasons and control over dormant websites during volunteer transition, all SIG websites will be folded under a single domain (stchost.org) as a WordPress network with multiple SIG sites under it. This network will be administered internally by the STC IT and Web Manager.



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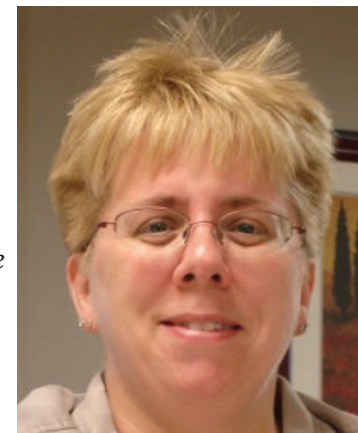


Society for
Technical
Communication

Why I Tech Comm Summit, and Why You Should, Too *by Cindy Pao, SIG Co-Manager*

When I got promoted to technical writer, my manager told me to go to the STC conference in Seattle. That was the beginning. There were more sessions than I could possibly see! More knowledge than I could possibly use! Then there was Toronto, Anaheim, Orlando, Nashville, Dallas, Baltimore, Seattle (again), Las Vegas, Philadelphia, Atlanta, Dallas (again), Chicago, and (again) Atlanta.

Now, the Summit has become my annual ritual . . .



Atlanta, 2013

I knew that I'd be busy all four days when I left for Atlanta, but I was ready. From the president's reception to Leadership Day to the closing lunch, there was a lot to do, more people to see than ever before, and the most to learn from all of this activity. I had expectations as high as **the sculpture in the lobby...**

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From the Editor

For the third year in a row, the STC has recognized our Instructional Design and Learning SIG as a Community of Excellence. This is a great honor, and we should all feel proud of the work we've done.

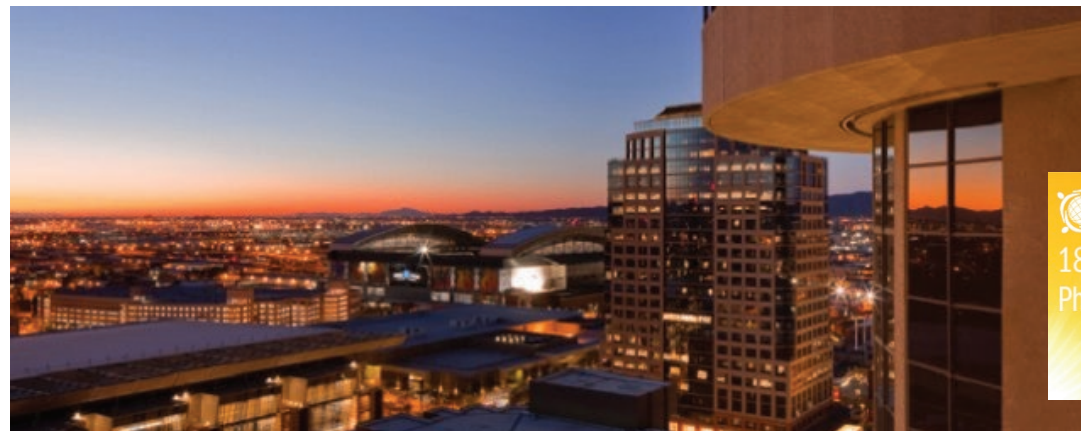
The STC's Community Achievement Awards program "recognizes, in a visible and meaningful manner, communities that demonstrate outstanding, innovative, and sustained performance in advancing the goals of the Society." If you attend the Summit, please join us onstage at the Honors Banquet to be recognized as part of our Community of Excellence.

This issue is all about helping you get the most out of the 61st annual STC Summit, May 18-21 in Phoenix. Co-Manager Cindy Pao reviews last year's conference, Jackie Damrau provides her Summit Roadmap, and you get all the details of SIG events in Phoenix. Plus, Co-Manager Preeti Mathur sheds light on changes to our SIG website, Sylvia Miller introduces our Scholarship winner, and we all get to meet Viqui Dill! I hope you enjoy this issue.

Robert Hershenow
Managing Editor

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Look and Feel

The IDL SIG website will look different since we will be adopting a common Word Press theme selected by STC. Although the information will remain the same, we are hoping to offer new and enriched content and services, since we will have access to several new plug-ins and forms. The office will also help us transfer email hosting services, which means emails from you can continue to be addressed and sent to specific committee chairs within the SIG.

TimeLine

Although there are no hard deadlines set for this migration, the office is hoping some of the SIG websites would be ready by May 2014 for the Summit. Since our current site already uses WordPress, we have been able to transfer most of our content to the new site. However, we are still in the process of archiving older information and learning how best to publish our newsletter and add new features such as Resources. When the switch happens, we will be sure to inform you with the appropriate information.

Special thanks to Paul Holland for administering and Jackie Damrau for managing our current site for all these years, to Kobla Fiagbedzi, STC IT and Web Manager for transferring our website contents to the new site, and to Maralee Sautter our WordPress expert who has so gallantly stepped up to help me manage and understand these changes and be our new Web Manager.

Mailing List Changes

These changes, also initiated by the STC office for budget reasons, mean that our mailing lists—those Announcement and Discussion lists that you subscribe to—will now be administered internally by STC IT. The office has assured us that the change will be transparent to you. Thanks to Beth Bailey (who has been handling these lists for many years), you will continue to receive only the messages that you have subscribed to and in the form you prefer. To check your communication preferences, log in here: <http://bit.ly/1hq4PrI>

http://access.stc.org/prod/ICommerce/MemberHome.aspx?New_ContentCollectionOrganizerCommon=4.

As Technical Communicators, we all know that new system implementations come with their share of glitches, so bear with us if and when they happen. As promised, we will keep you informed. Meanwhile, do communicate with us as well and let us know what you would like or don't like and what you need. As your elected leaders, we want to provide you with only the best!



Fellowship

I go to the Summit for fellowship:

- For the first time, I was invited to the president's reception, where you get to eat and drink. Also, the president might recognize you, and you might get a chance to do some recognizing yourself.
- For fun, check out the Community Reception (this year it's during the afternoon break) and evening social events like last year's 60th Anniversary Party. Turns out, STC folks are nuts for the Rough Drafts and for karaoke!
- I go to the banquet because it's an excuse to get all dressed up and because the SIG usually takes the stage to accept a Community Achievement Award. Last year, some of us were **all about the sparkly shoes**.



Or maybe we just wanted more **opportunities to take pictures!**

Get to know the people you meet at the Summit. You can not know now in what way they might change your life later. Just imagine how different things could be if I hadn't met people from Houston in Toronto in 1997. I don't know that I would be your SIG co-manager today.

The Tech Comm Summit is about fun and friends.



Leadership Day

For several years now, I've been going to Leadership Day to learn how to serve my communities' members and how to, well, lead. Some of the things that happen at Leadership Day include:

- Playing an icebreaker; last year it was to see who thinks they are STC rock stars, and how many know them for the rock stars they are
- Meeting the new STC executive director, Chris Lyons
- Networking

In 2013, I went to present a progression topic about the Community Success Plan and community leadership teams, which are components of the STC Community Handbook. Eight other tables presented other information from the handbook, as well as certification information.

We heard about a competitions proposal from Nicky Bliel and Nathaniel Lim, which lead to a good debate about the pros and cons of centralizing the STC competitions.

Dan Voss, Trisha Spayer, and Ben Woelk gave a report on the Community Affairs Committee.

Esa Moyna, Greg Larsen, and Jane Wilson talked about effective financial management for communities, where they emphasized that sponsorships are a VERY GOOD thing and, if you happen to make enough money, the office will happily help you with the tax side of things.

Leadership Day is about leadership at both the community level and society level.

The Tech Comm Summit is about serving others as a leader.

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Opening Session and Reception

I go to the summit for the opening session:

- Who will receive the President's Award? Last year, it was Kenneth Cook and Daniel Voss.
- Adobe talked about the results of their survey.
- David Pogue talked about many things, but most memorably Windows 8. Who remembers TileWorld and the Desktop? And what about the closing number? You just can't fall asleep when this guy is speaking; you're too busy laughing and trying not to fall out of your chair.

During the opening reception, you can visit the exhibit hall – where you could **win a vintage typewriter from Adobe**, talk with the different vendors about their products and services, and catch up with the colleagues you hadn't seen since the last Summit.

The exhibit hall also has STC boothlets, where you can get information about the CAC and the TC-BOK, and you can take a look at the year's winning entries from the International Competitions.

The Tech Comm Summit is about products and services you can use as a technical communicator.



Business Meetings

Go to the annual business meeting to surrender an hour of your life! But, seriously, go to find out how STC and your SIG are run.

At the STC business meeting, election results are read, and the new president takes office. Other members of the board also take office, depending on which positions were elected. You will learn more about Robert's rules of order by making a motion, debating a motion, and voting on a motion.

At the SIG's business meeting, you can meet the IDL SIG leaders who've come to the Summit. We also have an icebreaker to get to know each other; hear reports from all of our committees, including a treasurer's report; and discuss the SIG initiatives. During the last part of the meeting, we brainstorm and plan ways that the IDL SIG can provide more value to its members and encourage those in attendance to volunteer. No job is too small, and new ideas keep us on the cutting edge!

The Tech Comm Summit is about STC and its communities.

Education Sessions

The best reason, by far, that you should go to the Summit is to learn. I get one training opportunity a year, and the Summit is where I take it.

Notice the happy faces of technical communicators from so many different industries as they anticipate all of the information they can

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bring back to their jobs. This is knowledge those same technical communicators thought they didn't need two weeks prior to the Summit. However, the day before leaving, they were told to bring back all the information they could about accessibility, videos, and developing mobile apps. Good thing they were registered.

As an attendee, you can use Lanyrd to read about all of the breakout sessions and mark the ones you'd like to see. You can see each day's schedule chronologically, or you can look at the schedule on a grid.

Speakers upload their slide decks and handouts to slideshare.net, and then include coverage links in the session descriptions on Lanyrd, allowing you to have all of the handouts prior to the Summit, even if you don't attend the session in person.

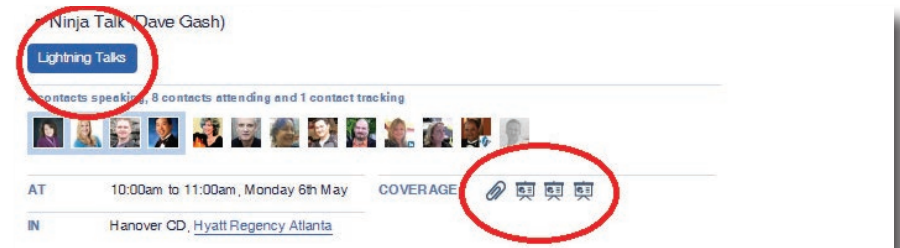
Remember all those sessions you marked? You can **see that schedule**, too. Click the "View Schedule on Lanyrd" link, and then click the "Your



DAY 3 Monday 6th May 2013

- 7:15am [SIG Managers Meeting](#)
- 8:30am [Education Sessions](#)
- 8:30am [Editing as an Extreme Sport](#) presented by [Leah Guren](#)
- 8:30am [Embedding User Assistance Using DITA](#) presented by [Ray Gallon](#)
- 8:30am [Collaborative Single-Source Development of Documentation and Training](#) presented by [Homer Christensen](#)
- 8:30am [User Assistance, Tech Comm, and Learning](#) presented by [Nicky Bleiel](#), [Matt Sullivan](#), [Kevin Siegel](#) and [Saul Carliner](#)

Sessions" tab. Viola! All of the sessions that you marked to attend. Each **session write-up** in your schedule shows you the topics (or tags) assigned to the session, as well as the coverage items within each session.



The learning doesn't stop when the Summit ends. With **Summit@aclick**, you can see almost everything. Remember all of those sessions you marked, and remember the one session you could attend during the timeslot? That's not an issue. With your handouts in hand, log in to Summit@aclick and watch those missed sessions.

Lanyrd tells you if the session is being recorded. When you've chosen more than one session in a timeslot, attend the one that's not being recorded and listen to the other session's recording later.

The Tech Comm Summit is about learning.

On Wednesday afternoon, May 8th, I attended the closing lunch, visited the Atlanta Aquarium, and then headed to the airport with my friend, Jowell. Jowell headed off to his United flight, and I made my way to the gate for my Southwest flight. It was, probably, the first time I had been alone all week, and I collapsed into my chair, happy to have my headphones and a good book.

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If you feel exhausted when you get home from the Summit, chances are you've done everything right. You saw old friends and met some new ones. You contributed to STC (because we're a volunteer organization, right?). You learned and now you can bring more value back to your company.

In Summary and In Closing

To summarize this article:

- The Tech Comm Summit is about fun and friends.
- The Tech Comm Summit is about serving others as a leader.
- The Tech Comm Summit is about products and services you can use as a technical communicator.
- The Tech Comm Summit is about STC and its communities.
- The Tech Comm Summit is about learning.

I hope this article is helpful to you in some way. If you have any questions about what happens at the Summit, drop me a line!

Questions and Answers

Preeti Mathur and I are your SIG co-managers for the rest of 2014. We're here to make sure you find value in your STC and IDL SIG membership. If you have questions or ideas, our e-mail address is manager@stcidlsig.org.

We hope to hear from you soon!



Where to meet IDL SIG members at the Summit

Compiled by Mellissa Ruryk

It's a bit odd, being a member of a virtual community such as a SIG... how do you know if you're sitting beside a co-member? We don't have a secret handshake (yet), and no one's written an anthem for us. It would be too expensive to get T-shirts made and besides which, no one wants to look like those funny families at Disney, each wearing matching shirts (but in such a size range! Awesome!)

So whattya gonna do? Hmmm... let me think. Hey, I have an idea! Make sure you get a lightbulb sticker (sample below, left) when you register, so others can identify you right away. If you don't see them at Registration, make sure to visit the SIG table at the Communities Event, 11:00 am to 12:30 pm in the EXPO Hall.

You might find a few fellow members if you are lucky enough to attend Saul Carliner's PreConference session on Writing Instructional Content. It's a two-day course on Saturday and Sunday, the 17th and 18th May, 2014, from 8:30am to 4:30pm.

Elsewhere in this newsletter, you will find a Summit "Road Map" that will highlight all of the sessions that involve instructional design, learning, academia, etc.

But the one place you can be certain of meeting up with us is our annual business meeting, to be held this year on Tuesday, 20 May from 11:00AM to 12:30 PM. This is a brown-bag affair; bring your own lunch (available from the hotel or any food sources around the hotel) and join in as we plot the SIG's path through the next year. Please consider volunteering for one of the open positions (Secretary and/or Treasurer).

#STC_IDL_SIG is our hashtag. If you want to meet up, tweet with that hashtag and connect with us that way.

Many of the IDL SIG leaders plan to attend the Helvetica Movie Night (STC Phoenix Event) 7:30pm to 10pm. Come and join us!

WHERE TO GET

Good Food in Phoenix

Sherry Michaels is president of Michaels and Associates, creators of custom training programs in nearby Scottsdale. We asked Sherry about her favorite downtown restaurants.

Pizzeria Bianco (623 E. Adams St., (602) 258-8300) is world famous and an outstanding place for upscale pizza and drinks. It's been written up as one of the top 5 in the U.S. and vies for first place, so if you have foodies in the group this is the place they'll want to cross off their list.

Carolina's Mexican Food (1202 E Mojave St, (602) 252-1503) is a hole-in-the-wall kind of Mexican food place with the best tortillas outside of San Diego.

Alice Cooperstown (101 E Jackson St, (602) 253-7337) is Alice Cooper's place downtown and a famous drinks/music/bar-food kind of place.

Mrs. Whites Golden Rule (808 E Jefferson St, (602) 262-9256) serves good fried chicken and waffles southern-style.

Pita Jungle (1001 N 3rd Ave #4, (602) 258-7482) Outstanding Mediterranean (hummus, falafel, fish, and so on) and relatively inexpensive

Chloe's Corner (50 W Jefferson St, (602) 252-7600) is a decent sandwich/quick lunch place in the City Center.

Five Guys (50 W. Jefferson Street, Suite 180, (602) 687-7575) for burgers and soft drinks

Arrogant Butcher (2 E Jefferson St #150, (602) 324-8502) is a good restaurant and moderate \$\$ - owned by a local restaurant celebrity Sam Fox, and doesn't usually disappoint.



If you're looking for something more upscale, you might check out **Kincaid's Classic American Dining** (2 S 3rd St, (602) 340-0000) or **District American Kitchen** (320 N 3rd St, (602) 817-5400).

Sherry adds that there are numerous small places including Chinese and Vietnamese all along the light rail line, which is quite safe.

She also suggests that while Carolina's and Mrs. White's neighborhoods can be sketchy, taxis are safe and cheap for those excursions.

— Robert Hershenow

The 2014

IIDL Summit Roadmap

This year's Summit sessions related to Instructional Design

by Dr. Jackie Damrau

Time	Session	Room
<hr/>		
	Saturday, May 17	
8:30-4:30	Presentation Skills master Class (Certificate - Day 1)	Borein A, Hyatt
	Writing Instructional Content (Certificate - Day 1)	Borein B, Hyatt
8:30-12:00	Usability and User Experience - Maintaining Your Creative Edge (Responsive Design and Development Certificate Bundle)	Russell AB, Hyatt
<hr/>		
	Sunday, May 18	
8:30-4:30	Content Experience Modeling: Designing Customer Value and Consistency (Content Design Certificate Bundle)	Remington AB, Hyatt
	Presentation Skills Master Class (Certificate - Day 2)	Borein A, Hyatt
	Writing Instructional Content (Certificate - Day 2)	Borein B, Hyatt
8:30-12:00	Developing Web Apps: Foundations in HTML5 (Responsive Design and Development Certificate Bundle)	Russell AB, Hyatt
1:00-4:30	Developing Rapid eLearning with Adobe Captivate	Suite 316, Hyatt
	Developing Web Apps: Front-end Interaction (Responsive Design and Development Certificate Bundle)	Russell AB, Hyatt
	The Art and Science of TechComm Project Management	Suite 314, Hyatt
	Wordpress for Technical Communicators: Under the Hood	Suite 318, Hyatt
5:30-6:45	Opening Session Keynote -- Information Entropy: The Next 10,000 Years of Content Strategy	West Ballroom, Convention Center

Note: This Roadmap was accurate when written, but sessions are changing as we go to press. We apologize for any inconvenience.

IIDL Summit Roadmap

continued...

Monday, May 19

8:30-9:15	Influence Strategies and Tactics for Technical Writers	105 A
	Information Everywhere: Flexible Content with Responsive Design	106 BC
	Integrating Accessibility from the Start	105 BC
	Saving Your Sanity through Better Client Relations	101 AB
	Targeting Documentation to Your Users' Goals	102 C
9:45-10:30	Content Designed for Your Audience	102 C
	EPUB Help: A Viable Help Delivery Option?	102 AB
	Progression: People, Project, & Business Management	104 AB
	The Future of Mobile Information — Examples and How We Get There	106 BC
	The Reluctant Subject Matter Expert	106 A
1:00-1:45	Winning Strategies for Independent Consultants	101 AB
	Design Challenges in Multichannel Content Publishing Using HATs	105 A
	Five Tips for Professional Networking	106 A
	Progression: Writing and Editing	104 AB
	Touch, Voice, and Gestures: How to Craft Your User Assistance	106 BC
2:15-3:00	A Content Strategist's Guide to Mobile Platforms	106 BC
	Workshop: How to Help Shape the Technical Communication Body of Knowledge	106 A
3:30-4:15	Articulating and Advocating for Accessibility	105 BC
	Independent Consulting: Reinventing Your Business Model	101 AB
	Progression: Professional Development	104 AB
	What Do Viewers of Video Really Want?	102 AB

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IIDL Summit Roadmap

continued...

Tuesday, May 20		
8:30-9:15	Building the Design-Driven Culture	105 A
	Improving Accessibility of Information in Online Environments	105 BC
	Progression: Tools, Graphics, and More	104 AB
	Technical Communication Skills in a Web 2.0 Workplace	101 C
	Write Tight(er)—Part 1: The technique	106 A
9:45-10:30	Writing for the Industrial and Manufacturing Sectors	102 AB
	Designing Effective User Interface Content	102 C
	How Writers Can Benefit from Social Software	105 A
	Improve Your Typography with Responsive Web Design	106 BC
	Progression: Content Strategy & Design	104 AB
1:00-1:45	Write Tight(er)—Part 2: Applying the technique	106 A
	How to Get Started With Video and Animation	101 AB
	Serious Games, Serious Understanding	106 A
2:15-3:00	Basic Accessibility Tools and Techniques	105 BC
	Content Strategy: Toward a Common Lexicon	102 C
	Progression: Presentation Strategies	104 AB
4:15-5:00	Beyond the Manual: Writing for the Web	106 BC
	Misrepresentation by Silence	101 C
	Monetizing Your Content	101 AB
	Motivating and Encouraging Users	105 BC

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IDEAL Summit Roadmap

continued...

Wednesday, May 21		
8:30-9:15	How'd You Get That Tech Comm Job?	105 A
	Marketing for Independent Contractors	104 AB
9:45-10:30	Beyond the Bleeding Edge	101 ABC
	Dynamic Content Publishing	105 C
	Patient Education and Health Literacy: Examining Interview Discourse	105 BC
	Webinar School for Chapters and Trainers	105 A
11:00-11:20	Applying Lean Principles to the Documentation Lifecycle	102 ABC
	The Power of Emotion: The Seven Archetypes of Video Storytelling	101 ABC
	Watch Out!: Monitoring Social Media for Documentation Feedback	106 ABC
11:35-11:55	Jumping to Light Speed: Adapting to Global Realities	102 ABC
	The Creative Habit	101 ABC
12:10-12:30	Be the Captain of Your Career	106 ABC

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Summit Tweetup and After-Party

When? Monday, May 19 @ 8pm - 12am **Where?** Bliss/ReBAR: 901 N 4th St, Phoenix **RSVP/Map:** <http://twtvite.com/gmbcum9qfjksa5d>

Unwind and network with your fellow technical communicators! Join us Monday night at the 6th Annual Summit Tweetup, sponsored by Publishing Smarter, and open exclusively to Summit attendees and their guests.

Have dinner, have drinks, and have many great conversations. After the Tweetup is over, stick around for the Summit Karaoke After-Party! Join in with the singing, cut loose on the dance floor, or watch your friends try out their skills on the mic.

No cover charge! Drink specials will be available all night long. Both events take place at Bliss/ReBAR (on the Bliss side), just a few blocks away from the Hyatt Regency Phoenix.



Meet: Viqui Dill

by Jamye Sagan

Lives In: Winchester, VA, USA

If you have attended the STC Summit in the past couple of years, you may have been privileged to hear and see Viqui Dill perform on bass and vocals with the Rough Drafts band. In this article, we will shine the member spotlight on her.

Passion for Learning

Viqui first joined the IDL SIG in 2012, after reading a write-up of her “Tutorial Pacing” STC Summit progression topic (http://www.slideshare.net/viqui_dill/tutorial-pacing) in the IDEaL newsletter. “That newsletter was my first introduction to the discipline of IDL,” Viqui remembers. “By reading the newsletter, I discovered that the members of IDL were as passionate about learning as I am. I loved the way these folks look at writing not as a deliverable in itself, but as a messenger for the subject; that learning was the objective, not writing.”

The following year, Viqui went to the SIG meeting at the Summit and knew she had a home within the IDL SIG. “I discovered that all the cool kids belong to the IDL SIG: Cindy Pao, Jamye Sagan, Preeti Mathur, Jackie Damrau, and Robert Hershenow to name a few,” Viqui recalls. “These folks made me feel welcome and at home.

I knew that I belonged, that I was valued, and that I had made the right choice in joining the IDL SIG.”

In addition to being a member of the IDL SIG, Viqui is the Communications Lead for STC’s Community Affairs Committee. She also serves as the Social Media Manager and 2nd Vice President for the STC Washington DC Chapter, where she earned the Distinguished Chapter Service Award (DCSA) in 2013.

In March 2014, Viqui attended InterChange, the STC New England local conference, and presented a chat about social media called “Social Media Success Stories, or How I Used a Picture of My Pastor Naked to Pack the Church.” (view slideshow [here](#)) “It was my first time to attend a local conference and I was so impressed. I blogged the experience,” Viqui recalls. (Read the blog [here](#))

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Passion for Work

Viqui is currently the Technical Communications Leader in IT at American Woodmark Corporation in Winchester, Virginia. “I write online help, tutorials, and training packages that help our users make friends with the software and use it to their best advantage,” Viqui says. This in-house software includes “design & quote” programs for customers and cell phone GPS navigation tools for the delivery drivers .

“My job is the best job ever,” Viqui explains. “I get to work with a diverse group of smart programmers and users who keep me sharp and challenged.”



Passion for Music

Viqui expresses a deep, rich love for music. “I love to get people involved in music,” Viqui explains. She plays bass and guitar, and sings in several local-area bands. She also teaches guitar and bass lessons, and leads music at local churches.

Viqui and her husband Keith have a bluegrass band called the Dill Pickers (dillpickers.com) and are sometimes joined on drums by their son Jim, a student at Virginia Tech.

“I like to share music as a gift to folks in the community, doing a lot of benefit concerts.” Viqui has performed with Michael Twitty, son of Conway Twitty, for the Disabled Veterans Committee for Housing. She also designs graphics for them to use on Facebook for publicity.

“My favorite musical outlet is when we do vacation Bible school every year with my church,” Viqui explains. “I am happiest when folks sing along and get involved with the music. We’ve already got two teens leading the music with me, and I’m super happy when I can pass on my love for music on to another musician.”

Life

The Dills have been married for 26 years and live on five acres just outside Winchester, VA with their son Jim and their cat “Miss Kitty.”





SIG News Roundup

by *Mellissa Ruryk*

The SIG is busy preparing for the Summit that is fast approaching. You've read elsewhere in this issue that the SIG has been awarded Community of Excellence – for the third year in a row! We are very happy and proud to make that announcement. We have applied for a Pacesetter Award for our virtual Open House that we held in September. This was an opportunity for people who wanted to know more about the SIG to meet us online and ask questions of SIG leaders.

Our treasury is holding steady. Unfortunately, Lynda Schindley – who has kept the books for us for the past two years – is no longer an STC member, so we are in need of a new Treasurer. If you're interested in serving the SIG and adding some great volunteer experience to your résumé, please email our SIG managers at manager@stcidlsig.org.

Please support your SIG and spread the word about our SIG webinars. They are our principal means of support. The most recent webinar, on April 16, featured Jason Swarts presenting on Making Instructional Video: What We Learn from Pro-Am Content on the Web; attendees seemed to enjoy it quite a bit. Keep an eye on the SIG website for future webinar topics.

The SIG continues to grow and Jamye Sagan, Membership Coordinator, sent out welcoming letters to 15 new SIG members. The Welcome letter is being revised to include information about the STC Mentoring program.

Mellissa Ruryk, current Secretary and incoming assistant co-manager, is going to gather information about new members to introduce them to the rest of the SIG by sending out a 5-question survey to new members. The first surveys will be going out in April and results will be published in the Q3 issue of this newsletter. These will be short and sweet and funny... not as in-depth as the Member Profiles that Jamye writes for the newsletter.

Robert Hershenow, current Newsletter Editor and the other incoming Assistant Co-Manager, is working on transitioning newsletter duties to his replacement(s). The team has some great ideas for adding value to the newsletter, increasing its circulation and delivering more great news to read about the SIG and our industry.

The fourteen scholarship entries have been judged, and results are announced on the next page!

See you at the Summit!

Announcing our SIG Scholarship Winner

by *Sylvia Miller*, IDL SIG Scholarships Manager

It is with great pleasure that I announce the winner of the 2014 IDL SIG Graduate scholarship of \$750.

Ms. Patricia Taylor of Saint Leo University, Florida, impressed our panel of five judges with her entire application, letters of recommendation, and project description. As her project, Patricia volunteered to help a medical education colleague with a PowerPoint presentation. She then used Articulate to develop an e-learning course that has now replaced her colleague's need to present a content-intensive course in a classroom setting. Her colleague was "overwhelmed," according to Patricia, at the benefits of the e-learning course. Not only is the course saving her colleague precious time, but also learners can now approach the course at their own pace from their own offices. Her colleague captures the participation results and maintains online records. Patricia describes herself as "somewhat obsessed with instructional design."

The IDL SIG's panel of five judges noted Patricia's good recommendations, enthusiasm for ID, and exemplary student status as factors in their selection. The panel also said her research shows an awesome "go to" quality and that she is already making a difference in the field of Instructional Design.

Patricia had some very stiff competition from the other 12 applicants, which caused considerable discussion among the judges. They determined that there is some very exciting stuff happening in the field! Congratulations again to Patricia on being awarded our 2014 Graduate scholarship!

[The panel of judges determined that no Certificate application fully met the standards and requirements for the \$500 scholarship, so this one will not be awarded this year.]



Do You Want to Be SIG Secretary?

Our SIG needs a new secretary because Mellissa Ruryk has agreed to serve as co-manager (together with newsletter editor Robert Hershenow) for the 2015-2016 years.

The secretary's job is quite painless and requires only about 2 hours per month. The secretary takes notes during the SIG Leaders meeting (on the last Wednesday of every month, at 4:30 Pacific / 5:30 Mountain / 6:30 Central / 7:30 Eastern). He/she then compiles a "Minutes" document consisting of the meeting notes, PowerPoint slides from the meeting, and an updated schedule of Action items.

Meetings rarely take more than 65 minutes, and the secretary can finish off the file quickly once the meeting is over. Then the file is uploaded to the Yahoo Groups site, which generates an automated message to the Leadership team about a new file being uploaded.

It's all rather smooth... and if you would volunteer, the outgoing Secretary will happily train you and mentor you for the first couple of meetings. The real reason to volunteer is not that it's such a finite job, nor that it doesn't take much time to finish. It's because the Secretary gets to learn everything that is going on! It's a great way to hear all the news before anyone else! Plus it's a great way to serve your SIG, and it will look good on your resume.

If you're interested, please contact manager@stcidlsig.org.

New Members

The IDL SIG welcomes 22 new members who joined between February 12 and April 26, 2014.

Tom Abbott
James Belanger
Michael August Clark
Barbara R. Clemmer
Michael Courtemanche
Judith L. DiBello
Pamela J. Eaker
Kimberly J. Heintschel
Sheryl Deanne Keeling
Alice K. Leal
Adam Lundstrom
Victoria Lundy
Melanie Martella
Julie McKelvey
Trina Moore
Kathleen Olesuk
Patricia Parkhill
Corinne C. Renguet
Mark W. Shealy
Joseph Storbeck
Lisa Walker
Amy B. Winkler

STC News

Read **Intercom** online [here](#)

2014 Advance Summit registration rate ends 30 April – On 1 May the Summit registration rate increases by \$275. Here's the link to the Summit's Lanyard site: <http://lanyrd.com/2014/society-for-technical-communication/schedule/> .

Leadership Program at the Summit

– Sunday, 18 May, from 8:00 AM to 12:30 PM. This event is designed specifically for chapter and SIG leaders, and members considering a leadership role in their chapter and/or SIG. There is a nominal fee of \$20.00 for this event. Advance registration is strongly encouraged. Contact Cheryl Miller at cheryl.miller@stc.org.

Honors Banquet at the Summit – All of STC's new Associate Fellows, Fellows, and award-winning communities will be honored at the Honors Banquet at the Summit. To add the Honors Banquet to an existing registration contact Cheryl Miller at cheryl.miller@stc.org .



Learning Opportunities

STC Live Seminars

<http://www.stc.org/education/online-education/live-seminars>

STC FREE On-Demand Recorded Webinars

<http://www.stc.org/education/online-education/free-archived-seminars>

STC Gold Level Membership, available for a limited time, includes 5 live webinars, 50% discount on one online course, and the Really Early Bird registration rate (\$835) for the Summit. Members who have already renewed for 2014 can still upgrade to the Gold Value Package.

CVP Membership: Companies with multiple technical communicators can save when they purchase memberships in quantities. See this page for more details: <http://www.stc.org/membership/join-or-renew-now/corporate-value-program>.



About this Newsletter



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IDL SIG Co-Managers: Preeti Mathur, Cindy Pao - manager@stcidlsig.org

Managing Editor: Robert Hershenow - newsletter@stcidlsig.org

Associate Editor: Jackie Damrau

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Copy Editor: Robert Hershenow

Publication Policy: We encourage letters, articles, book reviews, and other items for publication. Articles may contain up to 1,000 words. Picture formats: JPG, GIF, PNG; Text format: Word, RTE, or ASCII. Send items to Robert Hershenow at newsletter@stcidlsig.org

Advertising Policy and Rates: We encourage advertising as long as it follows STC guidelines and promotes services of interest to IDL SIG members.

Ad sizes and rates:

Half page (7.5x4.5): \$75 (1 issue); \$225 (4 issues)

Business Card (3.5x2): \$25 (1 issue); \$100 (4 issues)

Please submit electronic copy only in .TIF, .GIF, or .PNG format. Send ads to Robert Hershenow at newsletter@stcidlsig.org.

Make checks payable to Society for Technical Communication and send to:
Robert Hershenow, STC IDL SIG, 616 Colusa Ave, Berkeley CA 94707.

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