

# IDEaL: DESIGN FOR LEARNING

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

Q1 2014

## On Being an STC Member

I always knew there were tangible and intangible benefits of being an STC member, but was quite surprised when I saw in writing the many ways it has helped shaped my career.

### *Helped me with my first job as a lone writer*

I joined STC when I got my first full-time job as the lone writer for a scientific instrument company. The company had never hired a technical writer and even though this was the 90s, the decision to hire a “non-native English speaker” was questioned. I also faced immense resistance when I asked for documentation to be part of the product development process.



**Preeti Mathur**

Thinking back to that pre-Google era, I know I learned a lot from attending my local STC chapter meetings, attending conference sessions, and from various STC publications. I was also able to tap

*–continues, page 5*



Society for  
Technical  
Communication

## On Which the SIG Could Really Use Some Help

With the new year comes a new newsletter with a new column from your co-managers, Preeti Mathur and me.

On January 21, we completed the Community Achievement Award application and submitted it to the committee. We did a lot of work in 2013! You should be proud to be part of such a large and vibrant community!

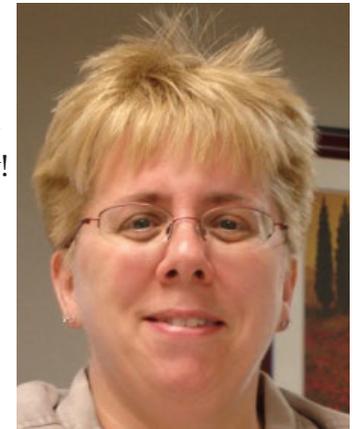
Now it's time to get on it for this year. There's still some planning to do, and the SIG needs YOUR help to make these plans happen.

### *Secretary*

This year, Mellissa Ruryk takes on her new position as Co-Assistant Manager of the SIG, so we need a new secretary.

The SIG secretary takes meeting minutes and records action items at the monthly SIG leader meetings. The secretary also takes notes at our annual business meeting at the Summit. Mellissa has done a great job,

*–continues, page 6*



**Cindy Pao**

# From the Editor

I have been Managing Editor of this publication for more than seven years, and it's been a good run, but like anything else it can't last forever. I have a new position in the IDL SIG as Assistant Co-Manager (with Mellissa Ruryk, thanks to those of you who voted for us), which will automatically transition to Co-Manager in 2015 for two more years. I don't have enough hours for that plus the newsletter too, so it's time to pass the Editor's cap to a worthy successor.

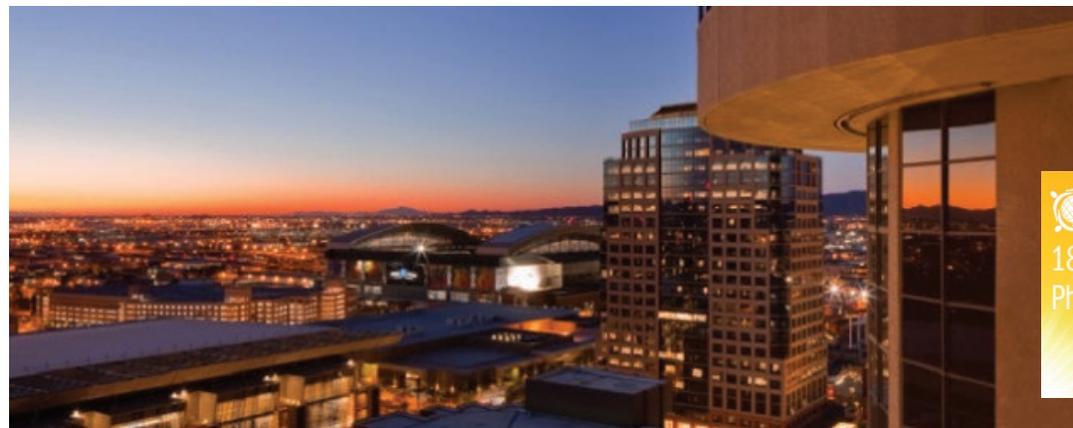
Or how about a team of successors? There's a lot of opportunity here, just waiting for someone to take advantage. I'd like to see tech-savvy people jump in and develop responsive, interactive publications for our members to enjoy, on all their devices, no matter where they are. That's one idea.

If you're interested, please write to us at [newsletter@stcidlsig.org](mailto:newsletter@stcidlsig.org). You don't have to be the Managing Editor, either; the SIG can use writers, editors, illustrators, designers, marketers, recruiters... the sky's the limit. Let us hear from you!

*Robert Hershenow*  
Managing Editor

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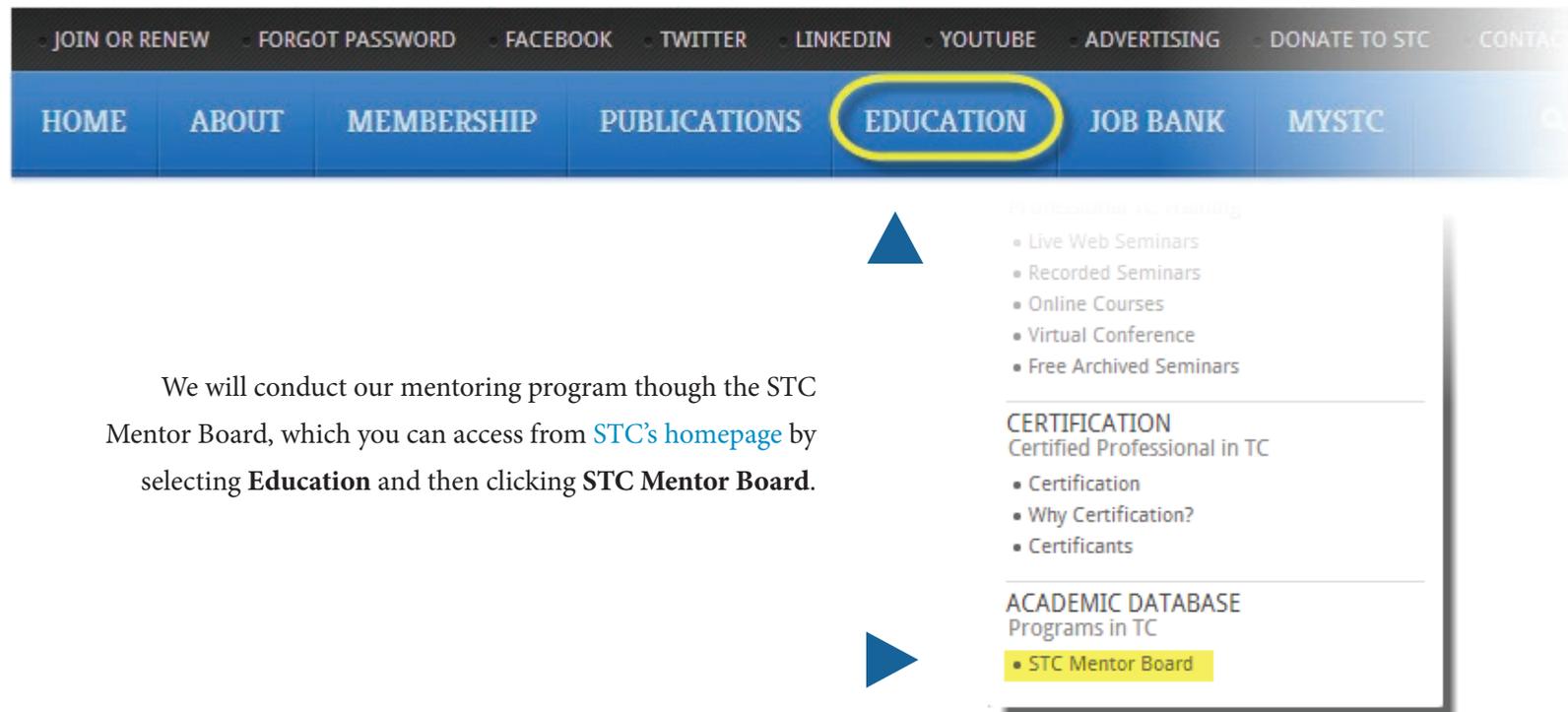


# The IDL SIG Mentoring Program is Underway!

by *Scott McCoy, IDL SIG Mentoring Manager*

We are pleased and excited to announce the implementation of our mentoring program, open to all IDL SIG members. The purpose of the program is to share knowledge among our members through formal and informal dialogue. Students

are encouraged to participate, and professionals who wish to expand their knowledge will also find this program beneficial. It will also help us fulfill the STC's mission to educate the community; this is how we maintain our not-for-profit status as an organization.



The image shows a screenshot of the STC website's navigation menu. The menu is a horizontal bar with several items: JOIN OR RENEW, FORGOT PASSWORD, FACEBOOK, TWITTER, LINKEDIN, YOUTUBE, ADVERTISING, DONATE TO STC, and CONTACT. Below this is a main navigation bar with items: HOME, ABOUT, MEMBERSHIP, PUBLICATIONS, EDUCATION (highlighted with a yellow circle), JOB BANK, and MYSTC. A dropdown menu is open under 'EDUCATION', showing a list of items: Professional TC Training (with sub-items: Live Web Seminars, Recorded Seminars, Online Courses, Virtual Conference, Free Archived Seminars), CERTIFICATION (Certified Professional in TC, with sub-items: Certification, Why Certification?, Certificants), and ACADEMIC DATABASE (Programs in TC, with sub-item: STC Mentor Board highlighted in yellow). Blue arrows point from the text below to the 'EDUCATION' menu item and the 'STC Mentor Board' sub-item.

We will conduct our mentoring program through the STC Mentor Board, which you can access from [STC's homepage](#) by selecting **Education** and then clicking **STC Mentor Board**.

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First, you'll register in the Mentoring Center. You can sign up as both mentor and mentee using the same account.

**Create a New Profile:**

Create a new profile and become a Mentor or Mentee!  
Register once and use the same login credentials to create and access Mentor or Mentee accounts.

**Mentor Registration**      **Mentee Registration**



Enter your name and e-mail address, create a password, and check the boxes as necessary. Note that your e-mail address will remain hidden; all communication will be done through the STC portal.

**New Users:**

First Name:\*

Last Name:\*

Email:\*

Re-enter Email:\*

Choose a Password:\*   
*Your password must be at least 6 characters.*

Re-enter Password:\*

Check here to indicate that you have read and agree to the terms of the [Usage Agreement](#) and [Privacy Policy](#)

Receive occasional emails about new services, updates, promotions.etc.

**Create New**



Once you confirm your e-mail address, you can log in and complete the form to create your profile. The Mentoring Center will use your information to connect you to potential mentors or mentees.

**So that we can find each other, please be sure to enter “IDL SIG” as a Keyword.**

Other(specify)   
*Specify area of expertise.*

**Are you interested in:**  A mentoring partnership focused on a project within the STC Body of Knowledge (BOK) initiative?  
 A general mentoring relationship spanning different areas of interest/expertise?  
 A virtual mentoring project with a college or university student?

**Current position level :\***    
*Please select the level that is the closest to your position.*

**Organization type:**   
*Sign, non-profit, start-up, international.*

**Keywords:**   
*Enter searchable keywords to help you connect with the right mentee. Keywords can be separated by commas.*

Summary of experience and mentoring interest areas:

Once you have set up an account, you can search for mentor or mentee opportunities and others can search for you.

We hope to see you soon on the Mentor Board! Please address any questions or concerns to [mentoring@stcidlsig.org](mailto:mentoring@stcidlsig.org).

into other writers for feedback and new input for the style guides, templates and documentation processes that I was creating. When I started entering and winning awards in our local STC competitions, I sensed the beginning of a wider acceptance for me and for my work. Finally, when I left the company after a nine-year stint, application engineers were showcasing “our award-winning, customized manuals...” and “integrated online help,” in their sales pitches!

### *Got me started as an independent consultant and into technical training*

Soon after I became an independent consultant, a chance encounter at an STC meeting with the vice-president of a staffing company steered me into the world of technical training and instructional design. This year, I celebrated my eighth year with them. My projects have involved developing a wide variety of classroom as well as blended and eLearning training in different areas including the medical, manufacturing, finance, fashion, and apparel industries, as well as the government. Joining IDL SIG at the same time helped me with the transition and gave me confidence by introducing me to instructional design theories and best practices.

### *Allowed me to network, connect, and socialize with people all over the world*

Apart from broadening my knowledge with new trends and research in our field, meeting and staying connected with fellow STC members in the US and other countries have also yielded many benefits. Thanks to this network, I have been successful in finding new projects for myself or to get help whenever I ran into problems or needed

an opinion. I have gained goodwill and credibility for connecting people to jobs and opportunities and for recommending resources such as speakers or subject matter experts. Through the same network, I have been invited to speak to aspiring technical writers in India and the Twin Cities, and have hosted and received invitations for visits from all over the world. Best of all, I have built some life-long friendships with people I would not have met otherwise!

### *Volunteering has paid great dividends*

Over the years of volunteering for many organizations and causes, I have learned that volunteering is not a one-way street; what you give always comes back to you. Likewise, all my volunteer efforts with STC have paid rich dividends. From the small things I did with my local chapter when I had a young family to my current involvement at the Society level, I have acquired skills that have shaped not only my career but have also helped me grow as a person.

Currently, as the Co-Manager for the IDL SIG, along with Cindy and our leadership team, I spend a lot of time organizing and offering activities that benefit you, our members. We are also your liaison with the STC office, advocating for you and influencing decisions that affect you. We hope we are doing well and are meeting your expectations, but we need your help. Please consider volunteering for one of the open positions for our SIG. If it seems overwhelming or too long a commitment, consider job-sharing with someone, just like Cindy and I or Melissa and Robert are doing. As I have said before, you will get tons back in return!

Share your thoughts and comments with us: [manager@stcidlsig.org](mailto:manager@stcidlsig.org).



but she cannot continue in two positions.

If you'd like to learn how the SIG works when we're not putting on webinars, publishing the newsletter, or organizing a tweet up, volunteer for this job!

### *Newsletter Editor*

On January 1, Robert Hershenow also took his new position: Co-Assistant Manager of the SIG. He, too, cannot continue in two positions, so we need a replacement.

You should volunteer as the newsletter editor if you think that *IDeAL: Design for Learning* is one of the top resources to find out about instructional-design topics, learn what the SIG is doing, and learn about other members of the SIG.

### *Why You Need to Volunteer*

Active involvement in your STC community is, I would say, critical to finding value in STC. Right now, STC has thousands of members, but only a small percentage of those members actively contribute. Yet we hear members complain that they're not getting enough value. Today's volunteers need help so that we will continue to volunteer – and not get burned out and fall off the face of the earth.

Think about what you want to get out of your membership, and then consider how you can make that happen. You have to remember, outside of the office administrative functions, this organization is volunteer led and run. Whether you volunteer as a means of self-preservation or you volunteer because you have a passion for helping out, you directly help your career.

Imagine this: You want to relocate from your current city to a city across the country. You know that there's a STC chapter in that city, but you don't really know anyone in the chapter. Then you ask around in the SIG. Because you've been volunteering, the SIG

leaders know you produce high-quality work, and they remind you that John Smith, another active member of the SIG, also lives in that city. You contact John, and he helps you get a primo instructional design job. Is there any better evidence that your active participation directly benefits you?

### *Excuses*

*I don't have enough time:* Of course there's a time commitment when you volunteer. How can you possibly work anymore when you're already working too much? When you have a family? When you're training for a marathon? Then ask if there's a small job you can do. Do you have time to send out a letter once a month? How about post a tweet or start a discussion on LinkedIn?

*I already pay to be a member. I shouldn't have to volunteer, too:* You pay for things like Intercom, an informative website, and office staff to help run the machine. Only a small percentage of your dues pays for this newsletter, the website, and the resources listed on the website. Those things are handled by volunteers. If, as I mentioned before, we get burned out because we do it all, we'll fall off the face of the earth.

*No one asked me:* I'm asking you now. Not directly, but I'm still asking.

### *Questions?*

Preeti Mathur and I are still 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, we hope you'll drop us a line! Our e-mail address is [manager@stcidlsig.org](mailto:manager@stcidlsig.org).

We hope to hear from you soon!



# Announcing our 2013-2014 Scholarships

by *Sylvia Miller*, IDL SIG Scholarships Manager

Are you a student enrolled in Instructional Design-related courses, or do you know someone who is? Then consider applying for or sharing information about our 2014 scholarships. For the eighth consecutive year, we are offering two scholarships—one for Master's/Ph.D. applicants and one for Certificate applicants. Both types of applicants must be taking courses at the graduate level.

These scholarships were created to assist students who are pursuing a graduate degree or certificate in a field related to Instructional Design. Students applying for this scholarship are expected to be able to demonstrate their focus on topics related to Instructional Design through their academic studies, current jobs, graduate or certificate program, or special projects.

The IDL SIG scholarship awards this year are \$500 for the top Certificate applicant and \$750 for the top Master's/Ph.D. applicant. Please note that we are not offering an undergraduate scholarship this year.

The Scholarship Committee evaluates applicants' academic records and potential for contributing to the Instructional Design profession.

To be eligible for a scholarship, you must be:

- § Enrolled in a Master's/Ph.D. degree or certificate program in the Instructional Design field.
- § Pursuing a career as an Instructional Designer.
- § Taking courses at the graduate level.

We are now accepting applications for the 2014 scholarships. Submit the completed form and other documents described in the application: [IDL\\_SIG\\_Scholarship\\_App\\_Graduate\\_2013-14](#)

**The deadline for submission of all materials is Wednesday, March 12, 2014.** Winners will be notified in late March or early April. All winners will be published in the IDL SIG quarterly newsletter. Please direct questions to [scholarship@stcidlsig.org](mailto:scholarship@stcidlsig.org).

Our Frequently Asked Questions publication might answer some of your questions: [http://www.stcidlsig.org/wp/wp-content/uploads/2009/09/IDL\\_SIG\\_Scholarship\\_FAQs.doc](http://www.stcidlsig.org/wp/wp-content/uploads/2009/09/IDL_SIG_Scholarship_FAQs.doc)

See more at: <http://www.stcidlsig.org/wp/scholarships/college-student-scholarships/>



## Meet: Sylvia Miller

**IDL SIG College Scholarship Manager**

**Residence: Englewood, Ohio**

*by Jamye Sagan*

Many people consider the IDL SIG as one of the most vibrant, active communities within STC. But when Sylvia Miller first joined the IDL SIG in 2004, it was facing extinction. “At the [Summit] conference that year, a handful of us met with Yvonne DeGraw, our “founder,” to try to save the SIG. If we couldn’t inject some life into the SIG, STC was recommending that we disband it. About six of us put our heads together and drafted a plan that got things rolling.”

Since joining the SIG, Sylvia had served as Membership Manager for four years and had just begun her seventh year as College Scholarships Manager, where she oversees the entire process of scholarship awarding - from announcing the scholarship to soliciting judges and

awarding the prizes. For her hard work and dedication, Sylvia earned the Distinguished SIG Service Award in 2006.

Sylvia joined the IDL SIG as a way to help her colleagues develop instructional materials. “As a former teacher of junior high, high school, and college English, I had no problems developing both documentation and training materials,” Sylvia recalls, “but I noticed at work that my co-workers who didn’t have a background in Education struggled with writing objectives, chunking material into units, and writing meaningful review questions in their training materials. I saw the IDL SIG as a place where I could give back by sharing some of my background and experience.”

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Sylvia currently works for Reed Elsevier, where she develops online help for websites that serve institutions and governments with scientific, medical, and technical publications in electronic format.

Sylvia also shared an interesting fact about herself – her great grandfather served in the Union Army during the Civil War. He had been captured and had escaped three times. “Once he returned from the war, he recorded all of his experiences in many notebooks,” Sylvia recalls. “After his death, my aunts had the notebooks published as one book and enough copies made for everyone in our family. It’s a fascinating and exciting read. It’s one book that you won’t find online anywhere.”

In her leisure time, Sylvia enjoys scrapbooking, reading, playing with her three young grandsons, cuddling with her pets, and serving in her church.

Sylvia lives in Englewood, Ohio with her husband, who directs a school for teens with ADHD and Asperger’s Syndrome. They have a son and a daughter who live nearby with their spouses and little ones. “Grandparenting is such a joy,” Sylvia reflects.



## Share the News!



image: 123RF Stock Photo

Please email [membership@stcidlsig.org](mailto:membership@stcidlsig.org)  
to share news of your

Accomplishments  
Awards  
Certifications  
Graduations  
Other Kudos

for the next issue of  
**IDEAL: Design for Learning**



# SIG News Roundup

Congratulations to Maralee Sautter and Jamye Sagan, recipients of our 2013 Distinguished SIG Service Awards! Both are immediate past Co-Managers of the IDL SIG. Maralee has also recently contributed her skills to helping Paul Holland and Jackie Damrau manage the SIG website, and documented critical processes used by our leadership team to run the SIG efficiently. Currently she manages the SIG's PR efforts.

Jamye's DSSA nomination praises her "can-do attitude" and notes that she "has contributed greatly to the SIG by participating and volunteering in activities that have enhanced the SIG and led us to accolades and awards." Since finishing her term as Co-Manager Jamye has taken on the roles of SIG Membership Manager, Social Media Manager, and Survey Manager.

The IDL SIG can boast three new STC Fellows and two new Associate Fellows this year. The new Fellows are Donn DeBoard, Leah Guren, and Paul Mueller. Cindy Pao and Tricia Spayer have been awarded Associate Fellow. Congratulations to all of you; we look forward to recognizing you at the Summit Awards Banquet in May. Cindy Pao and the IDL Leadership Team have completed and submitted the SIG's application for the 2013 Community Achievement Awards. Thanks to all the members who made our achievements happen.

Membership Manager Jamye Sagan reports the SIG gained 181 new members between October 2013 and February 2014 (see who they are on pages 11-12!).

Publicity Manager Maralee Sautter and Programs Manager Katie Wilson are working on upcoming webinars in March, April, and July, including "Talk to the Elephant: Design for Behavior Change," to be presented by Julie Dirksen on March 19.

Info: <http://www.stcidlsig.org/wp/news-and-events/upcoming-webinar-31914/>

Register:

<https://attendee.gotowebinar.com/register/3372555462276337153>

Scholarships Manager Sylvia Miller has published 2014 SIG Scholarship offerings to the IDL SIG website, LinkedIn page, and Twitter. She is accepting applications and putting her team together; the judging will begin in the near future. Sylvia is profiled in this newsletter on page 8.

Surveys Manager Jamye Sagan has compiled results from our Fall Survey. See her report on page 11.

Watch for communication from Mentoring Manager Scott McCoy about the IDL SIG Mentorship Program, which is ready for launch. Full details will also appear in the next issue of this newsletter in April.

Don't forget that as an IDL SIG member, you can submit your training projects for a free professional evaluation. See the SIG website for details.

## Mini-Survey Results Posted

Our second mini-survey of 2013 was a success! We had 55 members – about 10% of our membership base at the time – participate.

Respondents shared what they would like to see on our upcoming resources site. They also indicated what SIG-specific features they would like to see on a mobile app.

For a detailed survey report, visit the Surveys page on the IDL SIG website: <http://www.stcidlsig.org/wp/discussion-lists/surveys/>

Also, congratulations to our survey raffle prize winners: Kim Lindsey and Tricia Spayer! They will each receive a \$10 Amazon gift card.



**Instructional Design & Learning**  
Special Interest Group

**Results:  
Mini Survey #2**

- **Question 1: If you were designing your own online resource library, what categories would be most useful for you?**
- **We had several excellent and thoughtful suggestions. Some of the most-suggested categories include (but are not limited to):**
  - Examples of good training materials & templates
  - Tool comparisons
  - Best Practices and Tips
  - Educational Opportunities (e.g. certificate courses, conferences, degree programs)
  - Learning Theories
  - Links to free and low-cost tools
  - Templates
  - Mobile & tablet requirements
  - Materials for freelancers and independent consultants
  - Getting Started in IDL

## New Members

The IDL SIG welcomes 181 new members who joined between October 16, 2013 and February 11, 2014.

|                         |                            |
|-------------------------|----------------------------|
| Zachary D. Ackermann    | Jessica Colopy             |
| Diane M. Amadeo         | Jacoba Combrinck           |
| Elizabeth Anderson      | Barbara Conly              |
| Marie Andersson         | Megan Daly                 |
| Ryan J. Anthony         | Donn R. DeBoard            |
| Dione F. Armand         | David J. Dick, Sr.         |
| Bernard P. Aschwanden   | Joan Dorfmann              |
| Dianne Balcerak         | Laura Lynn Doyon           |
| Jaret Basden            | Daniel Drahnak             |
| Denene Bassett          | Kathryn S. Elliott         |
| Sue Beck                | Susan Fabrizio Johnson     |
| Guillaume Bennehard     | Carrie Fick                |
| Michael A. Bowling      | Ann F. Freeman             |
| Lori E. Brown           | J Mark Freeman             |
| Jeff Bryk               | Elizabeth (Bette) G. Frick |
| Kathryn Bush            | Christopher Ganta          |
| Virginia E. Butler      | David Gardiner             |
| Patricia Deborah Butler | Teresa Gelerter            |
| Adair Byrd              | David Godley               |
| Elena Magdalena Caloian | Laura Goforth              |
| Delores F. Camacho      | Susanne Grady              |
| Somi Chuhon             | Kerensa M. Green           |
| Owen E. Clancy          | Julie Hale                 |

## New Members, continued

|                          |                         |                        |                        |                         |
|--------------------------|-------------------------|------------------------|------------------------|-------------------------|
| Heather N. Hamilton      | Amy L. Karls            | Beth Marcum            | Nickolas Harold Potter | Nicole Stalker          |
| Jana Hamilton            | Laura Kedem             | Joseph Maresh          | Patricia M. Price      | David Alan Stamm        |
| Don Hansen               | Gina King               | Maria Martyris         | Melinda Reyes          | Rhonda J. Stanton       |
| Timothy C. Harrington IV | Inga Kink               | Jack Mathis            | Mark R. Riddell        | Amy E. Striker          |
| Marnee Hathaway          | Rie Kitamura            | Katherine Ann McKinsey | Julie M. Rinder        | Elmer Strueh            |
| Cammy Rae Herman         | Holly Knox              | Natashia J. Menezes    | Darren Keith Ritchie   | Ann Sumanth             |
| Michel G. Hiatt          | Derek Kohlbeck          | Jillian Mergen         | Diana Roberts          | Kim Swieringa           |
| Deborah Hindsman         | Lori Kovacich           | C. Blaise Mitsutama    | Mary T. Ruffin         | Teresa M. Talbot        |
| Gregory Hinshaw          | Marguerite Krupp        | Seth Moody             | Salvador Saberola, Jr. | Karin Tang Kwan Hoi     |
| Alison Hirsch            | Andy Kubrin             | Paul S. Mueller        | Rachel Sadres          | Jane A. Tatchell        |
| Wendy Hollingshead       | Karen M. Kuralt         | Katherine Munro        | Joni Savage            | Karen Todd              |
| Bea Hortopanu            | Cheryl A. Lander        | Laurie L. Murphy       | Thomas W. Schenck      | John Trevathan          |
| Mary Horvath             | Barbara Lavergne        | Gillian Murphy         | Laura D. Schneider     | Christine Trifonidis    |
| Alan Houser              | Karen S. Lawrence       | Terry Myers            | Sara Schram            | Charles Jeffrey Troeber |
| Li Huang                 | Brian Le                | Laura Nations          | Rachel Debra Schwartz  | Kevin Van Winkle        |
| Yeu-Li Huang             | Carol Weatherly Lilly   | Anne E. Nault          | Amy Sefcik             | Christopher D. Vickery  |
| Laura Hutchinson         | Rose Lippert            | Christina Nielsen      | Jennifer Serra         | Brooke Viengar          |
| Valerie Jacobson         | Pamela D. Livingston    | Linnea A. Nigro        | Kevette Settles        | Susan Walton            |
| Maria C. Jahn            | Danalyn R. Loitz        | Roland D. Nord         | Marcia M. Shannon      | Jamil Eric Wilkins      |
| Janice Jankowski         | Anya Luke-Killam        | Mark Orcelletto        | Martia Sharpe          | Stacey Wilson           |
| Dominic Jennen           | Katharine Camille Mabry | Nancy Owen             | David F. Shenton       | Nathaniel J. Wilson     |
| Nancy W. Johnson         | Donna L. Macauley       | Jill D. Parman         | Suchitra Shettigar     | Amy C. Woodfin          |
| Donna Johnson            | Paul MacDonald          | Chris Patti            | Jitendra Kumar Singh   | Suzanne Yoder           |
| Cheryl Lee Johnson       | Jay Maechtlen           | Grady Pearson, Jr.     | Christopher L. Smith   | Michelle York           |
| Susan J. Jorstad         | Erica Mafnas            | Brent Pedersen         | Gregory M. Smith       | Kathryn V. Youngworth   |
| Wesley T. Joseph         | Maria Manion            | Michelle Pham          | Jim Snowden            | Vilma Zamboli           |
| Padmini Kandula          | Chelsea Mann            | Julie Phaviseth        | Peter Spain            | Bishan Zhao             |

## Talk to the Elephant: Design for Behavior Change

An IDL SIG live web seminar presented by Julie Dirksen

March 19, 2014

1:30 PM – 3:00 PM EDT      \$20 IDL SIG Member  
12:30 PM – 2:00 CDT CST      \$30 STC Member  
11:30 AM – 1:00 MDT      \$50 Non Member  
10:30 AM – 12:00 PDT

More info: <http://bit.ly/1cgBF2B>

Secure Registration: <http://bit.ly/OL8rOT>

## 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>

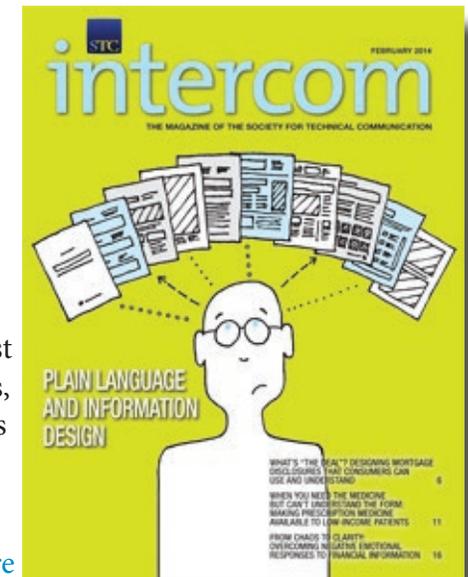


Read *Intercom* online [here](#)

## Summit 2014

The STC's 61st Annual Technical Communication Summit will take place 18–21 May 2014 in Phoenix, AZ. The Summit is one of the world's largest gatherings of technical communicators, with more than 80 educational sessions organized into 8 tracks. Registration is now open!

Download the Executive Summary [here](#) or see [summit.stc.org](http://summit.stc.org) for more details.



## 2014 STC Election

The STC Nominating Committee has chosen a slate of candidates for the 2014 STC Election. The Society's [Election web page](http://www.stc.org/election) (<http://www.stc.org/election>) provides information about the candidates, important resources, and documents.

The 2014 election will be conducted through a secure polling website. Voting opens at 10:00 AM EDT (GMT-4) on 10 March 2014, and will close at 5:00 PM EDT (GMT-4) on 21 March 2014. All eligible voters (STC members in good standing) will receive an email with username and password on 10 March.

# About this Newsletter



Published quarterly in Spring, Summer, Fall, and Winter (Q2, Q3, Q4, Q1).

**IDL SIG Co-Managers:** Preeti Mathur, Cindy Pao - [manager@stcidlsig.org](mailto:manager@stcidlsig.org)

**Managing Editor:** Robert Hershenow - [newsletter@stcidlsig.org](mailto:newsletter@stcidlsig.org)

**Associate Editor:** Jackie Damrau

**Graphics, Layout and Design:** Robert Hershenow

**Copy Editor:** William Collins

**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](mailto: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](mailto: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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