Instructional Design & Learning
Special Interest Group

STC — Society for Technical Communication

IDL SIG Business Meeting

May 21, 2018

#stc18

TECHNICAL COMMUNICATION
STC 2018 | SUMMIT
65TH ANNIVERSARY CONFERENCE & EXPO

Instructional Design & Learning
Special Interest Group

STC Society for Technical Communication
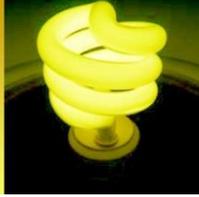
We're glad you could join us today! Let's look at who we are and at the great things our SIG has done over the past year!

Your co-managers,

Viqui Dill
Lori Meyer

#STCIDLSIG

- Tweet us out at @stc_idl_sig
- Visit us online at www.stcidlsig.org
- Contact us at manager@stcidlsig.org
- See us on Facebook at @STCIDLSIG
  https://www.facebook.com/STCIDLSIG/
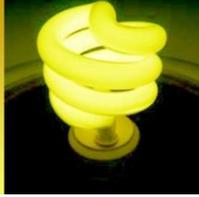
- Welcome members and friends old and new!
- The year in review:
  - Financial summary
  - Committee updates: Membership, Surveys, Social Media, Student Outreach, Mentoring, Programs, Newsletter, Web Site
- Volunteer opportunities – we need YOUR superpowers!
- Recognition and thanks – our community and our members
- Wrap up
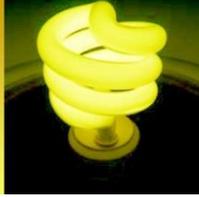
The SIG treasurer manages all financial transactions for the SIG, prepares the annual SIG budget, and provides guidance for best practices regarding SIG financial health.

Would YOU like to be our next SIG Treasurer? Let us know!
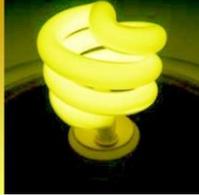
SIG financial report
For 2017

STC IDL SIG treasurer's report for 2017 year to date

Balance on hand January 1, 2017

Head office account: IDL funds	$ 5,260.27	
Head office account: Annual funds	-	
PayPal account	-	
Accounts receivable	-	
Less: Accounts payable	-	
Total balance on hand		$ 5,260.27

Receipts

Annual funds	$ 2,152.00	
Non-member webinar attendees	90.00	
Total receipts		2,242.00
Total		**$ 7,502.27**

Disbursements

STC Summit registrations	$ 2,297.50
Webinar speaker honorarium	505.18
Student outreach	75.00
Postage	14.53
Web conferencing tool	348.00
Survey tool	204.00
Eventbrite fees	11.88
Total disbursements	$ 3,456.09

Balance on hand December 31, 2017

Head office account: IDL funds	$ 4,046.18	
Head office account: Annual funds	-	
PayPal account	-	
Accounts receivable	-	
Less: Accounts payable	-	
Total balance on hand		4,046.18
Total		**$ 7,502.27**

James Bousquet, STC CAC, SIG Outreach
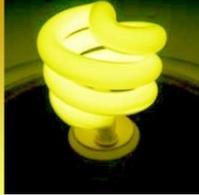
SIG financial report For YTD 2018

STC IDL SIG treasurer's report for 2018 year to date

Balance on hand January 1, 2018

Head office account: IDL funds	$ 4,046.18	
Head office account: Annual funds	1,680.00	
PayPal account	-	
Accounts receivable	-	
Less: Accounts payable	-	
Total balance on hand		$ 5,726.18

Receipts

Annual funds	$ -	
Non-member webinar attendees	10.00	
Total receipts		10.00
Total		**$ 5,736.18**

Disbursements

Webinar speaker honorarium	$ 200.75	
Web conferencing tool	-	
Survey tool	-	
Eventbrite fees	2.54	
Total disbursements		$ 203.29

Balance on hand April 30, 2018

Head office account: IDL funds	$ 4,046.18	
Head office account: Annual funds	1,486.71	
PayPal account	-	
Accounts receivable	-	
Less: Accounts payable	-	
Total balance on hand		5,532.89
Total		**$ 5,736.18**

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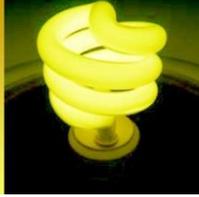
Marcia Shannon,
IDL SIG
Secretary

My Secretary duties include taking and distributing the monthly meeting minutes, writing a column for the quarterly newsletter, and volunteering whenever I can.
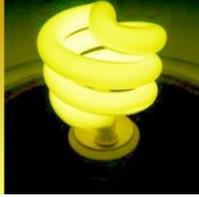
- Membership
- Surveys
- Social Media
- Mentoring

- Programs
- Newsletter
- Web site
- Student outreach
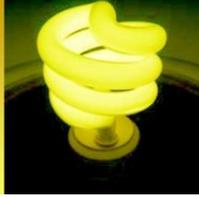
Sara Buchanan, membership manager

The membership manager:

- Sends regular new member welcome emails
- Follows up with members who did not renew
- Canvasses members to apply for Associate Fellow and Fellow grades
- Writes member spotlights in newsletter

- We currently have 387 total members
  - 64 new members since 01/01/2018
  - Our membership includes 17 Fellows, 18 Associate Fellows, and 111 Senior Members.
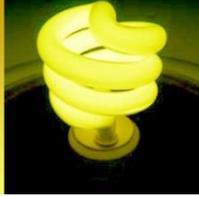
Jamye Sagan,
social media/surveys
manager

The social media manager maintains the SIG's social media outlets, monitors and reports on activity, and publicizes SIG news and events through each outlet.

The surveys manager runs the SIG elections, conducts periodic surveys of members, analyzes results and publishes results to members.
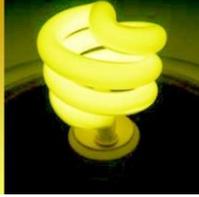
- ## LinkedIn

  - 362 members as of May 2018

- ## Facebook

  - 153 likes as of May 2018 (up from 149 likes in 2017)

- ## Twitter (@STC_IDL_SIG)

  - 103 following as of May 2018

  - 461 followers as of May 2018 (up from 434 in 2017)

  - 518 tweets as of May 2018 (not counting retweets and likes) (Up from 467 tweets in 2017)

When you tweet, use hashtag #STCIDLSIG
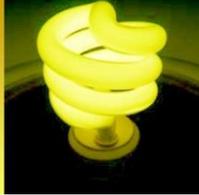
- We held another successful Virtual Open House at the end of the year. We had more than 38 sign-ups with 25 views on YouTube https://youtu.be/nAxBKSJ9g_8.

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The Student Outreach manager works with students and educators to encourage student interest in instructional development and involvement in STC to prepare for instructional development careers.
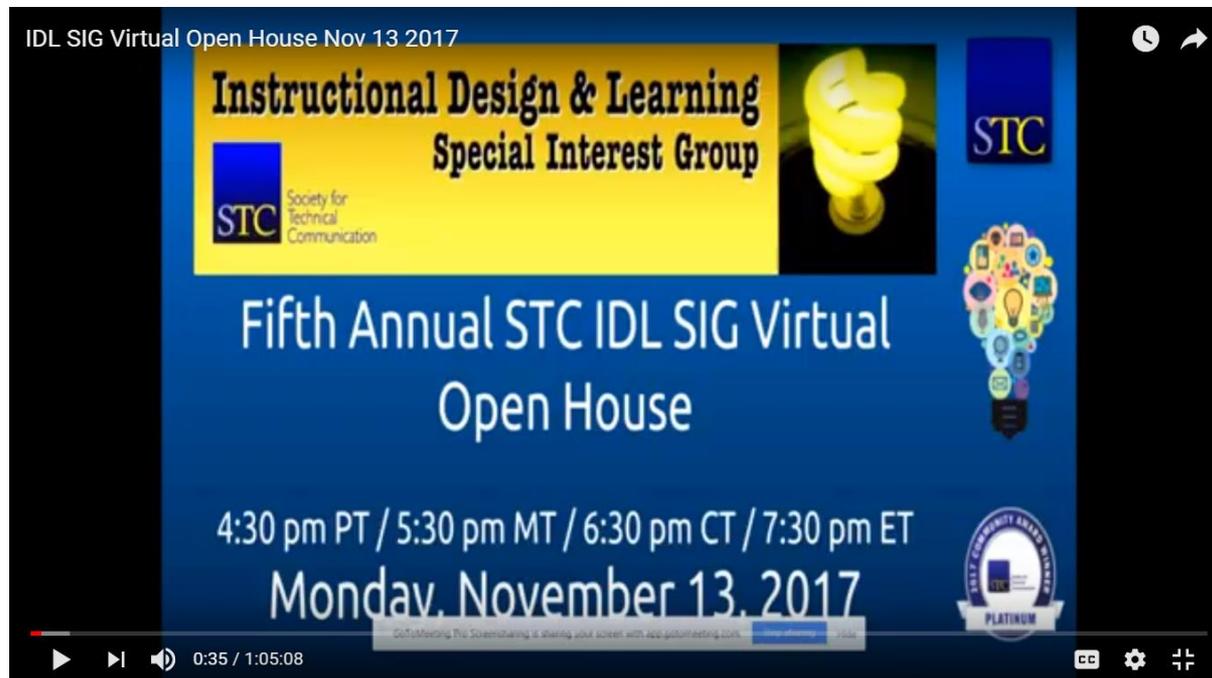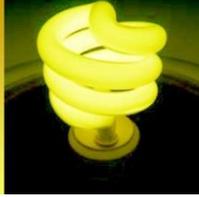
Sylvia Miller,
STC Fellow
Student
outreach
manager
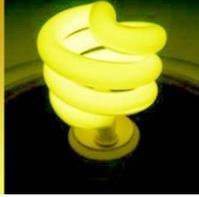
- **Student Outreach Article competition:**
  - In mid-summer we update handouts, submission materials, FAQs, and web site about the new iteration of the competition.

  - In late summer we notify universities with ID programs that the article competition is open. Notification includes links to all materials needed for participation in the competition.

  - We place submissions in our Dropbox account and ask judges to evaluate them.

  - We communicate with submitters—either congratulations or regrets—about their article.

  - We forward publish-worthy article(s) to our newsletter editor for publication and later to the TCBOK, if applicable.
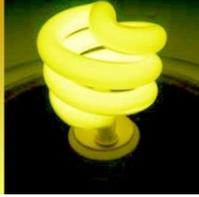
Viqui Dill

Program team leader, 2015-

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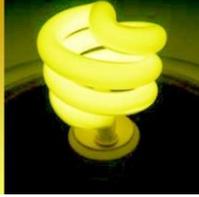
Free recordings of past webinars for SIG members:

http://www.stcidlsig.org/membership/webinars/free-recordings-of-idl-sig-webinars-for-members/

Want to *give* a webinar? Want to *attend* a webinar on a specific topic? Contact manager@stcidlsig.org
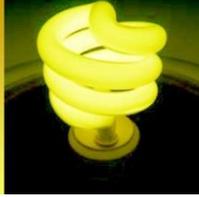
9 amazing webinars in 2017-2018

- *Data Analytics*
  Ed Marsh, March 15, 2018

- *Learning Styles and the Cancer Experience*
  Debbie Kerr, January 18, 2018

- *Learning Environment Modeling Language*
  Phylise Banner, December 7, 2017

- *Remembering Forward*
 Allie Proff, November 16, 2017

Want to *give* a webinar? Want to *attend* a webinar on a specific topic? Contact manager@stcidlsig.org
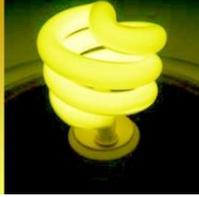
9 amazing webinars (cont)

- *Your Brain on PowerPoint*
  Robert Hershenow, October 12, 2017

- *Create Presentation Handouts That People Will Actually Use*
  Chuck Campbell, September 21, 2017

- *Digital Citizenship*
  Phil Havlik, August 16, 2017

- *Ask an Instructional Designer*
  Clayton Allenbright & Jamye Sagan, April 17, 2017

Want to *give* a webinar? Want to *attend* a webinar on a specific topic? Contact manager@stcidlsig.org
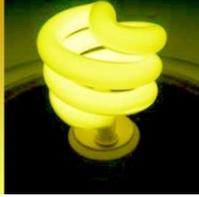
9 amazing webinars (cont)

- *Test then Tell in eLearning*
  Mary Whalen Sojoodi, February 16, 2017

YouTube recordings are private to IDL SIG members as a benefit of membership.

Public after a year for explorers and to promote the SIG.

Want to *give* a webinar? Want to *attend* a webinar on a specific topic? Contact manager@stcidlsig.org
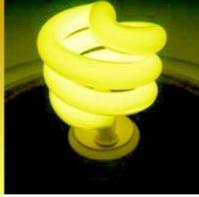
Crista Mohammed
IDeaL Managing
Editor, 2015-2018

The newsletter editor manages all aspects of production for the SIG newsletter, including setting editorial schedules, soliciting content, working with co-managers to edit and finalize articles, and posting each issue on the SIG website.

*Would YOU like to be our next newsletter editor? Let us know!*
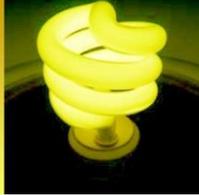
Using available Google analytics from Viqui's reports

April 17 46	May 17 32	June 17 70	July 17 52
August 17 --	September 17 285	October 17 57	November 17 41
December 17 27	January 18 63	February 18 123	March 18 106
April 18 130			

Total hits for 12 months = 1,003 views, with an average of 84 views per month.
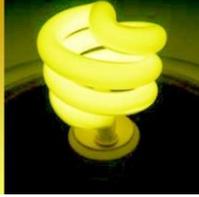
- Since Q1 of 2017, we have begun reaping in earnest the rewards of the student outreach essay competition
- Here are links to student essays:
  - Leyland Stoe - "The Reluctant Learner" http://www.stcidlsig.org/engaging-the-reluctant-learner/
  - Whitney Lewis - "Rapid Prototyping" http://www.stcidlsig.org/rapid_prototyping/
  - Jessica Lynn Campbell, Alex Gurtis, Gabriel Latorre - "Technical Communicators' Empowered with the User-centered Approach to ISD" http://www.stcidlsig.org/technical_communicators_instructional_system_design/
  - Maria Peter "Usability Standards for eLearning, Distributed Learning or Websites" http://www.stcidlsig.org/usability_standards_web_resources/
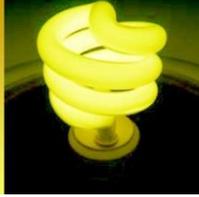
Maralee Sautter

Website manager,

2017-
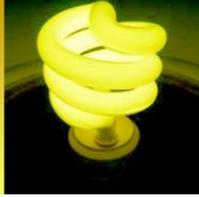
The web site manager maintains the SIG website (built on WordPress), encourages submission of content, assists content contributors, and works with STC to resolve technical issues and make improvements to the site.
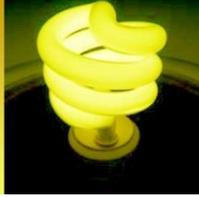
- Hosted by STC
- WordPress platform
- http://www.stcidlsig.org/
- We need web volunteers to help maintain our site!
  - Help is available
 - http://www.stcidlsig.org/about-idl-sig/volunteer-opportunities/getting-started-with-wordpress/

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As our content curator, Mellissa takes on the challenge of gathering and passing along knowledge about instructional design for publication on our website and newsletter, and then for submission to editors of the STC Body of Knowledge (TCBOK) database.

Mellissa Ruryk
contentcurator@stcidlsig.org

*Did you create or enjoy some great IDL related content?
Let us know!*

Preeti served as Co-Manager for IDL-SIG 2012-2014. Preeti is an independent consultant and an STC Associate Fellow.

You can reach her at evaluations@stcidlsig.org.
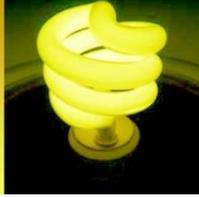
Preeti Mathur,
Training evaluations manager

Take advantage of this benefit of membership!

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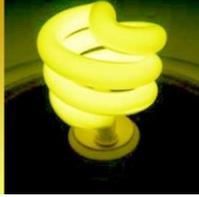
Dr. Beth Bailey
Communications / list manager
discussiongroups@stcidlsig.org

- Our community's main way of sharing Instructional Design and Learning information
- Topics of discussion have included various tools, job openings, course development time estimates, online resources, and much more
- Start a discussion by emailing idl-discuss@mailer.stc.org
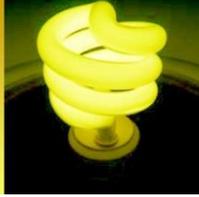
We need YOUR superpowers!
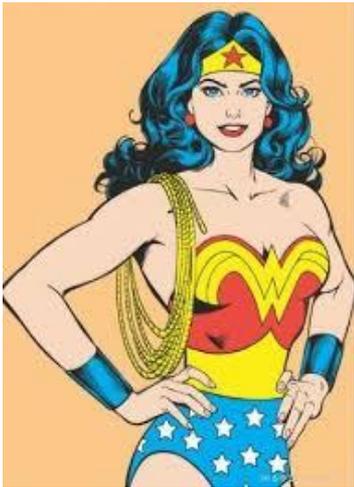
- Treasurer
- Newsletter editor
- Web site volunteers
- Assistant SIG co-managers

Visit our web site to find out more!
http://www.stcidlsig.org/about-idl-sig/volunteer-opportunities /
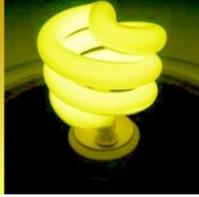
CAA Platinum Community

For your dedication in promoting the technical communications profession by disseminating knowledge, sharing expertise, providing valuable programs, fostering leadership development, and performing student outreach.

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IDL SIG AT #STC17!
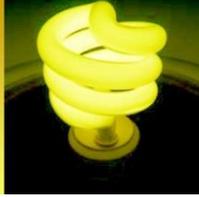
Thank you for joining us today!
We'll see you in Denver, CO, May 2019!