



IDEaL: Design for Learning

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

While I'm a tech-savvy person and typically an early adopter, I only recently added a text messaging plan for my cell phone. I'm usually pretty accessible through email and instant messenger, and I didn't really want yet another way for people to get a hold of me, not to mention yet another line item added to my cell phone bill.

I often feel the same way about all the social media options. I'm not a curmudgeon opposed to new technologies, but in our already busy lives it often seems like there is always yet another way to stay in touch and another forum to monitor. I am extremely active, I love to kayak and bicycle, and sure, I need to be reachable when I'm out and about, but I don't want to be

From the Manager

by Jeanette Rogers, IDL SIG Manager

available 24/7, and I definitely don't want 100 ways to stay connected.

With that said, I am already

discovering major benefits to using text messaging. I've set up dinner plans with friends who are too busy to have a full-length phone conversation with kids screaming in the background, and I've discovered that my husband can now communicate more during the day since his personal email is restricted at his office.

Similarly, I'm expecting to find great benefits through the IDL SIG LinkedIn group.

Since our community is virtual

I may recognize many of your names but I only recognize a handful of your faces at the conference each year. And with only a discussion list, while I'm curious about what our members do for a living, I can't easily tell what you're doing professionally. I'm looking forward to seeing member profile pictures, seeing more job opportunities for our members, and linking our members to one another to discover new and interesting opportunities for communication.



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Society for
Technical
Communication

From the Manager, continued...

If you're hesitant to integrate yet another way to stay connected into your life, consider at least joining LinkedIn. Think about the benefits to yourself as well as other members. You can determine how often you receive updates (if at all), and have an extra networking opportunity that could be quite useful during your next job hunt.

I doubt I'll be sending 3,000+ text messages a month like my niece does, and I probably don't update my LinkedIn profile often enough, but some forms of social media in an already busy life can be an asset. During this tough economic time, networking with those in the IDL SIG can open up new opportunities and help you stay up-to-date on what is happening in our industry.

To join our LinkedIn group, search LinkedIn groups for "STC Instructional Design and Learning SIG" or click [this link](#). Note that this group is for IDL SIG members only. And if you're interested in helping us determine future social media efforts, consider joining our [social media volunteer committee](#).

I'd like to extend a special thanks to Lisa Hendrickson, owner of Call That Girl, for assisting our leadership team through some basics for setting up our group on LinkedIn.

And thanks as well to our two newest volunteers who will explore and manage social media efforts for our SIG. Eileen Foran and Kathleen McIlraith, we look forward to having you on our team.

Jeanette Rogers

Bearer of the IDL SIG Management Torch



STC Mission

The Society for Technical Communication advances the theory and practice of technical communication across all user abilities and media.

IDEAL: Design for Learning

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Publication Policy

We encourage letters, articles, book reviews, and other items for publication. Articles can include up to 1,000 words. Picture formats: JPGs, GIFs, PNGs; Text format: Word, RTF, or ASCII. Send items to Robert Hershenow at newsletter@stcidlsig.org

Advertising Policy

We encourage advertising as long as it follows the STC guidelines and promotes services to the Instructional Design & Learning SIG members.

Ad sizes and rates are:

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

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

Electronic copy only in .TIF, .GIF, or .PNG format. Send ads to Robert Hershenow at newsletter@stcidlsig.org. Checks should be made payable to Society for Technical Communication and sent to: Robert Hershenow, STC IDL SIG, PO Box 1366, Roseville CA 95678.

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SIG Web Site: <http://stcidlsig.org>

SIG Newsletter Archives: http://stcid.ehost.com/wp/?page_id=67

SIG E-mail List: Open to all members. Click [here](#).

SIG Mission Statement

To help STC members identify and develop knowledge and practical skills for designing, developing, and implementing technical instruction in electronic and traditional classroom settings. The SIG strives to promote sound design practices, provide information, and educate about instructional theory and research.

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by [Robert Hershenow](#),
Managing Editor

Welcome to the Fall 2009 issue of *IDeaL: Design for Learning*, the quarterly newsletter of your Instructional Design and Learning SIG.

In this issue we take a look at Social Media, a communications phenomenon that has exploded in popularity over the last several years. Twitter and Facebook aren't just for teenagers anymore: more and more professionals, businesses, and business organizations are jumping on the bandwagon. Articles from Karen Baranich, Maralee Sautter, and Lisa Hendrickson offer insight into what Social Media might mean to you.

The IDL SIG has a brand-new group on LinkedIn, which you can join if you're a SIG member. Click the link on the upper-right of this page to start networking!

You'll also want to check out our new SIG web site. Jackie Damrau, our immediate past manager, has spearheaded a complete revision of the IDL SIG web site which she unveiled on October 10. It's a brand-new Wordpress-based site (built with help from Chris Emmanuelli and input from the other SIG committee managers) which looks great, and will afford us many advantages over the previous site. Stop by and have a look at www.stcildsig.org. If you're interested in getting involved we'd love to have you (Wordpress expert or not); email Jackie at jdamrau3@airmail.net.

Also in this issue: Jeanette Rogers' analysis of the SIG's Summer Mini-Survey, Robert Flummerfelt's review of a book that every Instructional Designer should read, details on Jane McKenzie-Smith's upcoming webinar (on October 29, so sign up right away), and news from our Members, the SIG and the STC.

Happy Reading,
Robert



To the Editor,

This is a great newsletter. I like the simple design. Thanks very much!

*Kim Kahat
Better Business Writing, Inc.*

Member Article

Social Networking One Company's Perspective

By Karen Baranich

Social networking sites such as Facebook, Twitter, Ning, and LinkedIn are enjoying stupendous growth.

People embrace this technology to collaborate, meet old and new friends, discuss issues, provide information, and a host of other activities. Facebook alone boasts more than 250 million users.

While individuals decide how much and how often to use social media, companies ponder the same issues. Companies focus on how to use social media to promote and enhance the business while still controlling employee time and the flow of information. Company decisions may be very different from the personal preferences of employees and may vary widely between companies.

Early last year, my company decided to plan for the use of social media in ways that are appropriate to our business needs and culture. The process was similar to that used in developing any policy and included at its simplest:

- Identifying the problem
- Researching internal and external information on the topic
- Writing the policy
- Obtaining management approval
- Communication and training to change employee behavior.

The process presented a few unique challenges. Identifying the problem caused us to back up and think through the company culture. What did we want social media to be? Could it help build our business or harm it? How much time would employees take away from their jobs to network and would some or all of this time be in some way productive?

How would we handle time spent networking, and how much time was "too much?"

Since we deal with customer and employee information, what would the cost and liability be if an employee maliciously or even inadvertently released Personally Identifiable Information (called PII)? Could we live with employees making negative comments about the company or giving the impression that they spoke for the company?

There turned out to be a lot of decisions that had to be made before we began to write anything.

The second hurdle was research. There were not a lot of guidelines/policies we could use for reference. I think this was partly because companies were just beginning to see a need to address social networking in the workplace, and partly because many companies don't publish their internal policies to external sites. The information that we did find varied from, "yea verily, go forth and Twitter to your heart's content" to, "no way you are doing this and involving the company."

The variations seemed to be a reflection of the type of business and the culture of the company. For example, an employee might go out for an evening of fun with his team and post a comment about drinking on his Facebook page. If this employee works in a retail store, or any number of other businesses, this might be acceptable. However, if the employee works in, say, an operating room in a hospital, or drives a vehicle regulated by the Department of Transportation there is the potential for liability. So you see, setting the level of control is, in large part, determined by the type of business.

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Writing the policy was really the easy part. The eventual solution was part policy (necessary) and part guidelines (recommended). Four policies on electronic media were already in existence and required review and minor tweaking to ensure that social media was properly represented. These policies reside in our internal policy library but were referenced and included as hyperlinks within the new guidelines. Our senior staff is currently reviewing the guidelines and we look forward to developing training and awareness based on the outcome.

Why should a company create social media guidelines or policy?

The creation of a formal document causes you to consider how social networking can build the business. Our marketing department became more aware of how social media could be used to enhance customer service and communication. They have started several new social media initiatives. Would this have happened if we hadn't worked on the guidelines? Probably, but I think it happened a lot faster and received wider internal support than it otherwise would have.

Guidelines set employee and management expectations. They remind employees of media policies and help to educate them about the proper use of the technology. Social media is not without dangers and sometimes we are enjoying the interactions so much we forget to be alert and wise.

Creating guidelines and/or policy forces you to articulate your company culture. You have to ask questions about your communication methods—not just what they are, but why they are important. You will look at legal issues, confidentiality, freedom of expression, and collaboration. How you handle internal communication will also be indirectly influenced and you may find new uses for blogs and wikis.

For these reasons and more, consider developing social networking guidelines and or policies. You will be glad you spent the time.



Karen Baranich is an IT Supervisor at SCANA, a southeast-based utility company. She is a member of the IDL SIG and the South Carolina Midlands chapter, and is on STC's Board of Directors.

Get the Word Out!

Advertise your event in

IdeaL:
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Each of the IDL SIG's 2000 members has a professional or academic interest in Instructional Design.

Reach them affordably by advertising in this newsletter!

See page 2 for Policy and Rates

Guest Article

Social Media in Seven Nutshells

by **Lisa Hendrickson**

What does social media mean to you? To me it means using social media web sites to promote myself and my knowledge, and use my contacts to work my "network" into my "networth." But then again, I own a business. What does social media mean to the average person who works for a company, works independently or is a stay-at-home mom or dad? Well... that is where this all gets more than interesting.

Most people today are using social media to promote/market their business. What would the average person need with social media? Well, social media in a nutshell is a new invigorating way to keep in touch with old friends, colleagues, and neighbors, and a good way to meet new people.

There are seven basic ways to get started with social media:

- LinkedIn (for business contacts)
- Facebook (to connect with old high school friends, college, family, current friends)
- Twitter (for keeping up on the latest news, reports, specials, coupons, celeb news, friend updates, etc)
- Blogging (basically a diary of a topic of your choice or your own personal diary)
- YouTube (create a video of your topic or whatever you would like to say)
- Email (send an email to everyone you want to know your information)
- WordPress (a combined blog/web site idea to combine everything into one).

Since I own a business, I have decided to use a WordPress theme for my web site and have incorporated all of the seven social media tools into one. My business is Call That Girl, a Minneapolis-based computer repair business. I have a lot to promote and say, so using social

media makes sense for me to get the word out! To see my site and understand what I'm talking about, go to: <http://www.callthatgirl.biz>. Can you identify all the social media tools used on my site from the list above?

Hot bliggity blog Lisa, you do have a lot to blog about! Well, I have a lot going on to tell folks about! For you, you will need to find something of value you want everyone to know; then, tell them about it. If you work for a small business and want to help get your publications to more viewers, then you will benefit from using social media. Anyone can give value to their audience by informing them of things that do not take away from the core business. I don't tell people how to fix their computers, but on occasion I will give information out in a blog entry. I give out tips and tricks for folks to use in their everyday lives. That's what you need to do: find your value, tell everyone, and they will remember you. And be consistent with what you tell people.

So for those readers who don't have a business or have the need to market anything, can they use social media? Of course! Anyone can be involved. If you decide to start a blog about your weight loss, then you can have a fan club to keep you inspired. Start the blog, set up your social media tools and get going! In no time flat you will have followers and friends all supporting YOU and your efforts.

Since 2007, I have used all of the seven social media tools and attended as many face-to-face events possible. I have not advertised since June 2008 and am busier than ever. My motto is: find what works and stick with it. Don't use tools, online or offline, that make you feel uncomfortable. I deleted my business Facebook account because I just enjoyed doing my personal thing more. Find the balance and it will work.

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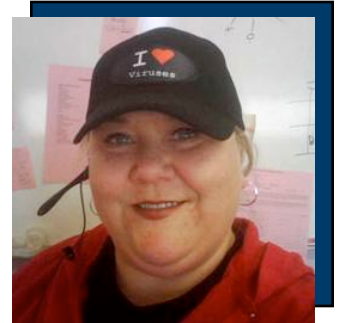
What is my balance? Using the seven basic social media tools all together, on a daily and weekly basis. I have learned how to integrate them all into my marketing plan nicely. It doesn't absorb much more of my time and I get the word out to many different social media outlets with ease. Nope, I don't twitter every day. Nope, I don't blog every day, but the days that I do blog, I do many other things using the social media tools to let folks know that I have a new blog entry.

To close... many folks don't understand social media and I applaud those that are honest and don't want to participate. It's not for everyone. However, for those that are interested and want to jump on board, there is plenty of room for everyone and once you have your rhythm down, it's pretty easy to understand and make a part of your day-to-day world. Good luck!!

Lisa Hendrickson is owner and operator of Call That Girl, a Minneapolis home computer repair service focused on supporting women users. She is a frequent blogger and active promoter of social media.

You'll find her online at www.callthatgirl.biz.

Special thanks to Lisa for setting up the IDL SIG's new LinkedIn group. If you're a SIG member, join the group [here](#).



Call That Girl!

A Social Networking Success Story

By Maralee Sautter

In 2000 Lisa Hendrickson started work at the Honeywell Labs as an IT Specialist, where she was assigned to the Help Desk. In the following years she moved on to other companies, got better at her job, and gained higher positions at the Help Desk. As she moved up she was also able to focus on special projects like asset management and Six Sigma, which took her beyond solving computer problems. These additional opportunities were the backbone of her latent business plan.

In 2007 she was working at Multimax, a subcontractor for the Department of Defense, and the company was going through integration with another company. One day Lisa had an "ah-ha" moment, and decided she could do better by working for herself.

Lisa started using social networking immediately to promote her new computer repair business, *Call That Girl*. She rolled up her sleeves and started to learn every facet of LinkedIn. She used this form of social

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media to create her social network through direct hands-on experience, even before the terms existed. (*Social media* are the Web sites/tools used in online communication; *social network* is the community of online contacts, and *social networking* is the act of communicating with contacts through an online network.)

During those formative months Lisa had a lot of time on her hands, so she threw herself into networking events and kept on adding contacts to her LinkedIn account. Her contact list grew exponentially and so did her client base. After five months, Lisa started to see some returns on her LinkedIn investment, and her business began to flourish. Since Lisa can perform virtual online repair or solve computer problems by telephone, social networking was, and still is, a good source of promotion, especially for the market she needs to reach.

To this day Lisa continues to have fun with her computer repair business and her online social networking. She has branched out to use other media like Twitter and Facebook, and blogs through her WordPress site (www.callthatgirl.biz). She says social networking fulfills her need for co-workers, since she normally works alone in her office. Lisa explains that social networking is like being able to carry on a conversation over the cubicle wall.

CALENDAR OF SIG MEETINGS

The IDL SIG Managers will meet on:
Oct. 28, Nov. 18, and Dec. 16, 2009

What would you like them to do for you?
Let them know!

(Because it's your SIG.)



Is Social Networking for You?

To determine whether social networking is a useful venture, Lisa suggests taking the following steps:

1. Establish accounts and upload contacts with the three big social Web sites: LinkedIn, Facebook, and Twitter. (Start with LinkedIn and add others incrementally.)
2. Seek online help resources and training to learn how to establish and fine-tune accounts on the social media Web sites mentioned above.
3. Use social media sites to promote business and social networking, and be sure to contribute to your accounts frequently.

Truthfully, some people may lack the skills or desire to use social media, and some are not interested in online networking. One friend of Lisa's will not establish a Facebook account because she prefers her face-to-face network, and refuses to move her friendships to the online level—she prefers to communicate by calling or meeting friends in person. In this case, Lisa suggested her friend just learn the concepts and follow the trends in this new media, so she can carry on an intelligent conversation when the subject comes up.

But for those who do want to use social networking for self-promotion, business, or fun, Lisa's advice is to start with a goal, and be sure to contribute to social networking frequently—if not every day. Consistency is the key in making this new phenomenon work, and the effort is well worth it in the long run for creating a successful social network.



Summer Mini-Survey Results

Our summer mini-survey focused on Social Media and Education. Thanks to 277 respondents we gathered some interesting data about our members that we're already putting to good use.

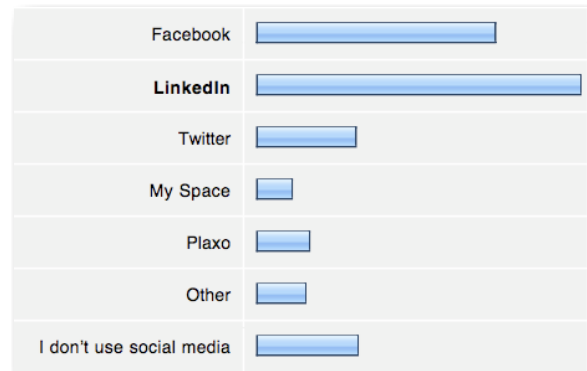
by **Jeanette Rogers**

Social Media Questions and Results

As you'll see throughout this newsletter, we've been quite active in our efforts to implement more social media strategies. To confirm where to focus our efforts, we asked 3 survey questions about social media:

1. What form of Social Media do you use? (select all that apply)

- Facebook 50.5% 140
- **LinkedIn 68.6% 190**
- Twitter 20.6% 57
- My Space 6.9% 19
- Plaxo 10.8% 30
- Other 10.1% 28
- I don't use social media 20.9% 58



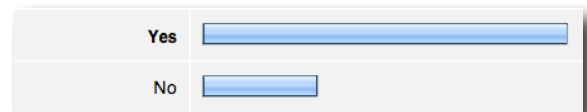
2. About how often do you post to a social media forum? (select one)

- **Never 38.6% 107**
- Once a month 23.5% 65
- Once a week 22.4% 62
- Once a day 9.7% 27
- More than once a day 5.8% 16



3. Some of the STC SIGs have a group on LinkedIn. If the IDL SIG formed a group on LinkedIn, would you be interested in joining it?

- **Yes 76.4% 207**
- No 23.6% 64



Actions

As we suspected, many of our members are active LinkedIn users. We therefore created a LinkedIn group for our members to network with one another. Join our group by searching for "IDL SIG" on LinkedIn. Note that only members can join this group.

We'll continue to explore other social media options going forward. If you're interested in helping with our social media efforts please contact Volunteers Manager Cynthia Silversides, at volunteers@stcildsig.org.

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Summer Mini-Survey, continued

Education and Scholarships Questions and Results

The other half of our survey looked into education and scholarships. We wanted to learn more about the education background of our members and also learn about their educational goals. While we already offer two college scholarships, one for graduate students and one for undergraduate students, we wanted to see if there were other scholarships we should consider offering.

4. What is your highest level of education? (select one)

- High School 1.1% 3
- Some post high school courses or certification 7.6% 21
- Associate's degree 5.8% 16
- Bachelor's degree 38.3% 106
- **Master's degree 39.7% 110**
- Doctorate 7.6% 21

5. What type of additional education interests you most? (select one)

- Complete a degree 5.8% 16
- Earn an additional degree 14.9% 41
- Additional computer training 5.1% 14
- **Training for a specific application or skill 45.1% 124**
- Earn a certificate related to Instructional Design or Technical Writing 25.1% 69
- None 4.0% 11

6. The IDL SIG currently offers one graduate and one undergraduate scholarship. If the SIG offered additional scholarship programs, what should the scholarship be for? (select all that apply)

- STC Technical Communication Summit 38.8% 106
- **Certificate programs 39.6% 108**
- Webinars or courses 27.8% 76
- Associates Degree 11.7% 32
- Scholarships should be for college programs only 26.0% 71
- Other (please specify) 5.9% 16

Typed responses to the "other" option included suggestions for e-learning programs and community college programs, as well as suggestions to focus on programs or reducing fees.

Action

Our members are fairly well educated, with a majority having an advanced degree. However, many of you are looking for extra educational opportunities. While we will continue to explore opportunities for educating our members about specific applications and skills through the use of our web site and webinars, this survey helped us explore what we can do with scholarships.

With a close tie in results between certificate programs and summit scholarships, we decided that we could best support our members while also helping the STC Society as a whole by providing scholarships for the 2010 Tech Summit. We're still working out details and the application process, but we're currently planning to provide ten \$200 scholarships that can be used for the Tech Summit to be held May 2-5, 2010, at the Hyatt Regency Dallas at Reunion Tower, in Dallas, Texas. With more than 100 survey respondents interested in this opportunity we expect many scholarship applications! Look for more details coming soon.



If you're interested in specific survey topics or have questions about these survey results, please contact Jeanette Rogers at manager@stcidlsig.org.

Book Review

Developing Training Courses

A Technical Writer's Guide to Instructional Design and Development

Rives Hassell-Corbiell. 2001. Learning Edge Publishing.
ISBN: 0970145403. 252 pages, including index. (softcover)

Reviewed by Robert Flummerfelt

To quote a press release from the book's publisher, "(the author) knows what technical writers need, what effective training requires, and how to incorporate them."

Before I begin, some background information that may be useful—

I first became involved in training development about six years ago when I contracted to convert training course materials from Microsoft Word to Adobe FrameMaker. The department where I worked was new to FrameMaker so my job was to lead the effort.

After six months, I hired on full-time and began getting somewhat involved in various phases of training development. In a few months, I signed up for an instructional design workshop. Looking for ways to prepare for the class, I remember a conversation with a co-worker/training developer who recommended my reading the subject book.

What I particularly liked about the book was the way the author maintained a technical writer's frame of reference while explaining instructional design. This really helped me understand the training development process.

Key items I got from the book and found useful:

- What makes up Instructional Design and how it differs from technical writing
- What is the eight-step Systematic Training Development process
- How to recognize situations (a.k.a. stormy conditions) that, if ignored, can have significant negative impact on training development project outcomes

Subject, Aim, and Scope of Book

This is a good first book for technical writers interested in expanding their skill set to include training course development. The subject matter is just that; a technical writer's guide to training development. The aim (objective) is to present an overview explanation of the skills needed for a technical writer to become an effective training developer. The scope includes three areas of focus: Foundation (for learning), What to Do and How (to develop training), and (Training) Project Management.

Outline of the Book's Thesis

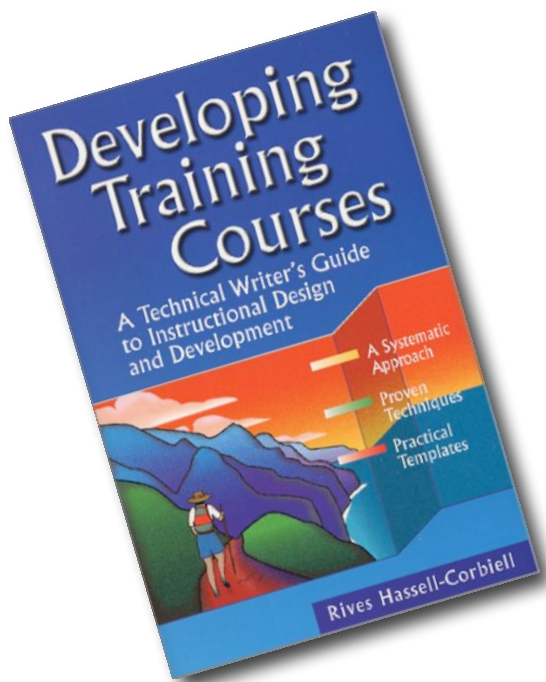
The first five chapters act as a foundation upon which the reader/learner/technical writer can use as a "quick start" path forward to training development. The next ten chapters offer detailed, brief descriptions of the systematic approach to training, the concepts inherent in instructional design. The final five chapters cover project management as it relates to training development and considers development approaches as to levels of customization.

Assessment of Author's Main Contentions

All technical communicators share a common goal of effectively communicating with their respective audiences. A technical writer's product is documentation for a user audience, while instructional designers develop training for a learner audience. While both objectives involve effective communication, the methods employed are very different. The author, I believe, understands these categories of technical communication and does an effective job explaining their differences within the scope of this book.

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Book Review, *continued*



Major Strengths and Weaknesses: An Evaluation

The book's purpose is to guide the reader through the training development process, while focusing on what's important, provide warnings that, if ignored, can undermine success; and finally, a proven how-to strategy for reaching successful project completion; i.e., course delivery and follow-on maintenance. There's also an emphasis placed on project management and stakeholder commitment as it relates to project success or otherwise.

The author does a good job relating the subject matter to the reader/learner/technical writer. She keeps the material relevant to her audience; that is, giving the technical writer a quick but meaningful glimpse into instructional design and development. This book is an excellent starting point for the technical writer who may be want to learn to develop training courses. The book's appendix provides information about further studies in instructional design.

The book can also be a good reference for those who are experienced both as technical writers and instructional designers.

Topics and Related Resources for Further Study

In addition to the Bibliography of References in the Appendix, I would recommend the following sources for instructional design and development course work:

Bloom, B.S. (Ed.) (1956) Taxonomy of educational objectives: The classification of educational goals: Handbook I, cognitive domain. New York; Toronto: Longmans, Green.

Darryl L. Sink & Associates, Inc., One Cielo Vista Place, Monterey, CA 93940

Kirkpatrick, Donald L. (1975). "Techniques for Evaluating Programs." Parts 1, 2, 3, and 4. Evaluating Training Programs. ASTD.

NCR Handbook for Effective Writing, Charles T. Brusaw, Gerald J. Alred, and Walter E. Oliu, Corporate Education, NCR Corporation, Dayton, OH 45479

Practical Management, Inc., 3280 West Hacienda Avenue, Suite 205, Las Vegas, NV 89118

Professional and Technical Writing Strategies, Judith S. VanAlstyne,, Prentice-Hall, Inc., Englewood Cliffs, NJ 07632

Assessment of the Book's Place in the Subject Literature

I believe this book's place in the literature of technical communication is one which provides a primer for technical writers who want to "test the water" in instructional design before they "jump in." Additionally, this book is a handy reference guide for the experienced training developer.

This book still offers value to me especially when I need quick information about these subject areas of technical communication.



by **Mary Knepper**

IDL SIG Co-Secretary

Summer days have dwindled down to a precious few, and autumn leaves are already making an entrance. If you enjoyed a day kicking through the first few to fall on your favorite footpath, perhaps you have already posted 140 words on Twitter about the experience. Or not. We are learning that Trix and Twitter are not just for kids. The social media phenomenon has hit hard in the enterprise, research, entertainment, and civic scenes as much as in the personal scene.

Social media: Many companies and organizations are discussing how social media contributes to their competitive advantage and positions them more favorably in the marketplace. Not that using social media has no pitfalls—image and brand protection, confidentiality, consistency across platforms, and management all require consideration. Companies are hiring social media managers, a strategy that begins to make sense as we continue to learn of its capability.

In an initiative to investigate social media interest and potential for the IDL SIG, headed by Maralee Sautter, your IDL SIG polled members to find out what people use and how. Survey results are, as always, fascinating to read and even more so to interpret. LinkedIn is the favorite with IDL SIG members (a preference consistent with other professionals in the US), with Facebook a close second. MySpace has the lowest use among members, and 20% of respondents said they do not use social media.

Most interesting, however, is how often IDL members actually update or post to a site:

- Once a month 23.5% 65
- Once a week 22.4% 62
- Once a day 9.7% 27
- More than once a day 5.8% 16

One social-media-networking expert (there are many now; this one's in Chicago) said that he averages 30 hours a week monitoring and refreshing his LinkedIn profile and connections. (One wonders how people find these 36-hour workdays. Einstein did suggest the elasticity of time; I just did not expect to hear of living evidence in my lifetime.) Over 75% of us said we would like to see an IDL group on LinkedIn (and now [we've gotten our wish](#)).

Membership education: On a different subject, a survey of our membership showed a wide range of education, from high school diploma to the highest degree, with over 70% of those responding to the poll in the bachelor's and master's degree range. The purpose of the poll was to learn more about our membership so as to target more accurately our programming and webinars. Many indicated interest in training for a specific application of skill, and quite a few in a certificate related to Instructional Design or Technical Writing.

Related to scholarships, respondents thought that funding toward certificate programs had great merit, followed by attendance at the Summit and webinars and courses.

Webinars: Be on the alert for a series offered this year by Jane Smith. First is "Conducting the Job Task Analysis: Stickie Bingo for Better Course Design" on October 29. Sign up [here](#)!

SIG Breakfast at the next Summit: Next year's Summit (Dallas, Texas; May 2-5, 2010) and will feature networking breakfasts instead of lunches. We will be represented at a couple of tables. Business meetings will be held at lunchtime. Stay tuned for more information.

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SIG News, continued from previous page...

New IDL SIG Web Site: Jackie Damrau and Chris Emanuelli have transferred everything over to a new site that offers us more features, such as the ability of committee managers to post information, RSS feeds from the national site, recorded webinars, SIG events, automated archiving of reports, and WIKI capability. The URL remains the same:

<http://www.stcidlsig.org>

IDL SIG Finances: This year's budgeting process, which has been and remains a zero-based exercise, is complete and has been submitted to the national office.

If you have comments or material for the newsletter, contact Robert Hershenow at newsletter@stcidlsig.org. Send ideas and comments to Jeanette Rogers at manager@stcidlsig.org or Mary Knepper at secretary@stcidlsig.org.

HELP WANTED

IDL SIG Secretary

Seek responsible volunteer to:

- Attend the manager meeting and take notes
- Compile and distribute meeting minutes
- Write a quarterly article for the newsletter
- Assist with SIG efforts as available

Interested parties please contact Jeanette at manager@stcidlsig.org



by Robert Hershenow

If you use a planner or think you'd like to, or if you just enjoy working on paper, check out [D*I*Y Planner](#), whose free Planner kits are a

system of over one hundred different printable forms in several sizes and layouts, to fit various formats.

With D.I.Y. templates I built a custom set of agendas, lists, storyboard and project templates that quickly inspired a flurry of creativity. My planner seems to be chock-full of new purpose and possibility.

Here are a few recent posts from one of my favorite blogs, the [Mashable](#) Social Media Guide:

[Thirteen Twitter Tools](#)

<http://mashable.com/2009/08/21/13-twitter-tools/>

[Social Media Marketing Plan](#)

<http://mashable.com/2008/11/07/social-media-marketing-plan/>

[Ten Social-Media-Powered Contests](#)

<http://mashable.com/2009/08/11/social-media-contests/>

[Facebook vs. Twitter: Reader Poll](#)

<http://mashable.com/2009/10/16/facebook-beats-twitter/>

[Facebook vs. Twitter: Reader Poll](#)

<http://mashable.com/2009/10/16/facebook-beats-twitter/>

[The "How-To" Web](#)

<http://mashable.com/category/how-to-web/>

If you need a "throwaway" email address to register for online sites without incurring a big inbox hit, here are three free alternatives:

[The Mailinator](#)

<http://mailinator.com/>

[Dispose-a-Mail](#)

<http://www.disposeamail.com/>

[10-Minute Mail](#)

<http://10minutemail.com/10MinuteMail/index.html>



by **Carol Widstrand**,
IDL SIG Membership Manager

Hello Members,

Thank you to those who sent me your news. Your information allows us get to know each other since we are a virtual SIG and rarely get the chance to meet face to face.

If you did not receive my email requesting news of your recent recognition or accomplishment, please email me at membership@stcidlsig.org so we can recognize you in the next issue.

Members Making News

Ann L. Wiley, Ph.D

Having been the manager of five different SIGs, several simultaneously during the transformation, and having been a Fellow for some years, I've at last been elected a chapter president. Our little Central New York Chapter of 34 members wants to reach out and serve chapter and SIG members everywhere, as well as bring people in to STC. We're focusing on offering high quality online meetings and hope everyone will watch for our announcements and join us when the topic is of interest.

Ann Jennings, PhD won STC's Jay R. Gould award in May 2009.

Sioux Henley Campbell was recently awarded a Technical Communication Certification from the University of California, San Diego.

Maury Maryanow, Assistant Professor of English (who teaches Technical Writing) received the Teacher of Year Award at the Troy University, Montgomery, Campus.

Lauren May has recently wrapped up a co-authored case study for a new book. Lauren and James Steacy, who has a background in architectural science and technical illustration, co-authored a book containing approximately 16 case studies related to the construction trade. The title of their case study is "Projet 5, Créer une Documentation: Documenter une procédure d'installation de fenêtre". The publisher for this book is Laurent Brixius, and book's title is "Créer avec SketchUp".

Recent eLearning & Technology Showcase in Chicago

The Chicago eLearning & Technology Showcase was held on 20 Aug 2009 at Roosevelt University on South Michigan Avenue in Chicago. Approximately 200 attended the day-long event, which provided 30 speakers on elearning design, development, management and also social media topics. The event was co-hosted by STC-Chicago, Chicago ISPI, and Chicago Chapter ASTD. Primary organizers were Mike Tillmans (CISPI and STC-Chicago, IDL SIG), Linda Jansak (STC-Chicago past president), and Robert Addis (CCASTD Board Member). More info at www.chicagoelearningshowcase.com

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Want to help? Volunteer for the IDL SIG!

Sign up here



Member News, *continued*

Adele Sommers, Ph.D has just launched an "online university" within her business Web site to teach a four-part virtual workshop series on the subject of "Presentation Design."

The series is based on an overview presentation that she has been giving in person (and can deliver online) called, "The Art, Science, and Story of PowerPoint Presentation Design." There is more information available here:

<http://learnshareprosper.com/training/presentations.html>

Adele is also currently adapting the material for instructional designers at the request of one of her local public utilities. She will begin delivering that program to that company's Instructional Technology group in October.

Join us for

STICKIE

B I N G O

October 29, 2009

What's "[Stickie Bingo](#)"?

Welcome, New SIG Members!



Diana Hunter Anderson	Kirsten M. Loop
Jake Ashcraft	Roann Acasio Lubang
Connie G. Betts	Clifford Merwin
Teri M. Blommaert	Cathy Moya
Laura C. Brandenburg	Sheila O'Hara
Holly Ann Calo	Kevin O'Reilly
Sharon Carver	Vina Louise Parker
Amber Leigh Chambers	Steven R. Paulson
Terence Chan	Rebecca Pearl
Heather K. Cummens	Jennifer Porter
Camilla Curnow	Layla Razmgar
Anne DeFelice	Robert W. Sanocki
Stacy Donaldson	Lori M. Sheppard
Christine Glidden	Robert C. K. Snow
D. Gene Hagan	Jonathan Troy Street
Mary Hammitt	Dr. Judy D'Ammasso Tarbox
Donna Harradine	Brian Teets
Dr. Cynthia Stotts Howard	Mary E. Theis
Isao Kato	Christina A. Thorpe
Erik Lorens Kimsey	Gerardo Verduzco
Arnold Frederick Kinney, II	Jen Walsh
Zubeida Kudoos	Jandy Warner
Clinton Langosch	Gayle Werner
Lindsay Lee Larson	Lindsey White

Learning Opportunities

Conducting the Job Task Analysis: Stickie Bingo for Better Course Design



Join us for a Webinar on Thursday, October 29

Have you ever wanted to know an effective way to determine what information to include in your courses? In this Webinar, you will learn how to identify tasks, steps, processes, objectives, and assessments for a specific job using a visual method that quickly derives results.

Presenter **Jane MacKenzie-Smith** is a Certified Performance Technologist from the International Society for Performance Improvement who has developed training for classroom, multimedia, and e-learning for most of her life. As owner of JEM Communications, LLC (www.jemcommunications.com), she provides course design and workshops on instructional design and e-Learning. She is the Past Manager of the Instructional Design & Learning (IDL) Special Interest Group (SIG) of the Society for Technical Communication (STC), a newly elected STC Fellow, and a popular presenter at STC events.

Sign Up Now!

Register for the time of day that fits your schedule.

Day Webinar:

<https://www2.gotomeeting.com/register/227142842>

1:30 - 2:30 PM (Eastern Time);
12:30 - 1:30 PM (Central Time);
11:30 - 12:30 PM (Mountain Time);
10:30 - 11:30 AM (Pacific Time)

Evening Webinar:

<https://www2.gotomeeting.com/register/718996682>

8:00 - 9:00 PM (Eastern Time);
7:00 - 8:00 PM (Central Time);
6:00 - 7:00 PM (Mountain Time);
5:00 - 6:00 PM (Pacific Time)

After registering, you will be directed automatically to a payment selection page. After paying, you will receive a confirmation email within 2 to 3 days.

Session Materials and More

Several days before the Webinar you will receive an e-mail with login details and instructions for viewing session materials. After the Webinar, you will receive information for viewing the recorded Webinar.

Your Investment

\$20 IDL SIG member of the STC

\$30 STC Member - Join the IDL SIG to break even on this Webinar, and save money on future Webinars.

\$70 Non member - Consider joining the STC today. You can enjoy the valuable benefits of being an STC member, and receive great member pricing for this Webinar and others.

<http://www.stc.org/membership/>

System Requirements

Audio can be through either your computer (VoIP with a fast Internet connection, microphone, and speakers), or a long-distance telephone connection. For more system requirements, see *FAQs, Attending a Webinar* at https://www2.gotomeeting.com/en_US/island/webinar/support.tmpl.

Questions about This Webinar?

Jane MacKenzie-Smith
jane@jemcommunications.com

Linda Stinger LindaStinger@comcast.net

Illustration by Abbey Hendrickson, *How Now Design* <http://flickr.com/photos/10251343@N05>



SUMMIT@aClick Free Session Available

Visit [STC's Live Learning Center](#) and scroll to "Free Demo Session" to view a free featured session from the 2009 Summit, *Introduction to Blogging: A New Technical Communicator Role*, presented by Tom Johnson. This 90-minute session is a free demo of SUMMIT@aClick, STC's latest continuing education product.

New Addition to STC's Job Seeker Boot Camp

The newest addition to [STC's Job Seeker Boot Camp](#) is Janice King's timely article, "Career Opportunities in High-Tech Marketing Writing." King shows how your current technical writing skills can be redirected to producing marketing text.

STC's Notebook

STC's electronic newsletter has become a blog! STC's communications department says postings generally occur biweekly; more often when news warrants. The blog adds value to membership by increasing the timeliness of information posted, and creating a more dynamic connection between members and the STC office through reader comments. View STC's Notebook at <http://notebook.stc.org>

Intercom Online

The [September/October issue of Intercom](#) is online at www.stc.org. This issue features:

- Foundation Books, a Lone Writer's List
- Addressing Age Discrimination in Your Job Search Activities
- Statecraft: Applying the science of Politics to Office Politics
- Writing to Persuade: Why Technical Communicators Can Move into Marketing Writing

...plus all the latest Society News.

About the STC's New Dues Structure

By now you've probably read STC President Cindy Currie's announcement about the Society's new dues structure. If you missed it, you can read it on the [STC web site](#).

Dues have gone up, which shouldn't be a big surprise to anyone. As a result there's been a lot of discussion on the various forums about the value of STC membership, and some of our fellow members are expressing doubts about staying onboard.

To supplement the announcement, you can learn more about basic membership benefits on the STC web site's membership page (<http://stc.org/membership/>). Here's what you get at the bottom tier:

- electronic versions of the two flagship publications
- access to the main STC jobs database
- access to the STC salary database
- free seminars or discounts on seminars
- discounted rate for the conference
- discounts on insurance (important for self-employed or contractors)
- access to Aberdeen Research Library of best practices (very useful business info)

If you join a Chapter and one SIG the cost is \$250. As [Janet Swisher](#) pointed out in the Lone Writer SIG discussion list, \$250 is about \$1 per working day per year... a great price for the networking opportunities alone, not to mention all the additional benefits. (And if you join the IDL SIG, add discounts on great webinars, scholarships, and access to our web site, LinkedIn group, and online discussion forum, as well as this award-winning newsletter.)

If you're among those considering dropping your membership next year, you should first read Sarah O'Keefe's column [A Mercenary View of STC](#) on her Scriptorium site, and Monique Semp's short piece [Making the Case for Renewing STC Membership](#), posted by Rhonda Bracey in her CyberText Consulting Newsletter.

Thanks Janet, Sarah, Monique, and Rhonda for your level-headed observations, which have helped me decide to stick around.

Robert Hershenow
Editor, *IDeaL: Design for Learning*