IDeaL: Design for Learning

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

Meet the Managers

Maralee Sautter and Jamye Sagan are the IDL SIG's new Co-Managers.

Hello IDL SIG Members!

My name is Maralee Sautter, and I am one the new SIG managers, as of January 2011. It is great to be co-managing with my colleague, Jamye Sagan, since we can take on most anything together. I chuckle a little when I think that it takes two of us to replace our dynamic immediate past manager, Jeanette Rogers. I am in awe of what she accomplished during her tenure as the IDL SIG manager.

My background is variegated, since I started as a technical writer in 1999, and became an STC member of the Willamette Valley Chapter that same year. I work in the "silicon forest" of the Willamette Valley. More simply put, I live, work, and play in the greater metro area of Portland, Oregon.

In 2003 I became an adjunct faculty member at Portland State University (PSU), where I taught lower-division technical writing in the evening. My faculty job inspired me to write training manuals for several of my courses, and pursue jobs as an instructional designer. Now I teach upper-division technical writing to engineers, pre-med students, and environmental scientists, in both the PSU classroom and online. Though I have worked in a variety of technical writing positions off and on, I currently have a contract as an instructional designer at UTi Worldwide—my day job.

 I have been involved as a volunteer with the IDL SIG since 2008. It was great to start as co-secretary and work my way into the co-manager's role in August of 2009. What an honor it has been to come through the ranks and enjoy the SIG's leadership team, where we meet virtually on a monthly basis with other team members. However, this would have never happened had I not attended the IDL-SIG Breakfast Meeting at the Summit in Philadelphia. It was a great venue to meet other members of the IDL SIG, and the energy of the members inspired me to volunteer for the SIG leadership team.

Speaking of the conference, plans are already in motion for 2011 Summit in Sacramento. There already are many SIG events planned: an informal networking session, the IDL SIG Progression, the Communities Reception, the IDL SIG Business Meeting, and the IDL SIG Training and Evaluation session. Oh! Put the Honors Banquet on the list, so

In This Issue...

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STC

Meet the Managers, continued...

we can applaud many of our IDL SIG Fellows and Associate Fellows as they receive their awards. In addition, our SIG, once again, will take the stage to receive the Community of Distinction Award.

So, if you are attending the Summit this year, please be sure to join us at one or more of these events. If you are inspired as I was, you may even want to volunteer for a role in the SIG. No matter what, the Summit will be an exciting time of camaraderie, fun, and excitement. Join the party today by signing up at STC!

Warm regards,
Maralee Sautter

Co-Manager Jamye Sagan:

Base Camp

Less than two months from now, we will be in Sacramento! We may not be there to pan for gold nuggets, but we will be there to pan for nuggets of knowledge at the 2011 STC Technical Summit.

This will be my third Summit; my first was in 2008 in Philadelphia, where I got to meet many wonderful people from the IDL SIG. They personally got me involved in this group – first as scholarships manager, then co-assistant manager, and now co-manager. I'm truly honored to be part of this stellar team along with my fellow co-manager, Maralee Sautter.

Reaching the Summit

I know it can be rather costly to attend the conference, but it is so worth it. I've learned so much about my craft—and personal development—in all the educational sessions I've attended. I've enjoyed being able to meet fellow members in person. We talk so much over the phone and email each other constantly, so it's always great to put a face with the name. And I look forward to seeing you!

At the Summit

Once you're at the Summit, be sure to check out these events:

Community Reception: On Monday from 6:30-8:30, learn about all SIGs while snacking on light refreshments. Visit our SIG table to meet your fellow leaders, network and discuss hot IDL topics, and get your IDL SIG sticker for your badge!

IDL SIG Progression: Here is your chance to learn about several IDL topics in a 60-minute session. A list of progression topics (and details) will be available before the conference.

Training Evaluation Workshop: Great opportunity to meet with one of our SIG's IDL experts to have your training materials evaluated via both written and personal feedback. To participate, you'll need to apply in advance so we can match you with an evaluator.

IDL SIG Business Meeting: During this meeting, open to all SIG members, you'll get to meet your SIG leaders and fellow SIG members. Then you will be able to discuss the things you'd like to see the SIG do in the next year. We will provide lunch on a first-come, first-served basis.

IDL SIG Informal Networking Social Event: We like to have fun, too! We're planning an informal get-together, most likely Sunday evening after the keynote speaker. More details to come!!

For more information about Summit activities, please visit the Conference page of the IDL SIG website.

Beyond the Summit

We continually seek new ideas for providing optimal member benefits. That's why we've just released the Winter 2011 Survey, which inquired

STC Mission

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

The Editor's Word

by [Robert Hershenow](#), Managing Editor

Dear IDL SIG Members,

Our pre-Conference issue features:
- info about what to do in Sacramento
- a Summit Roadmap from Jackie Damrau
- columns from our new Co-Managers
- plus all the NEWS

See you in Sacramento!

Robert Hershenow

Managing Editor, *IDeaL: Design for Learning*

Meet the Managers, **continued...**

about additional member benefits and the possibility of hosting a virtual conference in the future. Your thoughtful feedback will help us determine our next course of action.

We also plan to continue providing our current services and programs, including:

- Webinar series
- Online training material evaluation workshop
- Robust website
- Academic and Technical Summit scholarship programs
- Discussion lists
- Social media outlets (Linked In and Twitter)

We want our SIG to be the place for you to turn to when you need professional assistance.

One of my goals as co-manager this year is to use Twitter in communicating information to our members. For the longest time, I've been rather "anti-Twitter", probably because I did not know how to use it beyond "Going out to eat, then to bed" or something goofy like that. Now that I've seen some good uses of Twitter, I plan to tweet like the birds during the Summit.

- *Jamye Sagan*

IDeaL: Design for Learning

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.
Make checks payable to Society for Technical Communication and send to:
Robert Hershenow, STC IDL SIG, PO Box 1366, Roseville CA 95678.

SIG Web Site: http://stcidlsig.org

SIG Newsletter Archives: http://stcidlsig.org/wp/?page_id=743

SIG E-mail List: Open to all members. Click here to join.

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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If you're coming to Sacramento...

The 58th annual STC Technical Communications Summit will take place in Sacramento, California, May 15-18, 2011. Here's a bit of local history and suggestions for extracurricular activities during your visit.

The native Nisenan lived in great abundance in this area for thousands of years. They are known for their beautiful watertight baskets woven of shoots, bark, and grasses.

Learn more about the Nisenan at the **California State Indian Museum**, 2618 K Street
916.324.0971
www.parks.ca.gov/indianmuseum

Photograph by *Richard Simpson*

In 1939 John Augustus Sutter came to Sacramento and built an adobe trading post known as Sutter's Fort on a large land grant from the governor of Mexico.

Nine years later James Marshall discovered gold at Sutter's mill, 30 miles east on the American River. The news spread rapidly, bringing thousands of gold-seekers from all over the world and changing California forever.

Tour Sutter's Fort State Historic Park for a glimpse into Gold Rush life at the fort.

Sutter's Fort State Historic Park, 2701 L Street
916.445.4422
www.parks.ca.gov/suttersfort

Sacramento Museums

Crocker Art Museum

216 O Street,
916-808-7000
http://
www.crockerartmuseum.org

Founded in 1885, the Crocker is the longest continuously operating art museum in the West and the leading art institution in the Central Valley. Last year the museum opened a 100,000 square foot expansion.

California State Railroad Museum

111"I" St, 916-445-6645
csrmf@csrmf.org

Part of the California State Parks system, North America's largest railroad museum is located in historic Old Sacramento. Many fully-restored cars and engines are on display, along with a huge toy train exhibit and an impressive diorama of an 1860s railroad construction site in the Sierra Nevada mountains. Board a steam train here for a scenic ride along the Sacramento River.

California State Capitol and Museum

10th and L Streets - (916) 324-0333
http://capitolmuseum.ca.gov/

This 19th-century granite building, modeled after the U.S. Capitol, is home to the California Legislature and houses a public museum.

The free hourly tours are very good. 9:00-5:00.

Old Sacramento

28 acres of historic 1850s buildings will take you back in time to the California Gold Rush era. Wooden sidewalks, horse-drawn carriages, old-fashioned candy shops, Mississippi-style riverboats, steam engine trains, a one-room schoolhouse—it's all here. Lots of restaurants and museums, too.

2011 Old Sacramento Underground Tours

The Historic Old Sacramento Foundation sells Old Sacramento Underground tours on weekends in May. www.historicoldsac.org

California Automobile Museum

2200 Front Street, 916.442.6802
www.calautomuseum.org

Over 150 classic vehicles on display including race cars, muscle cars, hot rods, luxury cars and early models.

Open 10:00-6:00
(10:00-9:00 Thursday 5/19).

Many other museums are nearby. Here's a list:
http://www.discovergold.org/visitors/
thingstododetail.cfm?id=279

Sacramento River Cruises

Hornblower Cruises & Events is offering historic river tours, dinner and brunch cruises from Old Sacramento. The cruises depart from the L Street Landing dock in Old Sacramento. One-hour cruises start at $20. www.hornblower.com

Restaurants

Of Sacramento's many excellent restaurants, here are a couple of my favorites:

Fox and Goose Public House

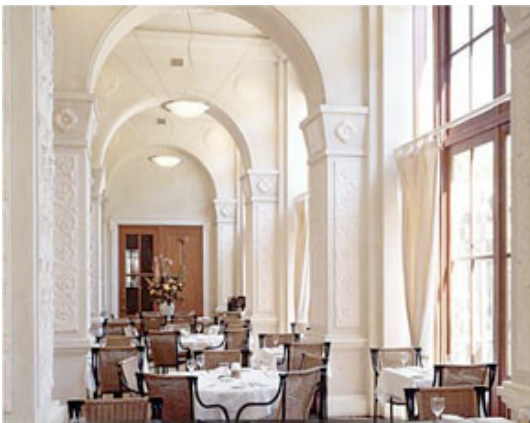1001 R Street, 916-443-8825
http://www.foxandgoose.com/

A Sacramento institution. Good pub food. A full bar with many beers to choose from—most from Britain and Ireland. Live music, including open-mic night on Mondays and Pub Quiz on Tuesdays. Live Irish music jam session is scheduled for Wed. May 18, if you're still in town. Come as you are.

Breakfast, lunch (weekdays only), and dinner. Closed Sunday.

Il Fornaio

400 Capitol Mall
(Wells Fargo Center)
http://www.ilfornaio.com/?
page=138&restaurant_id=3154

This California-based chain serves good food and wine in an upscale atmosphere, at decent prices. The Sacramento location is in the Wells Fargo Center; in the lobby is a small museum where you can get up close to an old-west stagecoach and displays of gold-rush-era items.

Night Life

In the 1000 block of K Street, across from the historic Crest Theatre, are three new venues that might be worth checking out:

Dive Bar sports a 45-foot aquarium above the bar with "occasional appearances by live mermaids." www.divebarsacramento.com

Pizza Rock serves "artisan pizza along with classic rock music." www.pizzarocksacramento.com

District 30 caters to the "socially sophisticated over-30 nightlife crowd." www.district30sacramento.com

Outdoor Activities

The 26-mile **American River Parkway** spans 5000 acres of oak trees, whitewater rapids, massive boulders, shaded bridges, and abundant wildlife.

Catch the Parkway trail at Old Sacramento, where you can also rent a bike at Practical Cycle on J Street. View an interactive map:
http://www.sacbee.com/2010/04/28/2716276/interactive-guide-to-the-american.html

Baseball

The Sacramento River Cats play at home May 19-26 (after the Summit).

Raley Field
400 Ball Park Drive, West Sacramento
(916) 376-4676
http://sacramento.rivercats.milb.com
www.raleyfield.com

Sacramento Heritage Walking Tour

The J and K Streets Walking Tour highlights important historic buildings in a 12-block area around the Convention Center.

Download a brochure and map:
http://www.sacramentoheritage.org/walking.html

Nearby

San Francisco is about 90 miles away via Interstate 80 and the Oakland Bay Bridge, or about 100 miles away via the Golden Gate.

Alternatively, you can drive 60 miles to the Vallejo Ferry Terminal and take a boat across the Bay to Fisherman's Wharf or the S.F. Ferry Building. Be sure to check the return ferry schedule before you embark!

A third option is the railroad: Amtrak's California Zephyr or Capitol Corridor train to Richmond, then a BART (Bay Area Rapid Transit) train into San Francisco. All of these choices are scenic and enjoyable.

Map of driving route to Fisherman's Wharf, via I-80 and the Oakland Bay Bridge

Map of driving route to Fisherman's Wharf, via the Golden Gate Bridge

Map of driving route to Vallejo Ferry Terminal
Train schedules: California Zephyr, Capitol Corridor, BART (Bay Area Rapid Transit)

Foothill Wineries
The small, family-run wineries of Calaveras, Amador and El Dorado counties in the foothills east of Sacramento are becoming fast favorites among wine lovers and competition judges alike. If you have a car and a day to spend, spring is the perfect time of year to visit. For a complete list of wineries and activities in the region, visit www.eldoradowines.org, www.amadorwine.com, or www.calaveraswines.org.

American River Whitewater Rafting Trips
There is nothing like a springtime whitewater rafting trip. Zephyr River Expeditions hosts one- and two-day trips on the American River featuring great rapids, beautiful scenery, great food, and a wetsuit and paddle jacket for every rafter at no extra cost.

The South Fork of the American River is a great introduction to the sport of whitewater rafting. A good solid Class 3 run with over 20 major rapids, this river is excellent for either the veteran or novice.

American River Rafting Trips
http://www.zrafting.com/rivers/american.htm

River Conditions:
http://www.zrafting.com/info/rvrconditions.htm

Feel free to call Zephyr's adventure consultants at 1-800-431-3636.

Lake Tahoe and the Sierras
If weather permits, Lake Tahoe is just a couple of hours' drive away. Be sure to check road conditions before leaving for the mountains, and be prepared for cold weather.

Join the

IDL SIG
LinkedIn Group

http://www.linkedin.com/groupRegistration?gid=2298157

Training Evaluation Workshops

Since 2005, the IDL SIG has offered a session at the annual conference in which experienced instructional designers provide evaluations of classroom or e-Learning course materials. These evaluations are on an individual basis and are pre-arranged, based on an application or submission form and receipt of materials a few weeks prior to the conference. Each evaluation conversation is approximately 30 minutes long.

This year is no exception, though time is running out. If you're planning on attending the conference and would like one of our expert evaluators to give you both positive and constructive feedback to help you improve your skills, please send an e-mail **right now** to evaluations@stcidlsig.org.

We will send a submission form for you to complete, so we know more about your training. If you return that form **by April 24th**, we'll assign you to an evaluator and you can arrange to send your materials to that person.

Please note that we are all willing to sign NDAs upon request.

Unable to attend the conference? Check out our Virtual Training Evaluation Workshop available to IDL SIG members year round: http://www.stcidlsig.org/wp/?page_id=105

Increase your Webinar skills

We are seeking STC IDL SIG volunteers to help promote, coordinate, and conduct our SIG's webinars.

The many benefits of joining our team include networking, attending our SIG webinars at no cost, and gaining real Webinar experience.

Please look through our website to learn more about our current and past offerings. If you are interested, we would love to hear from you!

Write to us: programs@stcidlsig.org

SIG Meeting CALENDAR

The IDL SIG Managers will meet on
April 27th and June 23rd
They await your input.

In May, attend the SIG Meetings in Sacramento!

IDL Scholarship Winners to Soar to the Summit

Congratulations to Anthony DeRose & Jocelyn Williams, recipients of the 2011 IDL SIG Summit Scholarships.

They will each receive one fully-paid registration to attend the Technical Summit in Sacramento, CA in May.

We look forward to hearing about their Summit experiences!

We plan to offer the Summit Scholarship next year, so stay tuned for more details.

TECHNICAL COMMUNICATION SUMMIT '11

Give Me the Bells & Whistles!

Tools to Enhance Teaching and Learning, Part Two

by *Angela Velez, Ph.D.*
Northeastern Illinois University

Part one of this article appeared in our last issue.

Jing is a screen-capture tool that allows you to use voice-over so you can record short (5 minutes or less) tutorials, how-to's or notes to your students on their work. It is easy to share and embed them through a weblink. Free and paid versions for Windows and Mac.

Bubbl.us allows students and professors to collaborate and edit in a brainstorming format, such as making mind maps. The maps can be embedded in your Blackboard course.

YouTube, **YouTubeEdu**, and **TeacherTube**: I am not sure if there is one person who does not know about YouTube. You can search YouTube for videos related to your discipline and embed them in your Blackboard course. You can also find some motivational videos too. I like to use these as announcements sometimes too. Click "Embed" to embed a YouTube video in your course.

[**Note:** *Material on YouTube and other media-sharing sites may be copyrighted, and if it is, your re-use may violate the law. Read the terms, and if you're not sure, don't use it. -Ed.*]

TED: Ideas worth spreading. This website has thousands of videos from people all over the world discussing anything you can imagine. There are professors, geniuses, tech gurus, you name it. You can embed these videos just like YouTube.

MITWorld I Distributed Intelligence: A free site with over 700 videos from the fabulous world of MIT. Embed them like you would youtube by clicking these little arrows < > in the box that says "place on a webpage".

EveryStockPhoto: Sign up for this site, which is free, and you can search through thousands of photos that you can use for your course documents, or to make your online course more visually appealing. Pictures that areCreative Commons licensed may mean they are free for you to use; check the fine print.

Incompetech.com: Royalty-free music that you can use in your course, to include with a video if you use animoto or other tools, or just to have in your course for other reasons.

[**Note:** *If you use this music you must place a credit in your project or obtain a license. Read the FAQ. -Ed.*]

Magma: This new site is really neat! If you really enjoy using videos in your course, this site helps you easily track them. Take a look!

IHMC Cmaptools: This is a software program that allows its users to create concept maps. You can construct them, share them, etc.

WolframAlpha: Ok, this is absolutely amazing. This is a "computational knowledge engine". Think of it like google meets SPSS meets Encyclopedia Britannica…. Calculate ANYTHING, look up chemistry stuff, physics, get information about what happened when, weather information, you name it, it's there.

Polleverywhere: Students are using their cell phones for pretty much everything, so why not use them for something related to learning? You can use this free resource to create polls to use in class (best for face-to-face, I think, or during a live chat session). Students vote (via text message) on a poll you create and show to them on a screen!

Bells & Whistles, continued

LiveBinders is a lot of fun and great for organizing websites into a virtual binder that you can access and fill very quickly and easily. Once you download it, an icon appears on your desktop. When you're surfing the net, you can place any site into a binder you've created with a few clicks of your mouse.
It's great for storing web resources for courses.

Open source courseware/learning objects: these are found through various websites. For example:

Wisc-online learning objects can be linked through "+external link" in your Blackboard course to help students with different concepts. Search by discipline.

Merlot: Multimedia Educational Resource for Learning & Online Teaching. You can search by category, type, and see peer reviews and comments of the various learning objects and exercises. To get the object click "Go to Material" once you've clicked on its title. You can link to your Bb course through "+External Link".

Connexions: You can find and contribute to these learning objects, referred to as modules. Each module might have a multimedia component, tests, etc. Add content like you would an external link.

Vocational Information Center: this one will take some weeding through, but it is pretty chock full of thousands of learning objects and online resources based upon subject area.

Angela Velez is the Coordinator of Learning Technologies at the Center for Teaching and Learning at Northeastern Illinois University in Chicago.

Give Me the Bells & Whistles!

Easy (and Free) Tools to Engage Your Learners

An IDL SIG Webinar
by Angela Velez, Ph.D.

April 21, 2011

During this one-hour webinar you'll see **even more** examples of YouTube, TeacherTube, Voicethread, Voki, Wiggio, Jing, and and many more. You'll also learn how to embed these tools in your course.

Angela Velez is the Coordinator of Learning Technologies at the Center for Teaching and Learning at Northeastern Illinois University in Chicago. Angela has trained nearly 500 faculty members to teach online, offering workshops in both technology and pedagogy. Her goals are to ensure high-quality, engaging learning experiences for online students and to prepare online faculty to excel at online teaching.

Webinar Pricing
- **$20** IDL SIG Member price
- **$30** STC Member price – Join our SIG to break even on this webinar but save on future ones!
- **$50** Non Member – Consider joining STC today to attend this webinar and future ones at great member pricing!

2011 IDL SIG Scholarship Winners and Runners-Up

*by **Sylvia Miller***

This year's IDL SIG scholarship winners are the cream of a crop of 16 applicants—our highest number of applicants ever! Each applicant had stiff competition. Applicants hailed from Arizona State, Concordia (Canada), Boise State (2), Full Sail, Mount Royal (Canada) (2), Illinois State, Penn State (4), Southern Polytechnic State, and Utah State universities, plus the University of Central Florida.

Graduate and Undergraduate Scholarship Winners

The winner of the graduate scholarship is **Jennifer Selix**, who is enrolled in the Education Media Design and Technology Master's program at Full Sail University in Winter Park, Florida. The IDL SIG scholarship judges were impressed by Jennifer's challenging research topic —"Inspiring Motivation through Social Learning in a Corporate eLearning Environment"—which entails testing current theories in motivational teaching and learning environments through the application of social learning (Web 2.0) tools. The judges found Jennifer's recommendations to be very strong, plus her experience shows her dedication to the teaching/learning profession.

Jennifer has been involved in STC for more than five years , and she indicates she'll be using her scholarship to share what she learns with her local chapter and the IDL SIG (in fact, you'll find an article by Jennifer in this issue of our newsletter). To learn more about her, go to http://web.me.com/jenselix/cbr/Welcome.html.

The winner of the undergraduate scholarship is **Darrell Halcomb**, who's enrolled in the Multimedia Writing and Technical Communications program at Arizona State University, where he has earned straight A's in his program courses. Instructional design has been a part of his job for quite some time. His latest ID project involved creating an online training program using Articulate Engage software. The IDL SIG scholarship judges were impressed with the strength of Darrell's recommendation, the relevancy of his coursework, his love of teaching people something new, and his passion for and loyalty to the field. The judges agreed that his application was so strong that it could have almost been considered for the graduate level scholarship.

Graduate and Undergraduate Scholarship Runners-Up

The graduate scholarship runner-up is **Elizabeth Adkins**, who's enrolled in the Instructional Technology program at the University of Central Florida. On her job Elizabeth has been involved as a Production Assistant, Instructional Technologist, and a Designer. The judges were impressed with her high GPA, her flowchart of an instructional unit, her strong letters of recommendation, and her practical application of ID principles.

The undergraduate scholarship runner-up is **Corrie Butler**, who's enrolled in the Information Design program at Mount Royal University in Alberta, Canada. In Corrie's letter of recommendation, her professor referred to her as "an outstanding student…a diligent student, [one who] exemplifies the scholarly capacity every professor looks for in a student…[Her recent] project involved working with the Canadian Military Museums in creating a proposal for the display of the rare 'Enigma' coding machine." The judges noted her successful coursework and her passion for the field and agreed she qualified as the undergraduate runner-up.

Congratulations to Jennifer, Darrell, Elizabeth, and Corrie on achieving these awards and recognition. Check the Scholarships page of our website this coming late fall for the scoop on the 2012 scholarship offerings.

Challenge-Based Research: Motivating Adult Learners

by **Jen Selix**

As part of the Education Media Design and Technology M.S. program at Full Sail University, I am responsible for creating and deploying a challenge-based research project. As a corporate trainer, I am driven toward the question of what motivates adult learners to pursue training opportunities. Specifically, I am curious to learn what I can do to inspire more voluntary participation in our company's corporate-sponsored professional development courses. These courses do not offer any specific rewards for participation or completion, but they do offer great personal and professional benefits to our employees. Those who have completed the courses in the past have shown increased sales and improved customer relationships, in addition to a new line item on their resume and the social benefit of becoming a knowledge source within their professional circle.

Yet, what could appear as a motivational factor to one, may be unimpressive to another. So, with curiosity in tow, I have set out to determine what I can do to bolster motivation, increase participation and promote self-development amongst our employees. My research began with a thorough review of literature on the topic of motivating adult learners. I have comprised a list of twenty-five scholarly resources on the topic, many of which point to social learning and Web 2.0 technology as a potential key. As such, I am planning a focus group, which will evaluate e-learning courses in two categories: those with social learning and interactive online components, and those without. The study will begin with a pre-learning assessment to gauge the participant's prior experience with computer-based training. Their evaluation of the sample courses will take place over the course of one month, followed by a post-assessment. The complete research plan is still under development, but the complete research project will be complete and executed before October of 2011.

It is my goal to determine if social learning and Web 2.0 tools could serve as a motivating factor to boost enrollment and participation in professional development courses. I also plan to evaluate the perspectives and learning styles of the participants as a potential driving factor behind their feedback.

As I work on the planning, development and execution of my challenge-based research project, all of my resources, information and findings will be posted on a web site that I have created to document the process. I will continue to add blog posts, video updates, planning and assessment tools throughout the project. I will also post the results of the study and complete data analysis to the site upon completion.

For those interested in this study, please visit: http://web.me.com/jenselix/cbr/Welcome.html.

Jen Selix is the recipient of our IDL SIG 2011 Graduate Scholarship.

Welcome, New SIG Members!

Patti Cruickshank
Staci Cummings
Arrnica Dayannandan
Maureen E. Douglas
Robert T. Doupe
Kirsten Fantazir
Sarah Garland
Muriel H. Giovanna
Galynn Giusti
Mark Adrian Grausam
Tracey Grozier
Jennifer Gutsche
Dr. Donald J. Hanley
Karen Hobbs

Holly E. Ambler
Marian Ashline
Race Bannon
Betsy Jones Bartow
Anthony P. Belle
Lorena Bidinger
Leida Bourgeois
Daniel Boylan
Dennis M. Camilleri

Kamisha Darden Kirby
Stephanie G. Lindsay
Christine McKarney
Brandy McNamara
Denise Y. Modar
Nina O. Murdock
Max Pruden
David C. Renn
Jeffrey Rezabek
Tammy J. Rice-Bailey
Sandra Roman
Janet K. Ruiz
Michael Saldana
Kimberly Sharp

Roslyn Nicole Smith
Noah Spannbauer
Kristine Stollar
Melinda Tate
Donna Taylor
Delaney C. Thomas-Taper
Jeanne Ulmer
Robert W. Vaughn
Jason U. Vinson
Narissa Wallace
Nancy J. Watkins
Darlene A. Wood
Jessica Yusuf

by **Stephanie Schrankler**,
IDL SIG Membership Manager

As the IDL SIG Membership Manager, I'm asked each quarter to report on membership news. In response, I send an email to the entire membership base asking you to share with me what you've been up to. I don't know if was a serious case of winter blues or if everyone was just in hibernation, but while soliciting news from you for the previous issue of IDeaL: Design for Learning, I noticed a serious lack of members wanting to share what they were doing... I'm proud to say with spring around the corner, members are once again peeking out of their preverbal (insert some reference to an animal habit here) and with bright eyes and bushy tails are sharing their news with me.

This must truly be a sign of S P R I N G!

This month, we're highlighting two special members in the news: T.R. Grill and Jackie Damrau.

T.R. Grill

From March 10-13, 2011, the National Science Teachers Association brought its 10,000-attendee annual conference to San Francisco.

SIG IDL member and STC Fellow T. R. Grill led one professional development session at this event on "Improving Technical Writing in Science Class." His co-presenter was Lawrence Livermore National Laboratory's Nadine R. Horner, who explained how she uses the same skill-building techniques to help the hundreds of students who enter the Tri-Valley Science and Engineering Fair, of which she is the director. This was the only STC- or LLNL-based presentation at the NSTA conference.

Congratulations to STC Fellow T. R. Grill, and thank you for representing the STC and IDL SIG.

Spring 2011 Survey a Success

by **Andrew Winner**
IDL SIG Survey Mgr

Thank you to the membership for helping to make the Spring 2011 membership survey. Once again, over 100 respondents helped generate valuable insight in advance of the 2011 STC Technical Communication Summit.

Other high points include a high rate of completion from respondents (91.2 percent) and some valuable insight in the free text field.

When we asked about member promotions, the overwhelming favorite was one free IDL SIG Webinar for every IDL SIG member, per calendar year. This easily beat out the lukewarm interest toward raffles for books or Amazon gift certificates. With over 80 percent of respondents asking for the Webinar, we believe this reflects the membership's enthusiasm around this successful program.

We also received some interesting suggestions on how we can provide more value, including initiatives to increase networking (including a membership list, LinkedIn group, and peer reviews). These suggestions will be brought to the leadership team during our next meeting.

We also wanted to learn some basic information to enhance our virtual conference offerings. However, more than half the respondents (52.8 percent) have never attended a virtual conference. Those who have were generally favorable in their reviews, although the word "boring" certainly popped up when describing the drawbacks. Respondents also mentioned virtual conferences that become partisan sales pitches and the lack of meaningful interaction between participants as aspects to improve upon.

Most respondents were only moderately interested (53.5 percent) in participating in a virtual conference, but it should be noted that 37.6 percent were very interested.

Member News, continued...

Jackie Damrau

Jackie Damrau just completed American Sign Language, Level 1. Her purpose in taking this class was to better communicate with her 12-year-old grandson who has cerebral palsy.

"I encourage everyone to at least take the first class in ASL," said Damrau. "It's a rewarding experience as it helps you realize how important communication is from a visual perspective."

Damrau went on to add "taking this class gave insights into how to add more animation in classes that I teach. You never realize how much the deaf community relies on visualization until you take an ASL class. It's not just English into sign; it has its own simplified grammar."

Congratulations to Jackie Damrau on achieving her American Sign Language goals. And, thank you for sharing such an inspirational piece of news.

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Do you have membership news to share?

I'm sure you do! Tell me about it. What have you been up to? Did you learn something new? Take a new class? Speak at a conference? Attend a conference? Have a baby? Get married? Move? I want to know! Please email membership news to membership@stcidlsig.org. I look forward to being able to share many more stories in the newsletters to come!

All possible topics presented were received favorably:

- Learning theory
- Instructional Design
- Long-distance teaching applications
- Specific authoring tools
- New technologies

Several additional topics were submitted, which will also be brought before the leadership team.

In summation, another successful survey leaves us with plenty of information to go over as we continually strive to serve our membership. Thank you again for your input.

Congratulations to Linda Stinger

The IDL SIG's 2010 DSSA Recipient

Linda Stinger has been a member of the STC for at least 20 years. After completing her degree in Technical Communication at the University of Minnesota in 1983, she has written procedures, manuals, marketing materials, and training materials for the insurance industry and several medical companies. In 1997 she became an independent contractor and consultant. For Linda, working from home as a technical writer was the perfect solution to engage in a professional life and to be at home for her growing children.

Linda became interested in instructional design when her international medical device client at Stinger Communications needed training materials. This change of focus inspired her to learn more about instructional design. She attended a day-long IDL seminar sponsored by the Twin Cities Chapter of STC and learned enough to fill in the gaps for that project. Several years later, at the 2008 Summit, Linda joined the SIG and volunteered for the Programs Committee, which is the fine-tuned team that puts on the SIG webinars.

Linda says, "Since joining this SIG, I've learned so much about instructional design and about putting on webinars. Many skills from technical writing and managing are transferrable, although there definitely are some different skills such as writing appropriate objectives and effective

The Instructional Design & Learning SIG will be honored as a **Community of Distinction** at the 2011 STC Technical Summit in Sacramento for dedication to STC principles, for solid contributions to Society leadership, and for relentless service to growing membership.

Special thanks to our volunteers and leaders who work hard to bring such wonderful programs and resources to our group!

Join the team:
volunteers@stcidlsig.org

knowledge checks and assessments that I learned from my IDL SIG colleagues."

She adds, "The IDL SIG is such a dedicated, warm, and encouraging group of people. They have a positive, problem-solving attitude, and are always willing to share information."

Because of the exemplary job that Linda has done to help put on webinars for the past two years, her peers enthusiastically recommended her for the Distinguished SIG Service Award (DSSA) of the IDL SIG. Thank you, Linda, for your volunteering efforts, and congratulations on a job well done.

Tech Comm Summit

This year's Summit takes place 15-18 May 2011 in Sacramento, California. There are over 80 sessions organized by eight tracks, with networking, further education opportunities, and more!
Visit the Technical Communication Summit website.

STC Live Web Seminars

Digital Self Defense for Technical Communicators
Ben Woelk
Wednesday, 1 June | 1:00–2:00 PM EDT (GMT-4)

A Virtual Success: Best Practices for Working Remotely
Barrie Byron and Ann Grove
Wednesday, 8 June | 1:00–2:00 PM EDT (GMT-4)

Improving Teamwork Using the Myers-Briggs Personality Type
Andrea Wenger
Wednesday, 15 June | 1:00–2:00 PM EDT (GMT-4)

Socializing Documentation: Giving Your Work a Face
Amanda Cross and Adam Evans
Wednesday, 22 June | 1:00–2:00 PM EDT (GMT-4)

More STC Webinars

compiled by
Robert Hershenow

Which Wiki is right for you?
Consult the WikiMatrix
http://www.wikimatrix.org/

Sacramento SuperShuttle
Get a ride from/to the airport
http://www.supershuttle.com/en/ SMFAirportShuttleSacramento.html

Need a Name?
Try the Random Names Database
http://www.opensourcecf.com/ 1/2009/05/10000-Random-Names-Database.cfm

ScreenFlow
Capture the contents of your entire monitor at the same time as you capture your video camera, microphone and computer's audio.
http://www.telestream.net/screen-flow/ overview.htm

Lock Up Sensitive Data
TrueCrypt offers free, on-the-fly encryption for Windows, Mac OS X, and Linux.
http://www.truecrypt.org/downloads

Password Safe
Open-source password manager
http://passwordsafe.sourceforge.net/

Save Time! Go Faster!
From Windows Secrets, the "Complete Guide to Windows 7 Keyboard Shortcuts"
http://bit.ly/fOjS8E

IDL Roadmap
to the 58th Tech Comm Summit
by Jackie Damrau

Date	Session
14-May-11	**Preconference Workshops (8:00 - 5:00)**
	0304 Instructional Design for e-Learning
15-May-11	
	Preconference Workshops (8:00 - 5:00)
	327 Instructional Design for e-Learning, Part 2
	8:00 - 12:00
	0199 Introduction to WordPress and Blogging
16-May-11	
	8:30 - 9:30
	0228 TechComm 2020: Get Vision, Be Ready
	0255 10 Tips for a Better Survey
	10:00 - 11:00
	0226 How Effective Graphics can Improve Your E-learning Tutorials
	0259 Information Product Evaluation Workshop
	0305 Using 3D to Explain Visually
	315 Animated Visual Instructions: Can We do Better?
	2:00 - 3:00
	0023 Oral Questioning Skills for the Technical Communicator
	0260 Socio-Technical Design: The Future of Online Community
	323 Interactive and Web 2.0 Delivery Mechanisms for Your Content
	3:30 - 4:30
	0088 Strategic, Competitive Professional Development: An Overview
	0115 IDL SIG Progression
	314 HTML5: The Next Internet Gold Rush
17-May-11	
	8:30 - 9:30
	0028 Users Play Cards. We Keep Score. Magic Results!
	0175 Paths to Success: Networking, Contributing, and Relationships
	0252 How to Build a Business Case
	316 Building Visual Explanations: Practical Advice for Writers
	336 The Changing face of Technical Communications in Today's World of Social Networking

10:00 - 11:00

0047 Editing: Reviewing Levels and Choosing Types

311 Facebook Stories: How the World's Largest Social Network is Being Used

1:00 - 2:00

0007 It's All Fun and Games Until Somebody Gets Sued

0015 Mobile Content: Single Sourcing to the Max

0046 Embedding Flash Movies in PDFs

0075 How to Give Effective Presentations

0125 Strategies of SME Communication

0187 Managing Conflict on Diverse Teams

0200 Social Documentation Case Study: Autodesk eLearning

0235 Localization with AuthorIT

318 Lessons Learned from Tool Upgrades and Content Migration

328 Creating Accessible Web-Based Content

334 Moving From Traditional Online Help to Web Content

2:30 - 3:30

0044 Incorporating Accessibility into Your Usability Reviews

306 BOK Challenge—A Jeopardy-Like Game for Technical Communicators

335 Growing a Technical Communication Business

4:00 - 5:00

0032 Before You Pick a Wiki

0043 Training Evaluation Workshop

0128 Localizing Images: Cultural Aspects and Visual Metaphors

332 The DUH Factor: Diverse, Understandable, Human (Web Content for Everyone)

18-May-11

8:30 - 9:30

0067 Co-authoring Without Homicide

0094 Knowledge Transfer: A New Opportunity for Technical Communicators

0124 Cultivating a Culture of Collaboration

0206 Metadata Primer for Technical Communicators

10:00 - 11:00

317 Making the Case for Mobile Intelligent Content

333 Mental Model Diagrams: Supportive Content for Specific Folks

11:30 - 12:30

0016 Beyond the Bleeding Edge

0084 Innovations in Accessibility: Designing for Digital Outcasts

0149 Radically Open Documentation

0258 Bringing Experience to the Table