



IDEaL: *Design for Learning*

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

Q2 2013



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Society for
Technical
Communication

From the Editor

by Robert Hershenow

Summit 2013 is just days away, and this issue of *IDeal: Design for Learning* offers information about SIG activities as well as suggestions for things to do and places to go while you're in Atlanta.

Our feature article is by SIG member Marie DesJardin, who writes about converting her company's instructor-led training for delivery as eLearning. Her efforts met with considerable success, and she offers us an opportunity to see why.

Also in this issue you'll find columns by our new Co-Managers Preeti Mathur and Cindy Pao, and you'll get to meet our Scholarship winners and our SIG Secretary Mellissa Ruryk.

Don't forget to stop by the IDL SIG table at the Communities Reception on Monday evening, then stick around for the return of the Rough Drafts: Viqui Dill, Rich Maggiani, Robert Hershenow, and Steven Adler. We'll be rockin' into the night (and of course you're invited to join us onstage).

See you in Atlanta!

SIG Events at the Summit

❑ Leadership Day

Sunday, May 5. All STC Members are welcome to attend this community leadership workshop. Register on the Summit website.

❑ Twitter

Share your Summit experience and follow other attendees - @stc_idl_sig

❑ Communities Reception

Monday evening from 6:30-8:30pm. This reception honors the communities of STC. If you want to get more information about your local chapter or a particular Special Interest Group, this is the place to be. Swing by the IDL SIG table to meet SIG Committee leaders, network and discuss hot IDL topics, and get your IDL SIG sticker for your badge. Then stick around for the **Open Jam and Karaoke**, featuring the return of the **Rough Drafts!**

❑ Informal Gathering

Join us at the TweetUp on Sunday night at the Park Bar! <http://bit.ly/16cH5qt>

❑ IDL SIG Business Meeting

Tuesday, May 7. 11:30-12:30. Hanover CD. Bring your own lunch (Hyatt room service, hotel café, or hotel restaurant only, please) to the Hanover room. Meet your SIG leaders and fellow SIG members, and discuss the things you'd like to see the SIG do in the next year.

❑ Honors Reception and Banquet

Tuesday, 7:00-10:00 PM. Centennial III/IV. All IDL SIG members, please join us on stage as we receive the Community Achievement Award of Excellence.

IDL SIG Conference Page: <http://bit.ly/Zg4pw0>



From the Managers

Dear IDL SIG Members,

Here is a warm, Minnesota-nice* hello from your new Co-Manager.

It is with a little trepidation I am taking on this role, knowing that I am stepping into the big shoes of our two very able and outstanding past managers: Jamye Sagan and Maralee Sautter. I am however, quite delighted and relieved to have Cindy Pao as my co-manager. As President of the Houston Chapter more than once, and with her involvement with CAC among other things, she brings a wealth of experience. Our SIG is also lucky to have a great team of volunteers who head the various committees. Together, we hope to meet and maintain the high standards set by our immediate as well as our past managers!

Speaking about high standards, I am delighted to report that the IDL-SIG has once again been recognized as a Community of Excellence. Both Cindy and I would like to thank Jamye and Maralee for all the work they have done to help us achieve this award. We hope those of you coming to the Summit will join us on stage at the banquet when we receive this award.

With the Summit fast approaching, planning has already begun (See Cindy's article). As part of our initiatives to offer value to our members, we are planning to kick-start building the Resources Page on our web-site, an effort which has been



Cindy Pao

Tending Our Garden

Spring break week is coming to a close here in Houston. My husband and kids were off this week, so they've been working on "deforesting" our backyard. It gets mighty overgrown over the winter. I jumped in to help on Thursday and today because I am a team player. 8-)

All the work in our backyard gave me this idea for my first article: Tending Our Garden.

Annual Business Meeting

The SIG will conduct its annual business meeting at the Summit in May (hopefully on Tuesday during the lunch hour). At this time, we'll take advantage of the rare opportunity to see each other in person. I hope you'll attend this

meeting because it's important! We will, in a sense, tend our garden by listening to who you are, why you joined our SIG, and what you need from the SIG.

Here are some possible agenda topics:

- ✓ Welcome and Introductions
- ✓ Treasurer's Report
- ✓ Icebreaker
- ✓ SIG Committees
- ✓ SIG Initiatives
- ✓ Brainstorming
- ✓ Announcements



Preeti Mathur

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Preeti, continued

sitting on the back burner for a while. Look out for more information on this in the next newsletter because we'll need everyone's help in making this a useful tool. We are also hoping to build up our Mentoring program which got off the ground last year.

As a virtual group, it is difficult to meet and know if we are meeting your needs. So please do write to us or call us and let us know what you'd need from the SIG. We will also strive to get your feedback through our surveys and when we meet at the Summit. If you have ideas for speakers and webinar topics, we welcome those as well.

Until next time,

Preeti Mathur

** Ok, so here's the fine-print: As you can tell from my name (and if you have heard me, from my accent), I am a transplanted Minnesotan, having migrated from India, many moons ago. However, I have now lived more years in Minnesota than in India, so you betcha I can call myself a Minnesotan!*



Cindy, continued

Icebreaker: We (Preeti Mathur and I) anticipate meeting a lot of SIG members during the Summit, and an icebreaker is a fun way to get to know each other. Do you know a good icebreaker? Drop me an e-mail and tell me about it!

SIG Committees: Within the SIG, we have several committees to get our work done. You'll hear from many of the committee managers and, for those managers who cannot attend the Summit, we'll give you a third-person introduction. We hope that you'll find one of the committees interesting and volunteer to help out.

SIG Initiatives: Most STC communities develop some initiatives for the year to help them focus on providing the most value to members. Come hear about the IDL SIG's initiatives and let us know what you think!

Brainstorming: During this part of the meeting, we'll split into groups, probably by initiatives. Bring your fantastic ideas and help propel the SIG into another year of excellence!

Informal Gathering

We'll be joining the TweetUp at the Park Bar on Sunday night during the Summit for comraderie, munchies and drinks. C'mon along after the Summit's opening reception!

Questions

Preeti Mathur and I are your SIG co-managers for 2013 and 2014. We're here to help make sure you find value in your STC membership. If you can't make it to the Summit, we hope you'll drop us a line! Our e-mail address is manager@stcidl-sig.org.

I hope to meet you in Atlanta!

Oh Atlanta!

Things to do and see between Summit activities

Recommendations from the Atlanta Chapter:

- Optional Tourist Events - <http://bit.ly/AdexxI>
- Welcome to Atlanta - <http://bit.ly/Zg81hM>
- Atlanta Convention and Visitors Bureau - <http://bit.ly/10igFB>
- Day Trips from Atlanta <http://bit.ly/16dgr0p>
- Historic Atlanta - <http://bit.ly/ZZeQ6n>

A few places and events of interest:

- Cinco de Mayo / Fiesta Atlanta <http://bit.ly/15UMvXh>
May 5, Centennial Olympic Park
- Georgia Aquarium - <http://www.georgiaaquarium.org/>
The world's largest, with over 100,000 animals
- Atlanta Zoo (404 624-9453) - <http://www.zooatlanta.org/>
- Cyclorama <http://www.atlantacyclorama.org/>
(800 C Cherokee Ave SE) - Close to the zoo. A hand-made moving 3-D depiction of the Battle of Atlanta (Civil War).
- Jimmy Carter Library and Museum
<http://www.jimmycarterlibrary.gov/>
- Atlanta Braves - <http://atlanta.braves.mlb.com/>
The Braves play at home May 1-5. Stadium tours every day.

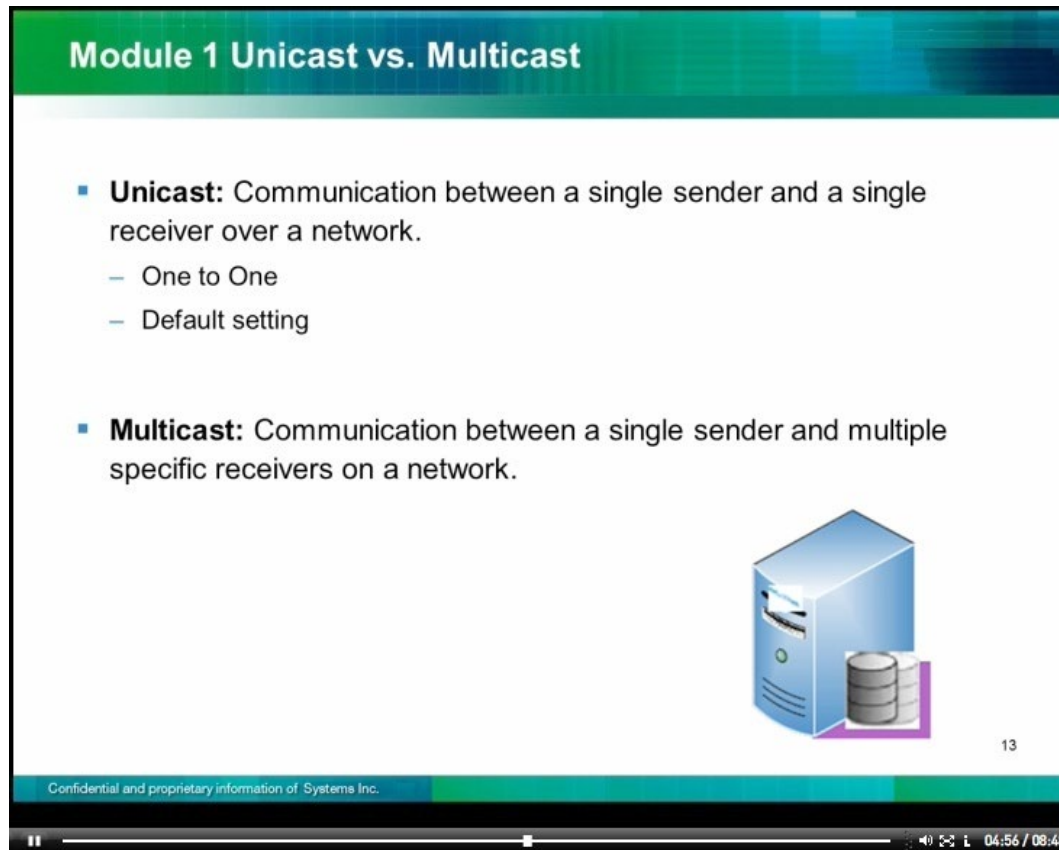
Two nearby Restaurants (thanks to Ed Marshall):

- Metro Cafe Peachtree - <http://www.metrocafediner.com>
(229 Peachtree St.) - An affordable family-style restaurant, a short walk from the Hyatt. Exit the Hyatt, turn left. Go about 1 or two blocks. Metro Cafe also serves Yuengling beer.
- Ray's In the City Seafood House - <http://bit.ly/zgPnjM>
(240 Peachtree St.) - Excellent seafood. A short walk from the Hyatt. Exit Hyatt and turn left; it's on the other side of the street.



Get the Text Out: Winning over Techs by Using Less Text

By Marie DesJardins



The image shows a screenshot of an eLearning slide. The slide has a green header with the text "Module 1 Unicast vs. Multicast". Below the header, there are two bullet points. The first bullet point is "Unicast: Communication between a single sender and a single receiver over a network." and it has two sub-bullets: "One to One" and "Default setting". The second bullet point is "Multicast: Communication between a single sender and multiple specific receivers on a network." To the right of the text, there is an illustration of a blue server tower and a stack of three hard drive platters. At the bottom of the slide, there is a footer that says "Confidential and proprietary information of Systems Inc." and a video player control bar showing "04:56 / 08:48".

- **Unicast:** Communication between a single sender and a single receiver over a network.
 - One to One
 - Default setting
- **Multicast:** Communication between a single sender and multiple specific receivers on a network.

Figure 1: Slide from the previous eLearning course

About a year ago, my high-tech company put together a small team to create an eLearning version of the instructor-led classroom training they'd offered for a decade. The training is crucial because technicians must be certified before they can work on our products. The new eLearning certification course was developed and launched in just three months to coincide with the new software release.

After a slow start, enrollment steadily increased until revenue from the eLearning courses approximated the instructor-led training by the end of the year. Not only the certification course, but also the optional end-user training took off as word of mouth spread. One of our key clients volunteered, "I have taken lots of industry training, including Microsoft, and [this] training is one of the best." That feedback was warmly appreciated, as we'd basically started from scratch.

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Get the Text Out

What We Had

Previous versions of eLearning courses took the form of PowerPoint slides featuring floating bullet points summarizing the classroom content, with the occasional graphic dropped in. Audio consisted of an instructor reading the bullet points into an often-noisy headset microphone. We included some software demos, but the player was quite basic and the quiz capability extremely limited.

Audience Analysis

Our primary learners are technicians who, as in many other industries, fall into two main groups: very hands-on, mechanically capable people (“cable pullers”) with limited computer experience, and computer super-users who know every keyboard shortcut coded in the software. Our challenge was to design eLearning that wouldn’t bore our super-users and wouldn’t intimidate the more computer-wary students, yet included the crucial content that would ensure an eLearning student could acquire the same skills required for certification as one who attended an instructor-led course. Further, our technicians are typically reluctant readers. Simply shortening the text wouldn’t help; even good readers find it difficult to comprehend text that says one thing while the soundtrack is saying another.

A New Approach

During the planning phase of the project, I attended a presentation hosted by the Denver Metro E-Learning Developers group. During the demo, I was struck by how little text appeared on the slides. Often a slide was simply a picture and perhaps one

caption, with the audio supplying the relevant content. I thought a purely visual presentation would map well to my audience’s needs, as well as simplify localization of the content, as there would be far less text and to update and resize in the target language.

I therefore proposed to our management: let me do an entire module with no text at all, just pictures. The audio will carry the content, and the pictures will reinforce the concepts. After years of bullet-point presentations, they couldn’t envision what this might look like. So I mocked-up a module over the weekend that used PowerPoint animation to complement the audio track. I played this simple movie to the full team that Monday—and had a roomful of converts. Text was officially out.

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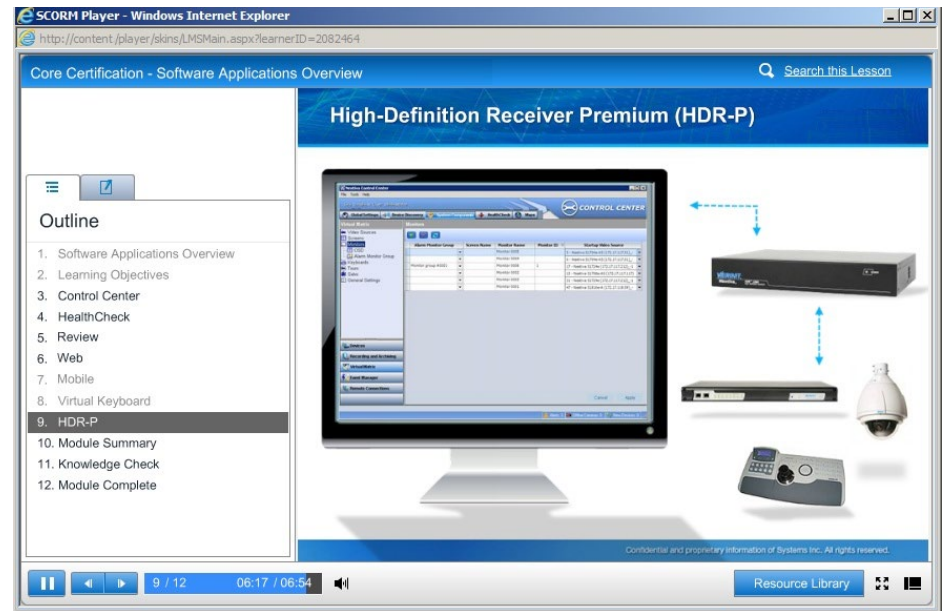


Figure 2: Text is out; pictures are in

Get the Text Out

Our Process

Despite the tight deadline, management wanted the new eLearning product to be a world-class effort. The Marketing department was engaged to design a professional look and provide good-quality graphics. An eLearning developer from another division introduced us to iSpring, a PowerPoint add-in tool with a built-in viewer that we customized with user support features and our company colors. PowerPoint provided our screen animations; the iSpring add-in supported video demos in Flash and MP4. iSpring also gave us a powerful quiz tool with a dozen graded question types and various feedback options. A random subset of questions could be imported into a timed final exam in a randomized order, to discourage students from sharing answers.

Good audio was recorded professionally in a local studio. We used both in-house and professional voice-over talent, and ultimately decided the in-house worked better, because a knowledgeable speaker could give the appropriate weight and phrasing to the technical content. I scripted each module in advance to ensure clear, efficient phrasing and receive technical sign-off before committing to the time and expense of audio and video recording. For each software application demo, I'd rehearse the procedure while I developed the script, bearing in mind that the demo could show far more than the words alone. For example, the simple phrase "This tab is available in all application modes" is made

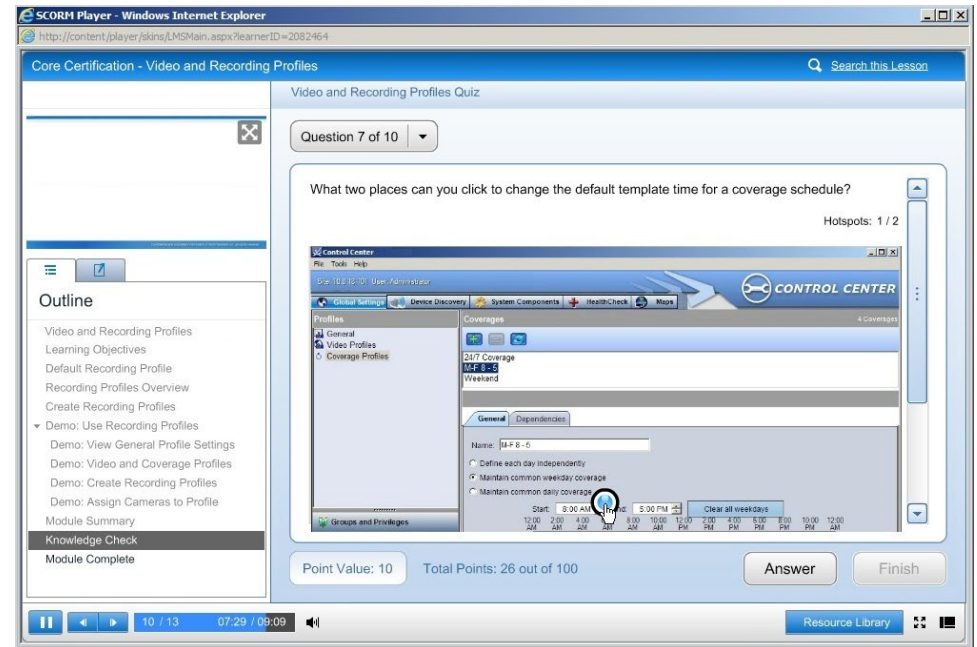


Figure 3: Multi-featured viewer with built-in quizzing

memorable when the companion video actually shows the tab persisting while I click through multiple application modes. We turned on cursor highlighting to make it clear when we were actually clicking or right-clicking an object. We used pan and zoom techniques to emphasize the on-screen action and improve legibility within the electronic viewer.

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Get the Text Out

The power of a demo cannot be emphasized enough. I turned a 250-page manual (which no technicians read) into one hour of video demos. The video presentation is far more effective than any book description, as demonstrated by the growing sales of the end-user training.

Conscious of my text bias, I examined every slide to find ways to make it more visually interesting. A static screen becomes boring after about 15 seconds. When I was synching audio to the module, if the screen stayed static too long, I went back and added more animations. A variety of entrance and exit effects, and movement of on-screen elements, help focus the learner on the content and sustain interest.

I was particularly gratified to receive this feedback from a customer who was also a professional trainer: “The online Certification training course was very engaging and had lots of useful information. I like the way it was laid out with the quizzes at the end. The format ensures the student’s attention and I especially enjoyed the female voice.”

We are on the brink of launching an updated course with more animations, a concurrent practice lab, and improved information chunking. Future plans include support of mobile users and increased student interaction.

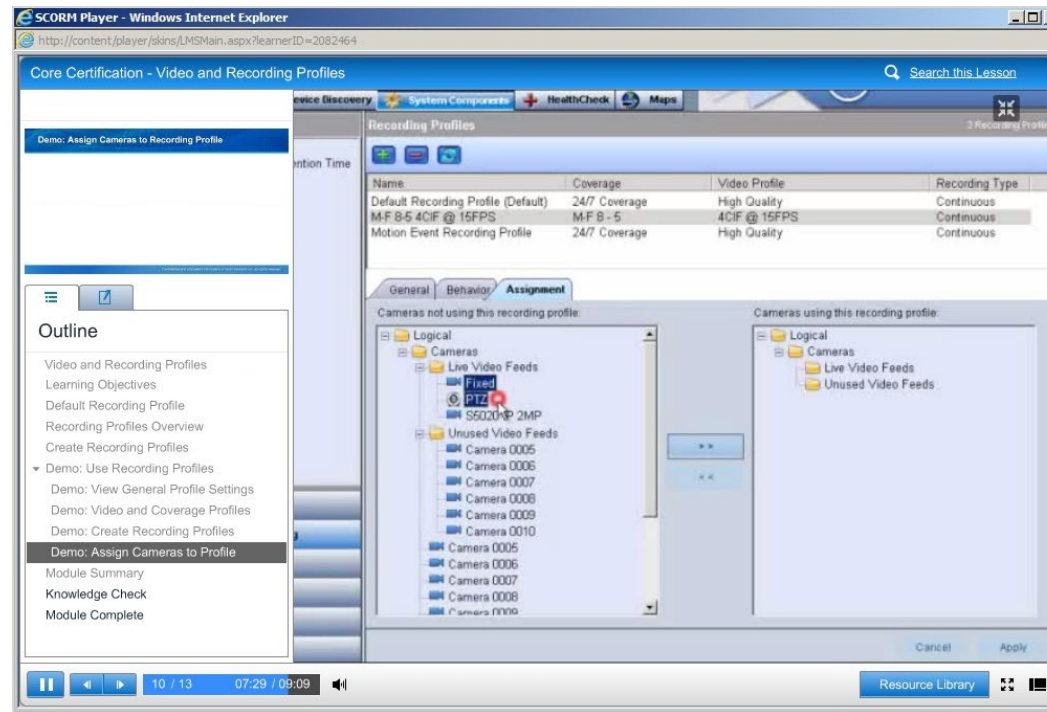


Figure 4: Screen demos succinctly illustrate each procedure



Marie DesJardin has been part of the technical writing community in Denver, Colorado for over two decades. For the last 15 years, she has specialized in electronic documentation for CD, Web, and online help. Her eLearning work in 2012 earned her a Circle of Excellence Award.

And the 2013 Scholarship Winners are...

By Sylvia Miller

Recently, four members of our SIG served as judges in our seventh annual college IDL SIG Scholarships competition. With 13 very high caliber applicants, the judging was no easy feat. The applicants hailed from North Carolina State University, Pennsylvania State University, University of North Carolina, Northern Arizona University, Boise State University (2), Franklin University, George Mason University, Purdue University, University of Maryland – Baltimore County, Kent State University, University of Massachusetts Boston, North Carolina Central University, and, for the first time, the University of Twente – The Netherlands. The primary judging criteria were strength of recommendations, relevance of research to the Instructional Design field, the writing quality of the application, and estimated likelihood of continuing in the field.

Graduate Scholarship Co-Winners

Two graduate applicants tied this year with their outstanding projects and credentials.

Roberta Proulx

One graduate scholarship co-winner is Roberta Proulx of Chandler, Arizona, U.S.A. Roberta is pursuing her Master's in Instructional and Performance Technology at Boise State University. The judges were impressed with her letters of recommendation and her self-confessed

passion for creating performance interventions for adult learners. She is currently involved in a project at the Chandler Public Library's regarding digital literacy of adults in the community who have no access to digital resources due to economic status, disability, or age. With Roberta's help in needs assessment, definition of program dimensions, and data gathering, the library has already provided very popular digital literacy classes in English with plans to offer them in Spanish later this year; there is a waiting list to enroll in the classes.

Anna Stolpe

The second graduate scholarship co-winner is Anna Stolpe of Fairfax, Virginia, U.S.A. Anna is working on her Master's in Instructional Design and Development at George Mason University. Anna developed a fascination with foreign cultures and languages as a child in Russia. The project she submitted stems from her current work at the U.S. Foreign Service Institute, where she works with language development thought leaders to design technology-driven learning platforms. To address the need for additional support for learners' self-study materials, she built a self-study platform on Facebook that gives students access points to language experts and peer-to-peer support. Anna wrote, "It is my opinion and experience that the marriage of research in cognitive science with innovation in instructional design can produce remarkable results."

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Undergraduate Scholarship Winner

The 2013 Undergraduate scholarship winner is **Suzanne Couture** of Wauwatosa, Wisconsin, U.S.A. Suzanne is pursuing an online certificate in Instructional Technology Design at the University of Massachusetts – Boston. The judges were impressed by her very strong letter of recommendation and her passion to make learning more accessible to more people, and they feel she will be an asset to the field of instructional design. Suzanne became an advocate of distance learning after taking an online course for Spanish into English translation through New York University. She loved the interactivity and, yes, camaraderie possible in distance learning, even when separated by country borders. As a supervisor in a large hospital system, she is currently gaining awareness of what it takes to create online courses “from scratch.”

Thank You, and Congratulations

A huge thank you to the four judges whose job was more difficult this year due to the number of high caliber applicants. Congratulations again to the winners! Check the College Scholarships page of our website next winter for details about our 2014 scholarship offerings.

To assist with IDL SIG College Scholarships in the future, please email Sylvia Miller at sylviamiller@woh.rr.com.



Attend the IDL SIG
Business Meeting

At the Summit

Tuesday, 7 May 2013

11:30 am – 12:30 pm

Hanover CD classroom



Meet other SIG members in PERSON



Hear SIG news



Help lead the SIG to another CAA



WIN DOOR PRIZES



(make sure to bring your lunch)



Questions?

Contact Cindy Pao or Preeti Mathur

at manager@stcidlsig.org



This is Me! Mellissa Ruryk

by *Jamye Sagan*

Although she has been a member of the IDL SIG only since 2011, Mellissa Ruryk has done a lot for the SIG – from writing reviews of the SIG webinars and being part of the Webinar Management team to serving as our current Secretary. On top of that, Mellissa is also President of the STC Canada West Coast chapter.

Mellissa's SIG journey began in Sacramento, CA: "At my first Summit in 2011, I happened to share a shuttle from the airport to the hotel with Sylvia Miller and Jane MacKenzie," Mellissa recalls. "They were the first of some very friendly and professional people I have met in or through the SIG. They welcomed me into the SIG and the larger STC community." At that time, she was working in Calgary, Alberta on training videos and was planning to become more involved with training.

Since returning to Vancouver three years ago, Mellissa has worked as an independent contractor for various companies, including Electronic Arts Online Sports, where she reworked the architecture of their Confluence wiki to make information (about the games and what features they had) more logical and

easier to find, as well as profiling each team in the division. She is currently working for both a New Zealand company that writes software for tour operators, and a local engineering firm, editing technical mining reports. "Every day is different!" Mellissa says. "Of course, I have to admit I'm lucky enough to have a very supportive and well-paid spouse who underwrites my working from home and through the contract-less times."

In her spare time ("It seems sometimes when you work from home that there is no 'spare' time... getting 'just a little bit more' done is always on my mind" she remarks), Mellissa enjoys a variety of activities including painting, photography, crafting, traveling, hiking, and thrift-store hunting to add to her Mickey Mouse memorabilia and elephant collections.

Mellissa is proud to have celebrated 25 years of continuous sobriety on March 25 this year. She says, "It's an important facet of my life and I'm very grateful to be a 'friend of Bill's.'"

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This Is Mellissa Ruryk - continued

Mellissa is married to John, an engineering project manager. They live in North Vancouver, BC in a condo overlooking the downtown Vancouver skyline. They have three children: Abbie, 22; Chris, 21; and Shea, 19. Abbie works as a mining lab technician in Fort St. John in Northern BC. Chris is working on a job placement co-op at Copper Mountain Mine and will return to university to finish his engineering degree in the fall. Shea is studying first year sciences preparatory at university to eventually go into medicine. “It’s great being back in Vancouver where the kids have always lived and helping to launch them into their adult lives.”

They also have Saxon, a 5-year-old border collie/spaniel mix whom Mellissa takes to walk at either one of three leash-free dog parks beside the ocean or by the river. Or rather - “He walks me three times a day, since our condominium doesn’t have a fenced yard,” Mellissa says.

Mellissa is a valuable asset to the IDL SIG – thank you, Mellissa, for all you do!



[Katie Wilson](#) and [Kathleen McIlraith](#) have received the IDL SIG's Distinguished Service Award. Katie is our Programs (Webinars) chair and puts in a lot of hours leading the team who makes sure we have several attractive webinar topics and sessions. Their efforts are important, since this is a significant source of funds for the SIG. Kathleen McIlraith was in charge of PR and Social Media, so she worked quite closely with the SIG managers and Katie to publicize our events. Unfortunately, Kathleen was not able to renew her STC membership this year, and she will be missed.

More good news: the IDL SIG has earned another Community of Excellence award – based on an application put together by [Maralee Sautter](#) and [Jamyne Sagan](#). Special mention in the award was made of [Robert Hershenow](#) for our *IDEaL: Design for Learning* newsletter.

IDL SIG Website

Thanks to [Jackie Damrau](#) and [Paul Holland](#) for keeping our site updated to make sure our community isn't inundated with spammers and scammers.

Soon there will be a SIG Resources Page – [Preeti Mathur](#) will be showcasing all the IDL resources and recommendations she gathered from SIG members last year. Watch for an announcement when it goes live.

2013 Summit

If you'll be attending the Banquet please join us onstage to accept the IDL SIG's [Community of Excellence Award](#). Did you know that our SIG has won a Community Achievement Award in 7 of the last 8 years? We are amazing! Bring some emerald green to wear, as that is the trendy colour this year.

We will hold our annual [Business Meeting](#) at the Summit on Tuesday at 11:30 in Hanover CD. Bring a lunch and join us. Also, join us at the [Tweet-up at the Park Bar](#) Sunday night, from 9:00-11:30 PM. If you will be at the Summit, make sure to come meet your fellow SIG members and leadership team!

Mentoring Program

The SIG's mentorship program is about to take off. Have you enrolled? Contact [Scott McCoy](#) via the SIG website.

Our Membership manager, [Jamyne Sagan](#), is firing on all cylinders and heaven help you if you're not already a SIG member: Jamyne is planning a virtual open house via Twitter, MySTC, and/or GoToWebinar to invite STC members to learn more about the IDL SIG. She's also exploring the possibility of holding water cooler chats (a la the Technical Editing SIG) – another way to increase contact and sharing (knowledge, resources, jokes) amongst our SIG members. We want to increase the value that the SIG offers you, our members. Make sure you pass along any ideas along those lines to Jamyne.



2013 IDL SIG ROADMAP

prepared by Jackie Damrau

Date	Session	Room
5-May-13		
	8:30 - 9:30	
	Adobe Day	Regency V
	8:00 - 4:00	
	Leadership Program	Grand Hall B-D
	1:00 - 4:30	
	Running a Productive Content Requirements Workshop	TBD
	CSS and HTML5 to the Point Workshop	TBD
	Moving Your Documentation to Video Workshop	TBD
6-May-13		
	8:30 - 9:30	
	Collaborative Single-Source Development of Documentation and Training	Grand Hall B
	Reanimating the Body of Knowledge: TC BOK 1.4	Hanover AB
	User Assistance, Tech Comm, and Learning	Grand Hall D
	Creating Adaptive Content for Multi-Screen Devices	Hanover E
	10:00 - 11:00	
	Every Page is Page One	Hanover FG
	Interviewing SMEs: Covering the Bases and Hitting Homers	Grand Hall D
	LEGO Lean Process for Communication	Regency V
	2:00 - 3:00	
	Accessibility in Documentation, Media, and Web Design	Hanover AB
	Social Media and Your Documentation: Why Should You Care?	Hanover CD

2013 IDL SIG ROADMAP

Date	Session	Room
7-May-13		
	8:30 - 9:30	
	Going Mobile? How to Optimize Content and Format	Hanover FG
	Content for Everyone: Making Information and Multimedia Accessible	Grand Hall D
	Screen Video: Best Practices, Regardless of the Tool	Regency V
	Customer Journey Maps: Visualizing an Engaging Customer Experience	Hanover CD
	Documentation Thrives in an Agile Methodology	Hanover E
	Conveying Messages with Graphs	Grand Hall C
	10:00 - 11:00	
	Make High-Quality Voice Recordings with Simple Equipment	Hanover CD
	Usability Testing to Evaluate Web & Mobile Content	Hanover E
	Efficient and Graceful Multi-Channel Content Authoring and Publishing	Hanover FG
	Doc Sprints: The Ultimate in Collaborative Document Development	Grand Hall C
	Create Learning that Lasts with Interactive Documents	Grand Hall D
	11:30 - 12:30	
	Instructional Design & Learning SIG Meeting	TBD
	1:00 - 2:00	
	Information Mapping: What Is It? How Can It Help Me? (Vendor Showcase)	Grand Hall A
	Purposes, Personas, Conversations	Grand Hall D
	eLearning & Help Systems: A Marriage Made in Heaven	Hanover FG
	Project Showcases	Grand Hall B-D

2013 IDL SIG ROADMAP

Date	Session	Room	
7-May-13	2:30 - 3:30		
	Game On! Creating User Experience for Gamified Products	Hanover E	
	Single Source / Content Management Beyond Text - Dealing with Graphics & Multimedia	Hanover FG	
	Staking Your Claim in the Social Media Frontier	Grand Hall D	
	Massive Open Online Learning	Hanover CD	
	4:00 - 5:00		
	Education and Training Progression	Regency V	
	8-May-13	8:30 - 9:30	
		Planning and Creating Engaging Infographics	Hanover CD
		10:00 - 11:00	
Supporting Customers: Onsite and Online		Hanover AB	
Optimizing Multi-Authoring, Collaborative Review and Interactive Graphics in Tech Comm		Hanover E	
Lightning Talks, Session 2		Hanover CD	
Create Stunning Visual Documentation from 3D Design Data		Hanover AB	
11:30 - 12:30			
Certification Essentials		Hanover CD	
Beyond the Bleeding Edge		Hanover FG	

New Members

The IDL SIG welcomes new members who joined between December 14, 2012 and March 31, 2013.

Nancy B. Adams	Suzanne DiFonzo	Charles Huntington	Mary A. Marenberg	Heidi Presteen
Jonathan A. Anscher	Viqui Dill	Nicholas Iati	Susanne Martin	Samantha Prince
Dione F. Armand	Patricia Dulman	Callie Jacobson	Thomas Martin	Delores F. Rauscher
Katherine Armstrong	Kendra Duncan	Marcus J. Jessup	Kelly Masci	Susan H. Rose
Esther Asham	Jill Elhonsali	Laurence Jose	Leann R. McArthur	Susan J. Rose
Sue Barazzutti	Sharon Estep	Deborah S. Kelderman	Jill A. McCauslin	Phyllis Ann Russell
Joelle M. Berg	Jan Evans Falcona	Paul C. Kennedy	Patricia L. Meador	Amy Ryan
Patricia Black	Leslie S. Fisher, EDU	Heather King	Jeffrey D. Mehr	Jonathan W. Rydz
Helen M. Blakey	Sue E. Florida-Francis	Tina Marie Kister	Brenda R. Miller	Kimberly Schrey
Thomas Blumer	Maida Catherine Geerlof-	Catirina Klein	Daniil N. Millwood	Craig R. Scott
Patricia Boone	Vidavsky	Peggy Krohn	Carol D. Mortimer	Genevieve Sherlock
Stefanie Brimacomb	Theresa K. Geraci	Thomas Kuhn	Patty M. Murdock	Herb J. Smith, Jr.
Blythe F. Brown	Andrea M. Gold	Diane Kusek	James A. Nesseth	Nicholle Stone
Celeste Bulkley	Laurie Kathryn Grant	Shannon M. Lewis	Laura Kendra Northrop	Cynthia A. Stone
Mellissa Burk	Eugene T. Green	Hillstrom	Rae Lynn O'Keefe	Elisa M. Taylor
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Bonnie J. Davis	Brent R. Henze	Toivo D. Maki	Mary M. Peger	Alicia C. Woodfall
Marie DesJardin	Andrew D. Heyward	Ron Mardix	Elizabeth Anne Peterson	Vilma Zamboli

Learning Opportunities

2013 Summit Leadership Day

The schedule for Leadership Day on Sunday, 5 May, has been posted to the Summit website. If you did not sign up for Leadership Day when you registered, you can pay at the door. Leadership Day is open to all community leaders and anyone who would like more information on becoming a volunteer leader.

Half Off Technical Editing Fundamentals Certificate Course

In-person two-day course (Saturday and Sunday, May 4-5) by Linda Oestreich and Michelle Corbin, pre-Summit in Atlanta. Register now for \$350 - half price! See the STC Summit website for details.

Live STC Web Seminar:

Content Management Using Open Source Tool, Alfresco

Bindu Nayar and Bhavana Mohanraj

Thursday, 16 May 10:00–11:00 AM EDT (GMT-4)

Through this webinar the presenters will introduce Alfresco, an open-source content management system, and see how it simplifies content management issues that technical communicators face.



STC News

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

2013 Summit Proceedings

The [Proceedings of the 2013 Summit](#) is available for download in PDF form. Proceedings is a collection of papers from presenters at the Summit who provided them for the publication.

Doc-To-Help, who compiled the papers for Proceedings, is also providing a flash drive with the publication at the Summit; pick one up at the Registration Desk. You can also see the conference program for a QR code to access Proceedings on your mobile device.

2013 Summit Program

The [official program for the 2013 Summit](#) is also available to download in PDF format. The program contains the full educational schedule, plus information on vendors, special events, networking and more. Each attendee will also receive a printed copy of the program at the Registration Desk.

STC Using Lanyrd.com for Access to Summit Program Info

The 2013 Technical Communication Summit is using [Lanyrd.com](#) to provide online access to detailed program and schedule information, speaker and attendee social connections, and much more. Read more information on [STC's Notebook](#), or visit the [STC Summit Lanyrd site](#) and get started!



About this Newsletter



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