Presentations by IDL SIG Members

Here is a list of presentations by IDL SIG members, who would be happy to see fellow SIG members in their audience.

Time	May	(co-) Presenter name(s)	Topic	Description
13:00	15	Jennifer Goode, co-presenting with Ben Woelk (both IDL SIG members)	PRECONFERENCE WORKSHOP: Leveraging Who You Are and What You Know: Launching Your Side Hustle **(additional cost for Pre-Conference workshops)**	Have you thought about creating a side hustle? Do you want a secondary income stream? Technical communication practitioners bring a special mindset and skill set to their employers. However, many of us have the desire to see what it's like to create our own niche business, often in addition to our day-to-day work. This workshop provides attendees with the tools to determine their skills, interests, and passion in identifying an attractive side hustle. You'll learn the key considerations and steps you should take towards creating an appropriate side hustle. Presenters will share their personal experiences from their own side hustles (and a new joint venture!) to spur discussion and ideas throughout the session. You will also begin creating your action plan (roadmap) to help you begin your own side hustle journey.
9:45	16	Alisa Bonsignore	Integrating Sustainability into Enterprise Content Strategy	As climate change and social pressures intensify, U.S. companies are starting to follow in the footsteps of their European counterparts, bowing to public pressure to disclose what they're doing when it comes to sustainable business and climate resilience. In this talk, we'll look at how technical communicators are uniquely positioned to understand the complex technical concepts and customer needs. We'll ground the discussion in the 17 U.N. Sustainable Development Goals, which address everything from environmental topics to issues of equity and public health. No matter where your organization is in its sustainability journey, you have a story to tell. In this session, we'll cover: How to seamlessly integrate necessary information into all communications channels — from supply chain policies to help desk support How the public drive for sustainability can

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				impact your organization's bottom line How to drive your organization toward a more sustainable future.
13:30	16	Alisa Bonsignore, co-presenting with Miriam Williams	Meet the Editors	Attend this session to meet the editors of Intercom and Technical Communication, learn more about how to get published, find out about upcoming themes, and ask any questions you have.
13:30	16	Meghalee Das, co-presenting with Jiaxin Zhang (both IDL SIG members)	International UX Insights: Usability Testing of International Office Websites at US Universities	Higher education in the US has witnessed an "internationalization" of curricula, faculty, and students since the early-2000s (ACE, n.d.), and as of Fall 2020, the Institute of International Education calculated there were over a million international students in the US (Duffin, 2020). For many foreign students, the international office website is their first source of information about a university and life in the US. How usable are international office websites in institutions of higher education in the US? This presentation analyzes the international office websites of five midwestern US universities using Jakob Nielsen's Ten Usability Heuristics for User Interface Design. It also presents the results of a usability test, conducted as a graduate class project, with international students from diverse cultural, linguistic and technical backgrounds. Lastly, it makes recommendations on improving the usability and inclusivity of websites in terms of design and content strategy, specifically recognition, search functions, icons, and simplified English and description.
8:30	17	Mellissa Ruryk and Cindy Pao, with Deanne Levander	All about the Technical Communication Body of Knowledge	The Technical Communication Body of Knowledge (TCBOK) is a long-term project of the Society for Technical Communication. It's been in process for nearly 20 years, and during that time, has undergone a wide variety of changes. Currently, the TCBOK Committee and the editing team is working toward a few different goals: – Identify and transfer content from Intercom

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				to fit in the newly configured website – Add educational initiatives that meet topic needs – Identify and describe new content to be added How Can You Get Involved? – Come to the session!a
8:30	17	Jennifer Goode, co-presenting with Bremen Vance & Erica Stone	What Tech Comm Job Ads Say about Skills, Job Searching, and Hiring	What is the current state of the technical communication job market? What skills, knowledge, and tools are employers seeking in new hires? How can employees prepare themselves for a job search? How can employers write job ads to find the best candidates? This research team has conducted a review of thousands of recent technical communication job postings. Join them as they discuss what they found, as well as how job seekers, employers, and technical communication programs should respond. Then, participate in an interactive workshop to develop a personal development plan or draft a new job posting–using tips and best practices from the study's findings.
13:30	17	Craig Baehr	CCPTC Certification Program Overview and Top 10 Study Tips	Join us for an interactive session on the CPTC Program, including an overview of the three levels and nine core competencies, what you need to know about the exam, sample questions, informative resources available, and the top study tips for preparing for each of the exams. We'll also be available to answer your questions about the program, too.
14:45	17	Ben Woelk	We're All Winners: Technical Communication, Gamification, and Security Awareness	Are you involved in compliance initiatives? Annual compliance training can be boring and ineffective, resulting in minimal behavioral change. As technical communicators, what can we do differently to change these results? What if we gamified our content to make it both engaging and effective–possibly even enjoyable? Join the presenter as he describes how he used technical communication and instructional design principles to develop gamified content in the context of cybersecurity awareness,

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				including the development of a Digital Self Defense Dojo, physical and virtual escape rooms, and positively-reinforced simulated phishing exercises.
16:30	17	Tim Esposito, co-presenting with Alyssa Fox, Chris Hester, and Liz Herman	Resume Review Session (pre-registration required)	We're excited to offer a resume review session at this year's Summit! Experienced hiring managers will be on hand to assist attendees by reviewing their resumes and offering tips to develop a strong resume that highlights your professional experience and achievements. You'll get 15 minutes with a hiring manager to ask questions, get advice, and hear about what that manager looks for when hiring technical communicators–which is about 14 1/2 minutes longer than most managers take to review a resume when hiring! Our resume reviewers–Alyssa Fox, Chris Hester, Liz Herman, and Timothy Esposito–have extensive experience hiring technical communicators, UX writers, content strategists, knowledge management team members, marketers, project managers, and instructional designers. To sign up, visit the Education booth in the Summit registration area starting Monday morning, 16.
16:30	17	Jennifer Goode	Keeping Score: Advance Your Career by Tracking Personal KPIs	Are you ready to advance your career, but unsure of how to start? There are several strategies for advancing your career, but using personal key performance indicators (KPIs) is a unique strategy that can help you fast track your career. In business, you must be able to continually prove your value and proactively communicate that value with key managers and stakeholders—you can't assume your manager will know your accomplishments. Join this interactive session where you'll learn how to systematically track your professional activities using five unique resources, translate your activities into personal KPIs targeted directly to your stakeholders, and convey your personal value to organizational leaders using KPIs and targeted communication strategies. During this session, you'll also track your own professional activities from a previous month, translate them into personal KPIs, link your KPIs

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				to personal value, and create a communication plan to support your advancing career.
16:30	17	Toni Mantych, panel member with Sue Warnke, Miriam Williams, and Akash Dubey as moderator	KnowledgeXchange Panel: Using Content to Design More Inclusive Solutions and Workplaces	Diversity, equity, and inclusion (DEI) describes programs and policies that encourage representation and participation of diverse groups of people—not only people from all genders, races and ethnicities, religions, ages, and sexual orientations, but also those with different backgrounds, experiences, and skills. The goal of DEI is to ensure everyone's voice is being heard and they are included in business happenings. Join our panelists for a discussion about why DEI is important, and how content can help—or hinder—your business objectives.
8:30	18	Toni Mantych	Investing in Inclusion: A Dual Imperative for Content Creators	In recent years, both businesses and individuals have put diversity, equity, and inclusion (DEI) under an increasingly intense spotlight. In this session, we'll discuss why investing in creating inclusive content is increasingly critical and how to increase the inclusivity of our content. More specifically, we'll take a look at: • What inclusivity is, and how it is related to accessibility • Why investing in inclusive content is critical to both customer experience and business success • How to avoid common inclusive content gotchas • Where to find helpful guidelines and resources

Presentations of Note

The presentations on this list have been hand-picked to present new ideas or deeper coverage of existing topics that are related to the field of instructional design (sometimes, tangentially!). Some of the presenters are IDL SIG members, but most are not.

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14:45	16	TXTOmedia	INNOVATION HUB: How to Turn Tech Docs into Instruction Videos	Nothing captures the mind like visual information. Video has become the preferred information format, particularly for younger audiences. But video creation is often seen as a complicated, time-consuming, and costly process. Creative preparations and the production process

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				can indeed be demanding, and managing these multi-discipline projects can be challenging. But now, a fresh approach to creating videos at scale provides new and improved insights and capabilities for which structured content authoring and Component Content Management Systems form the basis. We will discuss the additional video automation technology, which enables you to manage and automate the needed processes and workflows, create text-to-speech audio in any available language, and automatically create and update all localized versions of your video titles, which makes manual video editing redundant.
14:45	16	Elizabeth Raichle Wolfe	Once Upon a Time in Metrics: Using Storytelling to Create New Knowledge with Data	Tables. Graphs. Pie charts. Data points. BORING. How often are we inundated with data that seems to only makes sense to presenter, all the while not hitting the mark of what the audience really cares about? How often have YOU felt that you were doing the same, losing the audience along the way and, more importantly, the message you're trying to convey? Enter the power of storytelling and data visualization. This skill is crossing over to today's technical communicator and instructional designer and is becoming more in demand than ever before. Through this session you will be inspired to apply storytelling and imagery to data presentations and work with resources to help begin reinventing your metrics to convey a narrative. Bring your data and an open mind and be ready to tell your story!
16:30	16	Hilary Marsh	Content Effectiveness: Measuring What Matters	All too often, we measure content effectiveness using the data that's easiest to gather: pageviews via Google Analytics, conversion statistics, or revenue. But in reality, as sociologist William Bruce Cameron wrote, "Not everything that can be counted counts, and not everything that counts can be counted." Creating effective content is about setting smart, measurable goals for content, learning whether or how well content achieved its goal, and taking this information into account for future content.

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				This session will cover practical examples and guides for making your organization's content more effective.
16:30	16	Marci J. Gallaghe, Philip B. Gallagher	New Era, Same Problem: Making Visual Content Accessible for Visually Impaired Users	Our presentation responds to evergreen accessibility challenges users with visual impairments experience while interacting with visual information. We offer a theoretical and practical approach to improving access to the current sea of visual content. In our presentation, we discuss using tags, alternative text, and visual content descriptions based on empirical studies of users who are visually impaired. Working from their needs, technical communicators use visual design and rhetorical analysis practices, employing visual language and design knowledge, to make visual information accessible and useful. We couple this approach with a demonstration from a visual communication class and discuss the deliverable outcomes we observed. In conclusion, our presentation provides attendees with knowledge about the challenges facing users of visual information who are impaired, and an approach that give us means to make visuals more useful and accessible for these users.
09:45	17	Danielle Matthews	Accessibility in Technical Writing and User Demonstration of the CommonLook PDF Accessibility Tool	Creating documents that everyone can use and understand is vital to the success of your projects. I'll provide an overview of US Federal Section 508 and ADA accessibility standards, then demonstrate how I use CommonLook PDF to generate accessible documentation. *I am not affiliated with CommonLook. This is just a user view.*
11:00	17	Tina Kister	Science-Based Content Design: Information Typing for Design	Categorization is integral to human information processing – as soon as stimuli enters our sensory systems, our bodies and minds begin to categorize that information so we can process it efficiently. Interestingly, effective information-development processes also rely heavily on categorization. From our earliest years, we learn to structure chunks of information into basic types (such as introduction, body, and conclusion). As technical communicators, we learn to use more sophisticated information types for ensuring

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				quality and streamlining production. This presentation brings together the natural categorization of information processing with the learned categorization of information development, and extends them to the visual components of content design. It shows how to increase usability by leveraging the skills we use as writers to make content-design decisions that that effectively direct our user's attention, reinforce information-seeking behavior, facilitate comprehension, and ultimately lead to success – for our end users, our organizations, and ourselves.
13:30	17	TechSmith (makers of SnagIt®	INNOVATION HUB: 5 Ways to Easily Improve Your Visuals for Clearer Technical Communication	Visuals are great for conveying a process, and elevating them beyond a simple screenshot can make them clearer and more effective. Creating these elevated visuals seem intimidating, but it's actually quick and easy. Join Chandra Owen as she discusses five simple techniques for improving your visuals for clearer technical communication. Chandra will discuss next level visuals like gifs, templates, and screen recordings, as well as when and how to incorporate them into your content or documentation. After this session you will have a better understanding of how to efficiently create great visuals for clearer documentation, saving you and your colleagues time.
14:45	17	Ben Woelk	We're All Winners: Technical Communication, Gamification, and Security Awareness	Are you involved in compliance initiatives? Annual compliance training can be boring and ineffective, resulting in minimal behavioral change. As technical communicators, what can we do differently to change these results? What if we gamified our content to make it both engaging and effective–possibly even enjoyable? Join the presenter as he describes how he used technical communication and instructional design principles to develop gamified content in the context of cybersecurity awareness, including the development of a Digital Self Defense Dojo, physical and virtual escape rooms, and positively-reinforced simulated phishing exercises.
16:30	17	Nicky Bleiel	Minimalism in Theory	In 1990, Dr. John Carroll introduced the concept

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			and Practice	of minimalism in his book "The Nurnberg Funnel: Designing Minimalist Instruction for Practical Computer Skill" and became known as "The father of minimalism". I interviewed him in 2013 about the book and its follow-up "Minimalism Beyond the Nurnberg Funnel," and recently joined him to discuss "Minimalism at 30" on the 30th anniversary of the original book's publication. Minimalism has continued to evolve over the years, and technical communicators are still talking about it and trying to practice it. In this talk, I'll discuss the origins and core principles of minimalism, how users benefit from minimalism, misconceptions about minimalism (the biggest one is "minimalism means brevity"), and best practices.
08:30	18	Sara Feldman	Zoom Out: Expand Your Understanding of Customer Context	Users don't need our content. They need the outcomes and value that our content enables them to experience. How can we improve our understanding of what our customers want to experience? With the help of Outcome-Driven Innovation and Jobs-to-be-Done (JTBD) theory, we can expand our perspective to create more meaningful content. Together, we will explore techniques and examples for content development that prioritize what our users need and still achieve business goals.
08:30	18	Presenter(s) Joe Welinske	UX Writer Touchpoints for Accessibility and SEO	The practice of building accessibility into our digital products and services is one of the best ways to support the full spectrum of abilities among us. In the user experience field, it is well known that applying accessibility techniques helps foster more inclusive designs. Less visible is the added bonus of richer search engine optimization that comes with attention to accessibility solutions. Contributions from UX Writers can be at the center of these product values.