



# IDeAL: Design for Learning

Newsletter of the Instructional Design & Learning SIG

<http://www.stcidlsig.org>

## SIG MANAGER'S THOUGHTS

by [Jane Smith](#), SIG Manager



Greetings SIG Members,

There is a saying that goes something like this, "All people make a difference in our lives – some by coming in and others by going out." Then there's another one that I prefer, although it's not as funny, that says,

"Each person comes into our lives for a reason, a season, or a lifetime."

Three years ago, I wrote my first "Letter from the Manager" in our first SIG newsletter. Now I'm writing my last "Letter from the Manager." At this time, I can afford the luxury of pondering the last three plus years. During that time, the leadership team has brought the SIG from an "average" SIG to "SIG of Distinction" for the last two years. I am very proud of the accomplishments we have made in this time, since my primary goal was to make a difference to the SIG members by providing information and programs.

But equally (no – maybe more) important to me as an individual are the friendships I've made and the lives that have touched mine – yes, for a reason, a season, or a lifetime. I have interacted with many of you in a variety of ways: evaluating your training at a conference; facilitating a workshop at your chapter; meeting you at a conference luncheon, SIG meeting, welcome reception, SIG progression, or other session; or communicating with you via email or phone. Many of you came out of the woodwork during difficult times to offer your support.

Many of you have offered to volunteer in the SIG in some way. So, each of you has touched my life in a meaningful way – for a reason.

In addition, through the leadership team and other SIG and STC activities, many of you have become friends – good friends. What would I do without you all to bounce ideas off of, share with, or work with on a project or an activity? Each of you has come into my life – for a season. I can't say how much I appreciate your presence, your support, and your friendship.

And some of you have become such good friends that I know our friendship will survive beyond the boundaries of the SIG or STC. You came into my life for a lifetime.

When I first volunteered for this position, I wanted to make a difference in instructional design – to let the STC world know that instructional design is a truly viable part of technical communications with its own discipline, skills, and thought processes. I had no idea that volunteering to be Manager would have the rewards that it has had. Not only has the leadership team helped to accomplish my personal and our collective goals, but we have also formed bonds that extend beyond instructional design. We have laughed together, sighed together, struggled together, and succeeded together. We have, indeed, formed a strong community – this is the benefit I never dreamed of three years ago and one that I will never forget.

Thank you all for being part of the SIG and part of my life – whether for a reason, a season, or a lifetime. YOU make a difference to me.

Best regards,

Jane Smith  
IDL SIG Manager



by [Robert Hershenow](#)

Spring weather in the Northeastern U.S. is often full of surprises: one day it feels like summer; the next it's snowing again.

This year the Philadelphia Metro Chapter's annual Workshop and Conference, held on March 16-17, came up against a major snowstorm that closed airports and highways throughout the region. But presenters Ed Marshall and Neil Perlin, stuck in Boston, didn't take no for an answer—they got online and got on the phone with conference co-chairs Gary Samartino and Steve Lungren. Soon they had set up a virtual meeting room (using [Elluminate Vroom](#) [www.illuminate.com](http://www.illuminate.com)) and juggled the conference schedule a bit, and the day went on as planned. Conference attendees watched Ed's and Neil's presentations on the big screen; two-way audio was delivered via telephone piped through the room's PA system. Steve said later, "Using quick, creative thinking and their experience with technology, Neil and Ed went above and beyond expectations to come through for our attendees."

More tips and information inside this issue, including lots of SIG news and a Summit schedule of SIG events. Hope to see you in Minneapolis!

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 SIG Newsletter Archives: <http://www.stcidslig.org>  
 SIG E-mail List: Open to all members. For information click [here](#).

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

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# FEATURE ARTICLE: SABRE Learns From the Learners

## Creating Synergies between Academia and Industry

*By Denise Bowen / Brant Deranger / Karl Lewis / Laura Kerr*

In the fall of 2006, the writers from the Airline Solutions Training Department at Sabre Holdings (Sabre) decided to test our documentation with a tough crowd—students from the University of North Texas (UNT) Technical Writing program.

We had been extremely focused on projects at hand and realized we'd had little opportunity to see what was happening outside our organization. That is when we started looking for outside influences including STC and the UNT partnership.

The Sabre/UNT Partnership allowed UNT Technical Writing students the chance to gain industry experience on a high-priority project. At the same time it allowed us the chance to brush up on the "latest and greatest" course development techniques, and assess how our training development methodologies and technology stack up against current industry standards.

Sabre Airline Solutions writers and instructors presented portions of the current training curriculum to UNT Technical Writing students over several phases. The students were divided into writing teams and asked to evaluate the current curriculum and design, and then produce a new course curriculum that uses a blended learning methodology. Each UNT team produced the following deliverables:

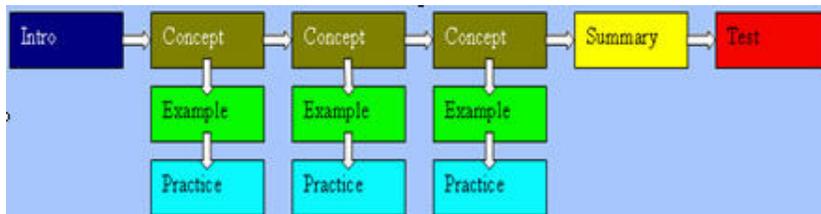
- High-fidelity prototype
- Recommendation report
- Presentation describing their prototype and process

### THE RESULTS

Each of the four UNT Technical Writing teams approached the project in a unique and interesting manner to meet the project requirements:

#### Classic Tutorial Architecture

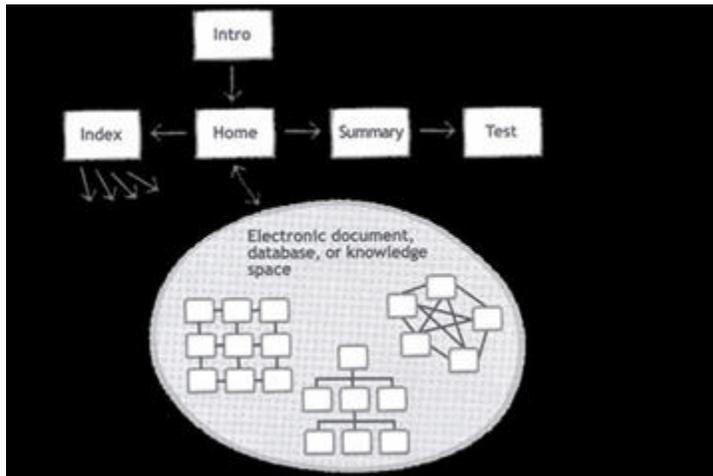
The following architecture was the most commonly employed by the UNT technical writing students:



**What we learned:** This hierarchical architecture is primarily linear, and has become a standard for self-paced learning modules in the Training industry. Sabre Airline Solutions uses a very similar architecture in our course design.

### Exploratory Architecture

The following architecture was employed by one of the UNT technical writing groups:

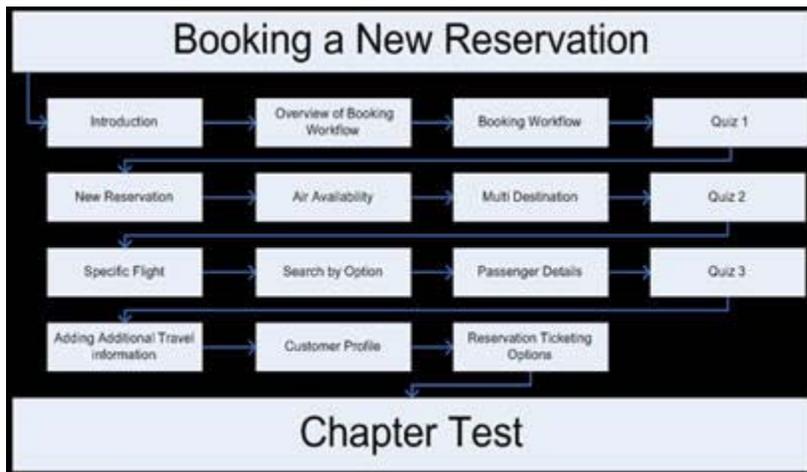


**What we learned:** This architecture is non-linear, associative, and can be quite useful for reference, though not as effective for directed learning.

Sabre Airline Solutions Training uses a very similar architecture on a high level to organize all of our training "eManuals."

### Storyboarding

The following screenshot provides an example of a planning storyboard that matches the "classic tutorial" architecture:



**What we learned:** Story-boarding and planning is a vital part of developing blended learning content.

Sabre Airline Solutions Training uses storyboarding for planning and task analysis, resulting in a shorter development cycle.



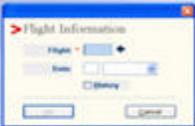
**Layout and Formatting:**

The following screenshot contains a recommendation for improved layout and formatting. The UNT teams suggested a textual layout that closely paired content with pop-up screens and graphics.

### Design: Layout and Formatting

- Tutorial information placed close to applicable pop-up screen where possible.
- Pop-up screen headings are emphasized in text with bold / Arial font.
- Key navigational commands are explained in more detail for those less experienced with computers.

The **Flight Information** pop-up window displays the following:



**Original**

Select <Shift + F1> to display Flight Information (FLIFO) for a flight

**Improved**

Press **Shift** and **F1** at the same time to display FLIFO for a flight

**What we learned:** Formatting and Layout affects course and content usability. As we expected, the UNT students found some areas we need to reconsider when making our course design decisions.

**Usability Testing:**

The following screenshot summarizes the results of a usability test UNT students conducted.

### Usability Testing

**The Evaluators**

| Name  | Age | Education      | Computer exp  |
|-------|-----|----------------|---------------|
| Dee   | 44  | HS             | average       |
| Coray | 17  | HS student     | average       |
| Nic   | 56  | 40 hrs college | no experience |

**The Results**

Evaluators ranked usability test by the following scale:

- Clearly understandable = 4
- Fairly understandable = 3
- Some parts confusing = 2
- Confusing on the whole = 1

| Name    | Link navigation | Instructional clarity | Understanding FLIFO interpretation |
|---------|-----------------|-----------------------|------------------------------------|
| Dee     | 4               | 3                     | 4                                  |
| Coray   | 4               | 3                     | 3                                  |
| Nic     | 3               | 3                     | 3                                  |
| Average | 3.66            | 3.0                   | 3.33                               |

**What we learned:** Usability Testing is vital for blended learning course design.

Regardless of time constraints, the effort spent up-front on user-testing prevents the back-end expenses associated with redesigning a curriculum late in the development cycle.

**Alternate Solutions:**

The following screenshot contains a very different approach and solution. It is a perfect example of the different perspectives and outside-the-box thinking that the program encouraged.

The screenshot shows a presentation slide with a blue background and white text. The title is "ETraining program approach". Below the title are three main sections: "Technical Requirements", "Solution", and "Advantages of etraining". The "Solution" section is highlighted with a red rectangular box. The "Advantages of etraining" section is partially visible at the bottom. The slide also features a graphic of a globe with a dollar sign and a laptop.

- Technical Requirements
  - Internet browser supports Javascript and CSS
  - Windows 95 with version 2
- Solution
  - Supply with equipment: Laptop & projector
  - Airplane ticket cost > equipment cost
  - Example
- Advantages of etraining
  - Save money
  - Easy to update
  - Compatible with new Technolog

**What we learned:** There's always an alternative approach. Though not always feasible, such recommendations foster innovation.

**ABOUT THE AUTHORS:**

**Denise Bowen** has worked for American Airlines and Sabre Holdings for twenty years. Her interest in the Technical Writing field began eight years ago while helping to develop an online help system for travel agents. Today, Denise is a Senior Technical Writer for Sabre Airlines Solutions.

**Laura Kerr** has been with the Sabre Airline Solutions documentation team for almost a year. Having spent twenty years in the travel industry, her last ten years have been focused specifically on training and curriculum development.

**Brant Deranger** is a Senior Technical Writer at Sabre Airlines Solutions and a Technical Communication ABD doctoral candidate at the University of North Texas. He specializes in online training and interactive course development. His interests include online pedagogy, composition, usability, and computer-mediated learning.

**Karl Lewis** is the Training Lead for the Sabre Airline Solutions documentation team. He is a twenty-year veteran of the travel industry. Since 1995 Karl has worked in the areas of usability, reference, and curriculum development.

*Thanks to the Lone Star Chapter for permission to reprint this article from their newsletter.*

## The SIG at The Summit



Please join us for the following IDL SIG activities at the upcoming STC conference in Minneapolis.

### Welcome Reception

Sunday, May 13, 7:30 – 9:00 p.m.

Come meet SIG leaders and fellow members.

### SIG Progression

Monday, May 14, 3:30 – 5:00 p.m.

Take advantage of the opportunity to learn about instructional design topics from experienced instructional designers who are also SIG members.

### SIG Meeting

Tuesday, May 15, 7:00 – 8:15 a.m.

Join us for a great opportunity to meet the outgoing and incoming SIG leaders and other SIG members as well as to provide input into SIG activities and events for the upcoming year. We'll be networking and getting to know you and your needs. We'd love to meet you – so stop in for a little fun and friendship.

Breakfast: Outside the SIG Meeting rooms, the conference will provide a kiosk where you can purchase your favorite beverage and breakfast pastry. If you choose to bring your breakfast in from an outside source, do so discreetly. DO NOT bring large quantities of food into the conference center; however, an individual cup of coffee and a pastry are perfectly acceptable.

### Expert Evaluation of Training

Tuesday, May 15, 10:30 a.m. – 12:00 noon.

If you'd like to receive feedback on a training project, contact Jane Smith, [manager@stcidlsig.org](mailto:manager@stcidlsig.org) to obtain an application to attend this session. You'll

submit your work ahead of time to an evaluator and then spend 40 minutes with that evaluator during the session. It's a great opportunity, and many people have benefited greatly from this opportunity in the past. But don't wait – get your application in now before all spots are taken.

### SIG Luncheon

Tuesday, May 15, 2007

12:00 noon – 1:30 p.m.

Plan to attend this fun time where you get to meet fellow SIG members and discuss your favorite topics over a nice meal.

## We'd Like Your Input!

### Thought Leader Interviews

From time to time we publish interviews with leaders and innovators in the field of Instructional Design, and we invite these people based on input from our membership. Who would you like to hear from? Let us know, and we'll contact them.

### Articles

Most of our articles are written by members... why not you? One of the best things about our SIG community is that we can all benefit from each other's experience.

### Tips and Hints

There's more than one way to do just about anything, and maybe your way is the next big thing. Or maybe it's just better than my way. Got a favorite process that saves you time every day? Why not share it?

### Letters to the Editor

How do you like the IDeaL newsletter? How could we make it better? Was there an article or feature you enjoyed (or didn't)? Tell us about it!

Send your comments, requests, or opinions to [newsletter@stcidlsig.org](mailto:newsletter@stcidlsig.org)

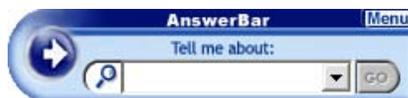


You're probably familiar with the excellent (and free) online reference library offered at [Bartleby.com](http://Bartleby.com).

For Windows users, [Answers.com](http://Answers.com) (also free) provides an even quicker path to definitions and information, though it requires a download. Once you've installed the "1-Click Answers" add-on, simply Alt-Click a word on your screen (in the text of any Windows program) for a bubble window containing definitions and facts about the word.



Additionally, you can click to expand the small "AnswerBar" icon at the bottom corner of your screen to enter a topic and search the Answers.com knowledge base for information. You can disable the AnswerBar or set other preferences via an Options menu.



"Today's Highlights" is part of the default installation. When Windows starts, this feature displays news headlines, today-in-history trivia, and language- and information-related links to the Answers.com site. You may find this a convenient way to grab news headlines and small-talk topics, or an annoying interruption. In the latter case, you can disable this feature as well.

The Answers.com knowledge base seems fairly extensive, but it is oriented more toward pop culture than literature or academia. Try a search on "LMS" and you'll see, first, a description of a reggae band—you'll have to scroll down to read about Learning Management Systems.

Answers.com: [www.answers.com](http://www.answers.com)

Bartleby.com: [www.bartleby.com](http://www.bartleby.com)

### International English Usage Guidelines

A team led by Canadian Professor Ron Blicq developed a glossary of English-language usage to help communicators choose from three variations: one set for Britain, one for the United States, and one for international communication. You'll find spelling and definitions, guidelines on punctuation and mechanics, and learn when to write 9/7/03 vs. 7/9/03.

Download a PDF copy at the [Intecom](http://intecom.org) web site: <http://intecom.org>

- On the Main Menu, click Publications/Downloads.
- Under Categories, click Publications.

Select "Guidelines for Writing English-Language Technical Documentation for an International Audience."

Prof. Blicq invites contributions of new words and expressions to help amend and update the glossary. E-mail him at [ronb@rgilearning.com](mailto:ronb@rgilearning.com)

*--Thanks to Mary Battle, University of Memphis*

What's in your toolbox? Write to [newsletter@stcidlsig.com](mailto:newsletter@stcidlsig.com) and tell us about your favorite tips, tricks, or tools for a future column.



By [Sylvia Miller](#), SIG Membership Manager

This month I received word from two of our Canadian members who reported on awards they had recently received:

**Angela Wiens** of Meridian Communications, Inc. reported that she, along with two others (Barry Power and Karen Weir), won a Merit Award in the 2006 / 2007 STC Technical Communication Competition Awards in Alberta, Canada. Their winning entry was called “QUIT: Quit Using & Inhaling Tobacco,” which is a Web-based training course for the Canadian Pharmacists Association (CPhA) Home Study Online Learning Centre.

Previously, Angela won The Commonwealth of Learning Award of Excellence for Distance Education Materials. Her winning entry was “Anticoagulation,” which is a Web-based training course for the Faculty of Pharmacy and Pharmaceutical Sciences, University of Alberta.

**Isabelle Groulx**, a technical writer and instructional designer for the Learning Services group of Jacques Whitford ([www.jwtraining.com](http://www.jwtraining.com)), received an Excellence Award for her online course called WHIMS from the STC Eastern Ontario chapter. Isabelle reports that the course has Flash animations and lots of interactivity. She and her team initially developed the course for internal use, but when they saw how well it was received by employees, they decided to offer it to the general public. You can see more at <http://www.solutions.ca/whmis/>.

Congratulations to both Angela and Isabelle! Keep up the great work!

It sounds as though instructional design and online learning are thriving in Canada! In fact, do you realize that the IDL SIG is now in 33 countries?! The following is a breakdown of our members by country:

|             |     |             |      |
|-------------|-----|-------------|------|
| Australia   | 16  | Netherlands | 2    |
| Belgium     | 3   | New Zealand | 2    |
| Canada      | 249 | Norway      | 1    |
| China       | 1   | Pakistan    | 1    |
| Denmark     | 2   | Phillipines | 1    |
| France      | 15  | Portugal    | 2    |
| Germany     | 8   | Puerto Rico | 1    |
| Hungary     | 1   | Singapore   | 1    |
| India       | 25  | South Korea | 1    |
| Ireland     | 4   | Sweden      | 4    |
| Israel      | 7   | Switzerland | 4    |
| Italy       | 1   | Taiwan      | 1    |
| Japan       | 1   | Thailand    | 1    |
| Lithuania   | 1   | UAE         | 1    |
| Luexembourg | 1   | UK          | 13   |
| Malaysia    | 1   | USA         | 2137 |
| Mexico      | 1   |             |      |

It would be great to share ideas about our instructional design experiences, challenges, tools, and work environments, and more. One great way to do that would be to subscribe to our IDL SIG Discussion List, if you aren’t already subscribed. Just go to <http://mailman.stc.org/mailman/listinfo/stcidl-sig-1> and follow the intuitive interface. Then, introduce yourself to the list by sending an email with a short paragraph about yourself, or perhaps post a question. (Remember that you can sign up for a daily “digest” version containing one day’s messages compressed into one email.) I look forward to “meeting” you online and hearing how instructional design approaches and products differ across countries, if at all!

**Welcome to many new members** who joined us over the past few months. The list of new members is provided elsewhere in this newsletter. We hope to be reading about you in this column very soon!



## From the Minutes...

The STC Conference is coming soon, and the IDL SIG is well

represented. If you plan on coming to the conference, please be sure to stop by our IDL SIG table to meet and greet, and be sure to plan on attending our business meeting. We look forward to meeting you face-to-face!

It has been a busy time for your leadership team! We just completed our latest Web seminar that featured Thiagi addressing adding interactivity to your online training efforts. There is a current discussion on concepts to increase interactivity on the IDL SIG discussion list, so please join in to share and learn.

Planning continues to provide additional discussion calls and Web seminars for you. Don't be shy about sharing your thoughts and ideas regarding the topics you would like to have covered.

Elections are over and the slate of officers approved for the next year. A survey was included with the ballot to ask you how we can continue to serve your needs. The results of the survey will be shared as soon as they are compiled.

We've sent our entry to the Society for the Community Achievement Award. Results will be shared at the conference. Our Community has done great things over the past year thanks to all of you!

Many of you have stepped up to volunteer your time and expertise on IDL SIG committees. We would like to thank all of you for your support and involvement. Your support is what makes the IDL SIG successful, so if you can spare even an hour or two a month to support the SIG, please let us know. And yes, your participation on the discussion list counts! The knowledge and support provided on the list is a benefit for all of us. So much to learn, so little time! A great deal of work is ongoing to provide an archive of discussion list topics. You'll be seeing an announcement soon about the archive and how you can use it effectively.

There is work underway on providing improved communications to you online as well. Our PR team member, William Huscher, will be sending a monthly e-blast to keep you up-to-date about SIG activities.

We always welcome your ideas and your involvement. Feel free to contact Jane Smith at [jemcomm@sedona.net](mailto:jemcomm@sedona.net) or Jan Watrous-McCabe at [janice.b.watrousmccabe@healthpartners.com](mailto:janice.b.watrousmccabe@healthpartners.com).

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## STAY "IN THE KNOW" *By Sylvia Miller*

You may recall that the IDL SIG has two forums for electronic communication.

The **Discussion** list is for posting questions and discussing topics relevant to instructional design. We also have the **Announcement** list, which is a special e-mail list that we use just to inform you of a newsletter release, a request for proposals for webinars, date and time of a web seminar, annual conference reminders, and more. The Announcement list is not for discussion, and no one can reply to any post made. We work very hard to minimize the number of announcements you receive.

When you join the IDL SIG, we automatically add you to the Announcement list so you can be kept informed. Of course, you can unsubscribe. Just keep in mind that we are a virtual community and we primarily communicate electronically. If you are a member of the IDL SIG, you should be occasionally receiving an announcement. If we somehow missed adding you to the list or you accidentally unsubscribed (thinking you were unsubscribing from the Discussion list), please go to [http://mailman.stc.org/mailman/listinfo/stc\\_idlnewsletter](http://mailman.stc.org/mailman/listinfo/stc_idlnewsletter) and subscribe to the Announcement list.

## Sylvia Miller Elected Associate Fellow *by Jane Smith*

It is with great pleasure that I inform you all that Sylvia Miller, our Membership Manager, has been elected Associate Fellow by the STC Board of Directors. Sylvia was nominated by the SIG and her local chapter, Southwest Ohio Chapter, for her dedication to STC and its members for over ten years. Sylvia's accomplishments read like a well-tuned résumé, and we're only talking volunteer efforts.

For the last four years, Sylvia has served as SIG Membership Manager, at first taking on the responsibility of sending welcome letters to members who had not received them in over a year. She did this in a timely manner and has continued to do them or delegate the effort since that time. Besides her initial efforts on the Welcome Letter, she has also overseen the creation, production, printing, and mailing of our hard-copy mailing to each member in January or February. This year Sylvia oversaw other sub-committees: scholarship and discussion group. Sylvia has been an integral team member from the beginning, providing sound, steady input and advice on numerous issues.

Sylvia has also been an integral of her chapter. She served as Chapter President in 1998 –

1999. While other experienced members were supporting conference planning, Sylvia maintained all normal chapter activities, including the competition, scholarship, and monthly programs, through effective volunteer recruitment, training, and support. Before that, she coordinated her chapter's competition effort, organized local networking meetings, served as a judge in the International Competition, and was Program Co-Chairman and Team Manager.

At the International level, Sylvia has published several articles and presented at several conferences. This year, she'll participate in the Expert Evaluation of Training session at the conference.

In her professional life, Sylvia has been an independent consulting, a Lead IDS Consultant, a Director of Training and Documentation, a director of Education Development, a project manager, and a technical writer. Like many of us, she started her professional life as a teacher.

Again, please join me in congratulating Sylvia for her many contributions to the SIG, her Chapter, and all of STC. Sylvia, the SIG couldn't be where we are without you!

## Elizabeth Bailey Awarded Fellow

We are proud to announce that Elizabeth Bailey, our Communications Manager, has been elected as a Fellow of STC, the highest level of distinction in the field of technical communication. We'll feature an interview with Beth in our post-Conference issue. Congratulations, Beth!



See "The SIG at the SUMMIT" on page 7  
for a schedule of IDL SIG conference activities!

## Scholarship Committee Announces Recipient of 2007 Award



The IDL SIG Scholarship committee is pleased to announce that the winner of this year's scholarship is Fang Fang, a doctoral student in the Instructional Systems Technology Department at Indiana University.

Fang's career goal is "to create effective, dynamic, and highly engaging learning environments to help people achieve success in their study, work, and life." She has designed graduate level online courses, mentored synchronous and asynchronous online discussions, and trained novice online faculty to use a course management system for delivering courses, to name a few instructional design engagements.

Currently, she works for the Indiana University Cognitive Science program, taking a lead role in maintaining the Web site, podcasting lectures and colloquium, designing and developing academic software, and training faculty and graduate students to use computer-mediated learning tools. She also does volunteer

facilitation of elementary students in a Web-based 3D simulation learning environment, Quest Atlantis. This project is home-based at Indiana University and is designed to teach science to elementary students. Her work involves synchronous online discussion, reviewing students' assignments, and evaluating the learning environment from an instructional design standpoint.

The IDL SIG scholarship committee feels that Fang is making a meaningful contribution to the field of instructional design. We found her involvement in the Quest Atlantis Project to be especially interesting, as well as her research into 3D learning environments for elementary school children. In addition, her letters of recommendation were quite strong. We congratulate Fang Fang for her commitment to this project and on receiving this scholarship!

## Chris Emanuelli Receives DSSA *by Jane Smith*

Each year the SIG leadership team selects an individual to receive the Distinguished SIG Service Award. This year, the overwhelming favorite in the selection process was Chris Emanuelli, our webmaster.

Chris has been the webmaster of the SIG's website for over three years now. In that time, Chris has revamped the website twice – once near the beginning and once recently when Nina Murdock, our Web Manager, decided to make some major changes. In addition, he moved our website to a new hosting service that would enable him to do more advanced programming (our url is [www.stcidlsig.org](http://www.stcidlsig.org)).

Aside from the basic responsibilities of maintaining the website structure and navigation, Chris has stepped in on numerous occasions to provide some sophisticated programming and tracking services. Chris hand-coded our first web seminar registration process and has since made changes to it twice – each time enhancing the functionality and making it easier to use. Along with Jeanette, our Treasurer, Chris tracks live web seminar registration in a database and ensures that every attendee has all the information they need. In addition, he sets up the evaluation area for the web seminars. To give you access to past live web seminars, Chris has set up an area where you'll soon be able to purchase recorded versions from the web seminar archives.

The list goes on and on. Chris has always been there for me and the team when we needed him. Once he helped to publish the newsletter when we had some last minute staffing issues. He regularly manages the election interface and has provided the survey

functionality without the use of Survey Monkey or some other subscription product.

I can't say enough about how much Chris has supported me, the team, and the SIG. Chris, you're awesome! And you totally deserve the DSSA.!

## SIG LEADERSHIP TEAM

The SIG's Leadership team members include:

SIG Manager: [Jane Smith](#)

Asst. SIG Managers: [Karen Baranich](#), [Jackie Damrau](#)

Communications: [Elizabeth Bailey](#)

Community Outreach Representative

Manager: [Aparna Garg](#)

Conference Activities: [Karen Baranich](#)

Membership: [Sylvia Miller](#)

Newsletter: [Robert Hershenow](#)

Nominations & Surveys: [Mark Hanigan](#)

Programs: [Jennie Douglas](#)

Public Relations: [William Huscher](#)

Scholarships: [Ginnifer Mastarone](#)

Secretary: [Jan Watrous-McCabe](#)

Treasurer: [Jeanette Rogers](#)

Web Manager: [Nina Murdock](#)

Website: [Chris Emanuelli](#)

Member at Large: [Gene Holden](#)

## SIG Elections Results

The results are in! Thanks to everyone who voted, and congratulations to our winners who will take office following the Conference:

Manager - Jackie Damrau

Assistant Manager - Karen Baranich

Treasurer - Jeanette Rogers (formerly Thomas)

More details will follow in our next issue.

## Join the Fun – Be a SIG Team Member

Do you like to have fun and help others at the same time? Are you interested in making new friends? If so, the IDL SIG Leadership team wants YOU!

The Instructional Design and Learning SIG is the most active SIG in STC. In fact, our SIG has been SIG of Distinction for two years. To keep this SIG going strong and to provide you with great programs and learning and sharing opportunities, it takes a strong leadership team – a team that knows how to get things done but knows how to have a good time while they're doing it. We have had such a team for the past three years, and we intend to continue it. However, several of our members are taking a break, and we need new people with fresh ideas to fill those spots. Won't you join us by filling one of these positions?

**Secretary** – the secretary takes minutes at our monthly teleconference meetings, tracks action items, and helps with other correspondence as required. The job requires 2 to 3 hours a month for the basic duties.

**Programs Co-Manager** – the Programs committee is responsible for our live web seminars and our networking discussion calls. Maggie Haenel is staying on as one Co-Manager, but we need someone to step in and help her. This position attends all team meetings (or alternates with the other co-manager to do so) and helps organize and execute all programs. The co-managers do not do all the work alone, however. Other people help out facilitating calls, setting up calls, and helping with the live web seminar. It's an exciting time to be involved with programs because in the next year, we will have the financial capability to do even more than we've done before. Put your creative training ideas to use here – your fellow members will benefit and so will you.

It's hard to quantify the time commitment, but it's probably not more than 3 to 5 hours/month average; however, the time needs are not constant but are determined by the timing of the programs.

**Volunteer/Recognition** – this is a new position being created to help recruit volunteers, coordinate the recognition of all volunteers, and to prepare the SIG's Community Achievement Award application during the months of February and March. As part of the award application responsibilities, this individual will help track SIG activities to ensure that we're meeting the requirements for the award. In April and May, this individual will help with recognition of SIG members who have contributed to SIG activities. This person is required to attend SIG team meetings upon request. The position should take no more than 1 or 2 hours each month with the exception of February through April when more time is needed (4 to 5 hours per month).

**Membership Manager** – this individual is responsible for overseeing a variety of membership activities: the monthly welcome letter sent to all new members (already being done by Flo Sharpe who will continue), the hard copy mailing in January, the quarterly newsletter about member achievements, the discussion list (currently being done by Beth Bailey who will continue), and scholarship (see above). This individual attends regular team meetings and reports on all the above areas. The position takes approximately 4 to 5 hours per month, depending on the month and what activities are taking place.

If you're interested in joining our fun-filled meetings and working with a great group of people, please contact: Jane Smith, [manager@stcidlsig.org](mailto:manager@stcidlsig.org), or Jackie Damrau, [asstmgr2@stcidlsig.org](mailto:asstmgr2@stcidlsig.org).



## 54<sup>th</sup> Annual Conference

Whether you're a novice or senior practitioner, manager or researcher, the Technical Communication Summit—STC's 54<sup>th</sup> annual conference—caters to your need for education and professional growth.



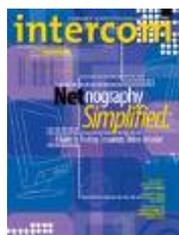
### [54<sup>th</sup> Annual STC Conference](#)

More STC News:

<http://stcsig.org/idl/rss.php>

## Intercom Online

The new Intercom Online is now available on the STC Web site at [www.stc.org/intercom](http://www.stc.org/intercom).



## STC Mission

The mission of the Society for Technical Communications is to create and support a forum for communities of practice in the profession of technical communications

*STC offers opportunities to learn and improve your knowledge in technical communication and instructional design. Check out some of these opportunities to update your skill set, have fun, and increase your earning potential!*

## STC Telephone Seminars

A telephone seminar is much like a large conference call in which the speaker makes a presentation over the phone. As a participant, you simply dial the 800 number from your phone, enter your personal identification number, and you're connected! You then sit back and listen to the presentations and join in the lively Q&A discussion that follows.

### TIME

All seminars are held from 1:00 - 2:30 pm US Eastern Time

### UPCOMING SESSIONS

May 2, 2007

Presenter(s): Whitney Quesenbery

**Choosing the Right Usability Technique**  
(to answer the right question)

### COST

With a telephone seminar, the cost is per site, not per person. Train as many people as your conference room can hold — for one flat rate!

Members: \$99 / Non-members: \$149

### FOR MORE INFORMATION...

<http://stc.org/edu/seminarsList01.asp>

## New STC IDL SIG Members – December 2006, January and February 2007

|              |            |           |               |           |                   |             |              |
|--------------|------------|-----------|---------------|-----------|-------------------|-------------|--------------|
| Laurie       | Adameak    | Erica     | Brown         | Debbi     | Cyrkin            | Mariann     | Foster       |
| Troy         | Adams      | Johel     | Brown-Grant   | Tonya     | Darby             | Sharron     | Fox          |
| Jesus Julian | Agcaoili   | Jennifer  | Browning      | Laurie    | D'Armien          | Amy         | Frankfurt    |
| Vanessa      | Allison    | Stephanie | Bryant        | Allison   | Daues             | Stephany    | Fuchs        |
| Andrew       | Armstrong  | Frederick | Buqno         | Clare     | Davis             | Louise      | Galindo      |
| Lurette      | Arrowsmith | Kathy     | Burke         | Ember     | DeBoer            | Enrique     | Garcia-Mulet |
| Katherine    | Baboulis   | Vicki     | Burkitt       | Scott     | DeLoach           | Lynn        | Gardner      |
| J Mark       | Bade       | Joanne    | Burtch        | Carol     | DeLong            | David       | Garrett      |
| Elisabeth    | Baker      | Tammy     | Butcher       | Brigitte  | Demasi            | Theresa     | Geraci       |
| Julie        | Baldwin    | Jessica   | Cady          | Patricia  | Denman            | Edward      | Gervais      |
| Priya        | Bangara    | Beau      | Cain          | Rick      | Deuel             | Dalene      | Glanz        |
| Sarah        | Baranowski | William   | Calkins       | Candlin   | Dobbs             | David       | Godley       |
| Michelle     | Barbieri   | Barbara   | Camm          | Patrice   | Dodd              | James       | Goldsmith    |
| Tricia       | Bekey      | Mimi      | Campbell      | Gary      | Drenan            | Peter       | Goldsworthy  |
| Michael      | Bell       | Benjamin  | Cape          | Eric      | Drewski           | Marita      | Graube       |
| Joelle       | Berg       | Marcella  | Carby-Samuels | Brenda    | Drummonds         | Steven      | Gregg        |
| Alan         | Bernard    | Matthew   | Carrino       | Crystal   | Dunson-Watson     | Jeffrey     | Gregory      |
| Philip       | Bernick    | James     | Carter        | Carrie    | Durkee            | Karen       | Griggs       |
| Felicia      | Berryman   | Michelle  | Casana        | Andrew    | Duthie            | Karyn       | Grigoriev    |
| J.           | Biel       | David     | Cavanaugh     | Monika    | Duvinage-Delattre | Suzanne     | Guess        |
| Kimberly     | Blackburn  | Irene     | Chang         | Heather   | Dzwonek           | Gina        | Gustin       |
| Merry        | Blount     | Maggie    | Chase         | David     | Ealy              | Mary        | Guth         |
| Norma        | Bodie      | Carla     | Christensen   | Michael   | Eckenfels         | Heidi       | Haafke       |
| Scott        | Bogue      | Gabriele  | Ciminelli     | Lynda     | Edwards           | Cheri       | Hadley       |
| Robin        | Bonke      | Ierulli   | Claudio       | K.        | Ely               | Christine   | Hall         |
| Marjorie     | Borchard   | Grace     | Coggio        | Jessica   | Emerson           | Charles     | Hall         |
| Stacey       | Borelli    | Barbara   | Coleman       | Sue       | Engle             | Virginia    | Hallman      |
| Jill         | Bornemeier | Kevin     | Coleman       | Eric      | Estes             | Jane        | Hamilton     |
| John         | Borromeo   | Elizabeth | Colvin        | Mark      | Evans             | Robert      | Hamm         |
| Daryl        | Bowdoin    | Diane     | Comstock      | Veronique | Evrard            | Barbara     | Hammond      |
| Norman       | Bradley    | Ann       | Connelly      | Dolores   | Fallon            | Rosemary    | Hampton      |
| Luc          | Braems     | John      | Corbett       | Laura     | Filla             | Christopher | Harding      |
| Judy         | Brecking   | Martha    | Cowley        | Laura     | Fink              | Tracy       | Hardy        |
| Todd         | Breeding   | Sandy     | Cox           | Ted       | Fleischman        | Keitha      | Harmon       |
| Allen        | Brizee     | Paula     | Croxon        | Eileen    | Foran             | Mary        | Harner       |
| Pati         | Brown      | Michael   | Cuddy         | Jean      | Forrest           | Laurel      | Harris       |

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|           |            |            |            |            |                 |           |               |
|-----------|------------|------------|------------|------------|-----------------|-----------|---------------|
| Ronald    | Hartberger | Joyce      | Johnson    | Glenda     | Lewis           | Marie     | McMinn        |
| Joanne    | Harvey     | Jane       | Johnson    | Daniel     | Lewis           | Stephen   | McNair        |
| Preston   | Hathaway   | Cynthia    | Joyner     | Lisha      | Li              | Sonja     | McShane       |
| Melissa   | Haughton   | Neena      | Karnad     | Nathaniel  | Lim             | Shane     | McTaggart     |
| Lory      | Hawkes     | Hilton     | Keith      | Jeanne     | Limbrunner      | Brad      | Mehlenbacher  |
| Susan     | Hendel     | Venecia    | Kelly      | Kim        | Lindsey         | Judith    | Meyer         |
| Brad      | Henderson  | Patrick    | Kelly      | Cynthia    | Linton          | Cynthia   | Meyer         |
| Karin     | Hepler     | Jacqueline | Kelnhofer  | Wilkie     | Lo              | Henry     | Meyerding     |
| Rosalinda | Hernandez  | Amy        | Kerr       | David      | Locke           | Robert    | Milkovich     |
| Jeremy    | Herrscher  | William    | Killeen    | Jennifer   | Lodge           | Melissa   | Miller        |
| Connie    | Hessevick  | Kimberly   | Kilman     | Mike       | Looney          | Deborah   | Miller        |
| Judy      | Higgins    | Sari       | Kimmel     | Mark       | Lopa            | Beverly   | Miller        |
| Jeffrey   | Hildebrand | Gina       | King       | Erica      | Loynes          | Martha    | Mills         |
| Jeanne    | Hines      | Kristin    | Kirkham    | Jean       | Lutz            | Angela    | Milora        |
| Terri     | Hinton     | Jonathan   | Kitchin    | Linda      | MacShane        | Carlos    | Mimoso        |
| Mary Pat  | Hinton     | Victoria   | Klavansky  | Sandra     | Maddox          | Patricia  | Mitchell      |
| Amy       | Hollister  | Christine  | Knox       | Cindy      | Magliocca       | Kelly     | Mitchell      |
| Benjamin  | Holmes     | Carol      | Kozlik     | Jean       | Mahar           | Cathleen  | Mitchell      |
| Barb      | Horvath    | Cynthia    | Kratz      | Christine  | Majewski        | Melanie   | Mohling       |
| Rita      | Houle      | Janice     | Kruse      | Barbara    | Martin          | James     | Moroney       |
| Julie     | Houlton    | Chung Kai  | Lam        | Lorraine   | Martinuk        | Terry     | Morris        |
| Ann       | Howard     | Linda      | Lambert    | Jennifer   | Masek           | Andre     | Mottart       |
| Terri     | Howard     | Cheryl     | Lander     | Preeti     | Mathur          | Robert    | Myre          |
| Karen     | Howell     | Rebecca    | Langer     | Diane      | Mazzarella      | Andrea    | Nagy          |
| Heidi     | Huber      | Helen      | Lansdell   | William    | McBride         | Nancy     | Nagy          |
| Thomas    | Hudson     | Francis    | Lanzer     | Jeanne     | McCarthy        | Laura     | Newman        |
| Judith    | Hughes     | Carol      | Lapeyrouse | Kevin      | McCarthy        | Barbara   | Newton-Holmes |
| Sharon    | Irvin      | Cynthia    | Larson     | Timothy    | McCollough      | Jeff      | Niekamp       |
| Charles   | Jackson    | Terry      | Larson     | Antoinette | McCullough      | Martha    | Nord          |
| Lola      | Jacobsen   | Richard    | Lawton     | Kelly      | McCurry         | Rose      | Norman        |
| Fred      | Jacobson   | Roderick   | Layman     | Martha     | McDevitt        | Alton     | Norris        |
| Valerie   | Jacobson   | William    | Leber      | Teresa     | McEntire-Orbach | Catherine | Nowaski       |
| Amy       | Janczy     | Lori       | LeDoux     | Michael    | McFadden        | Debra     | Nyberg        |
| Nate      | Jarchow    | Rachel     | Leetham    | Barbara    | McGuire         | Alan      | Oak           |
| Sharon    | Jendrisak  | Jennifer   | Leong      | Tonya      | McKee           | Casey     | O'Callaghan   |
| William   | Jezak      | Irene      | Levine     | Sherry     | McMenemy        | Colleen   | O'Connor      |

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|           |                |          |            |           |               |           |               |
|-----------|----------------|----------|------------|-----------|---------------|-----------|---------------|
| Alice     | Oden           | Corinne  | Renguette  | Henry     | Shorr         | Matthew   | Van Sickle    |
| Killian   | O'Donnell      | Joanne   | Reynolds   | Carole    | Sigouin       | Karen     | Vaughn Culton |
| Ronda     | Olsen          | Cheryl   | Richardson | Mark      | Singleton     | Kathy     | Versteeg      |
| Sherife   | Olsen          | Erin     | Richardson | Glenda    | Skinner       | Lisa      | Vitale        |
| Vicky     | Olsen          | Diane    | Robertson  | Crystal   | Smith         | Jodee     | Walker        |
| Steve     | Olson          | Harry    | Robinson   | Karen     | Smith Jackson | Linda     | Watkins       |
| Kelly     | O'Meara        | Debra    | Rockey     | Cheryl    | Smith-Yisarel | Clifford  | Wayne         |
| Julie     | O'Neill        | Mark     | Rosenblum  | Carole    | Smyser        | Vincent   | Weatherill    |
| Deirdre   | O'Riain        | Kimberly | Rosenlof   | Jean      | Sommermeier   | Donna     | Webster       |
| Joy       | Osaka-Lu       | Debra    | Rossen     | Eric      | Spaulding     | Jennifer  | Wendell       |
| Nathan    | Packer         | Susan    | Rosso      | Jason     | Spina         | Mary Jo   | White         |
| Anne      | Paczula        | Annette  | Roth       | Christine | Springer      | Cynthia   | Whitesel      |
| Andrea    | Paragona       | William  | Roy        | Annette   | Staehele      | Robin     | Whitmore      |
| Catherine | Passmore       | Jennifer | Rozario    | Leesa     | Stanion       | Nancy     | Wiker         |
| Laurie    | Paul           | Mark     | Rozzano    | Kimberly  | Stanley       | Valerie   | Wilkins       |
| Michael   | Paul           | Alan     | Rubenstein | Heather   | Steele        | Lindsay   | Williams      |
| Ann       | Pavkovic Grove | Steve    | Ruder      | Scott     | Stephens      | Anatole   | Wilson        |
| Kalika    | Peay           | Steve    | Rudman     | Cathy     | Sternod       | Astrid    | Winkle        |
| Avi       | Penkower       | Kathryn  | Rudolph    | Caleb     | Stewart       | Elaine    | Winters       |
| Fayvian   | Perkins        | Valerie  | Rushanan   | John      | Stikar        | Deborah   | Wood          |
| Ann       | Persson        | Emily    | Russell    | Martha    | Straley       | Robert    | Woodhouse     |
| Michelle  | Petersen       | D.       | Russo      | Roseanne  | Sullivan      | Lyda      | Woods         |
| Neal      | Peterson       | Kate     | Samsa      | Jacob     | Swartz        | Wanda     | Worley        |
| Jennifer  | Phillips       | Glenn    | Sanders    | Kristen   | Sweet         | Kristi    | Yager         |
| Julie     | Pierce         | Scott    | Sanders    | Amber     | Swope         | Elliot    | Yamaguchi     |
| Kathryn   | Poe            | Julia    | Santiago   | Joanne    | Tait          | Diana     | Young         |
| Julianne  | Pohl           | Joseph   | Sartori    | Lynn      | Thomas        | Margie    | Yundt         |
| Martha    | Potter         | Jeffrey  | Schieli    | Megan     | Thomas        | Jessica   | Yusuf         |
| Shannon   | Quattlebaum    | Wayne    | Schmadeka  | Sheila    | Tofflemire    | Jill      | Zadik         |
| Lou       | Quillio        | John     | Schneider  | Ann       | Tosello       | Jeannette | Zell          |
| Meeta     | Rangaswami     | Amy      | Scott      | Sonya     | Trejo         | Holly     | Zimmerman     |
| Alexandra | Rankin         | Julie    | Sharp      | Marlea    | Trevino       | Ellen     | Zissler       |
| Jennifer  | Rapp           | Susan    | Sheard     | Melanie   | Trickey       | Cheryl    | Zubak         |
| Francisco | Razo           | Heather  | Shelly     | Richard   | Tuft          | Elizabeth | Zwiers        |
| Gloria    | Reece          | Cheryl   | Shepherd   | Carrie    | Tuntisi       |           |               |
| John      | Reinhardt      | Angela   | Shonk      | Balazs    | Turi          |           |               |