IDeaL: Design for Learning

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

From the Manager

by *Dr. Jackie Damrau, Outgoing IDL SIG Manager*

My journey has been nice. Every one of you has made my time as your SIG manager pleasurable. For many of you, my goal was to provide services of value to you to help in your professional development and offer you an area where you could seek help when needed. While those before me set the path for this, it was my pleasure to continue their work.

One of the things that I get to do in my last newsletter column is to thank all the individuals on the SIG's management team and your elected leaders for their support during the past two years. So please read on to see the awesome work that these individuals have been doing on your behalf. Without these folks, it would not have been possible to give you as much as we did.

Thank you…

Karen Baranich, Member-at-Large
For the advice and opinions that you gave me which helped to inspire me to rethink many of my decisions

Chris Emanuelli, Webmaster
For keeping the Web site going and doing an awesome job in supporting the Web seminars with your technical expertise

Cynthia Silversides, Manager, Volunteers
For beating the "discussion list" bushes to find volunteers to fill the SIG's needs

Ann Gordon, Manager, Surveys
For assembling quick and easy mini-surveys, reporting on those results, and having a passion to deal with new technology

Jamye Sagan, Manager, Scholarships
For providing a fresh perspective to scholarships and being patient as the scholarships started arriving

William Huscher, Public Relations
For always being available on short notice to write the Web seminar press releases and get them posted to the SIG's Announcement discussion list

In This Issue...

Upcoming Events

You won't want to miss the STC and SIG Web Seminars coming up…

Get details on page 20, and register early!

Society for Technical Communication

STC

From the Manager, *continued...*

Nina Murdock, Past Manager, Programs
For getting the year started with a great line up of programs. Your efforts were well-intentioned and we (or I) do miss your involvement. May your work schedule lessen soon so we can have you back with us

Karen Flam, Coordinator, Discussion List
For your exuberance and willingness to step into an area unknown to you and to deliver a great State of the SIG discussion call in September 2008

**Jane Smith, Manager, Programs;
Immediate Past Manager, IDL SIG**
For stepping in to manage an area that you originally built during your term as SIG manager. You've done wonders with this and I look forward to attending future Web seminars. A personal thanks for being an advisor and sounding board when needed to help me in leading the SIG

Robert Hershenow, Manager, Newsletter
For taking over the newsletter when I was its manager which allowed me to step up to serve the last four years in a leadership role. The newsletter has taken on a completely different look. Keep up the great artistic work

Carol Widstrand, Co-manager, Membership
For being vibrant, enthusiastic, and willing to do whatever we need for the membership at large. Your energy is inspiring

**Sylvia Miller, Co-manager, Membership;
Advisor, Scholarships; Member-at-Large**
For helping the SIG even after leaving the positions you formerly held. Mentoring the new managers in these roles brings a special definition to the word "friend." And, personally, for being available to me and calling me to ensure things were running smoothly

Beth Bailey, Manager, Discussion List
For being the silent voice in the background that has been taking care of the two discussion lists without being prompted. It's amazing that with each communication the SIG sent from its Announcement list, you handled their many requests to be unsubscribed from the list

Karen Baranich, Manager, Conference Activities
For your commitment to work with the Philadelphia Metro chapter on a joint chapter-SIG conference, and for your continued support in arranging the Annual Conference SIG progression

Maralee Sautter, Co-Secretary
For transcribing our monthly meeting minutes and capturing all the details when many voices were speaking at once during July through December

Mary Knepper, Co-Secretary
For stepping up to transcribe our meetings for the rest of the SIG year (January through June)

Gary Samartino, Treasurer
For letting us twist your arm at last year's annual conference in Philadelphia to serve as our treasurer. You've done an awesome job at involving the SIG in the Philadelphia Metro chapter's conference

Chris Harding, Assistant SIG Manager
For stepping up for a short while before life asked you to step out. You have so much to contribute to our profession that I hope you will return in the near future

**Jeanette Rogers, Assistant SIG Manager;
Incoming SIG Manager**
For your support over the last five to six years that I've been in the SIG. You've been a special blessing in what I've learned from you, in what you've given to the SIG, and in what you "will" give to the SIG as you become its next Manager.

And a very special thanks for being available to meet when my business travels have brought me to Bellevue, WA for those wonderful Thai dinners

Lastly, I thank all 1,800 of you that have joined the Instructional Design & Learning SIG. Many of you sit quietly in the background without saying a peep. Myself and your administrative council can only hope that we have met and will continue to meet your desires for information in the instructional design field.

For those of you who have spoken up and let us know what you want, we appreciate it. Do know that we are working on bringing you more services. As volunteers, our family and regular jobs are our first priority before we can give to STC and the SIG. I encourage you to step forward and help the IDL SIG by serving on a committee (you don't have to be a manager) to keep the IDL SIG vibrant and thriving in the coming years.

So long from your 2007-2009 manager and hello to new possibilities!

– Jackie

by [Robert Hershenow](#), Managing Editor

The STC's Technical Communication Summit and 56th Annual Conference takes place in Atlanta, GA on May 3 - 6. This issue of *Ideal: Design for Learning* is all about how to get the most out of the conference and your visit to Atlanta.

Blogger Chris Brogan will get you thinking about conference prep, and SIG member (and Atlanta resident) Jack Massa will get you thinking about extra-curricular fun while you're in his town.

Check the STC News page for information on conference scholarships being awarded right now to members who have lost a job or received a cut in pay. (Also note that the Hyatt Regency —the Conference hotel—has lowered its rates for members; details on the STC site.)

The STC is offering some exciting new features in this year's Summit... the Online [Itinerary Planner](#) lets you click on session descriptions to add them your itinerary, then print your plan or send the items to Outlook. And (yes, you **can** have everything!) all the sessions will be recorded and made available to attendees online, post-conference.

Don't forget to join fellow IDL SIG members for the SIG Business Meeting (Tuesday May 5, at 7:30 AM), when we will install the group's new officers and give the outgoing leaders a fond sendoff. The more the merrier, so come by if you can.

Hope to see you in Atlanta! And I hope you enjoy this issue of *IDeaL: Design for Learning*.

Robert

STC Mission

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

The IDL SIG Training Evaluation Workshop

If you are one of the many technical communicators expanding their skills into the area of instructional design, you may be interested in receiving an expert evaluation and review of one of your classroom or e-Learning courses.

In the Training Evaluation workshop taking place at the Atlanta conference, you can have your course materials evaluated by one of the IDL SIG's expert instructional designers with over 15 years of experience. You will receive both written and verbal comments on your materials – comments aimed to provide strengths and opportunities for improvement. These comments cover all aspects of instructional design; however, you can ask for comments to focus on specific areas of your materials.

If you'd like to participate in this session at the conference, you must complete an application form providing the areas of review and information about audience and purpose. The application and materials to be reviewed must be pre-submitted by April 17th.

You will be matched with an evaluator who will review your materials before the conference and then meet with you for 30 minutes during the session at the conference to provide the feedback.

If you'd like to participate in this session, please send an email to asstmanager2@stcidlsig.org.

LETTERS TO THE EDITOR

Dear Newsletter Editor,

I am so impressed with the quality of the newsletter this past year. The content of the articles has been wonderful and the graphics that accompany each one have been very professional. I have learned much about the training industry as well as learning about all the fantastic things that the Instructional Design & Learning SIG has been doing.

Keep up the great work!

Regards,
Dr. Jackie Damrau,
Manager, STC IDL SIG

Dear Jackie,

Thanks very much for your note of appreciation! We aim to please.

Suggestions and requests for newsletter content are always welcome; the address is newsletter@stcidlsig.org

- Editor

Member Article

5 Places to have FUN in Atlanta

One of the things I like most about the STC Annual Conference (or any business trip, when I have the time) is the chance to explore a new city. As a transplanted Yankee who's called Atlanta home for close to thirty years, I can offer you these suggestions for enjoying the city during your visit.

by Jack Massa

High Museum of Art

Atlanta's metro art museum is a quick trip from downtown (You can ride the MARTA train North to the Arts Center Station.)

1

During May, in addition to their permanent collection, the High has an impressive exhibit of works on loan from the Louvre (Yes, the one in Paris).

Located at 1280 Peachtree Street, N.E., 404-733-HIGH or http://www.high.org/.

South City Kitchen

This restaurant, located two blocks from the High, is where I take visitors who want to try high-end "southern cooking"— buttermilk fried chicken, fried green tomatoes, shrimp and grits, banana pudding. Yum.

② Reservations recommended.

404.873.7358

http://www.southcitykitchen.com/midtown/

⑤ Places to have FUN in Atlanta

Atlanta Shakespeare Tavern

This unique troupe plays the plays as Shakespeare wrote them (no artsy director's "adaptations" here) in an auditorium designed to closely match the Bard's own Globe.

Tavern food, beer and wine are served before the show.

③

The week of the Summit, their calendar has *Hamlet* (May 3 and 4) and *The Tempest* (May 7 and 8). Great fun if you're in town those nights and want to see a show. (Be sure to book ahead!)

Located near downtown at 499 Peachtree St NE.

404-874-5299 or http://www.shakespearetavern.com/

Fernbank Museum and Science Center

A bit farther afield, Fernbank is Atlanta's museum of natural history, featuring exhibits, a nature center and an IMAX theater. The adjacent Science Center includes a planetarium and observatory (open to the public Thursday and Friday nights, weather permitting).

Showing in May: *Dinosaurs, Ancient Fossils, New Discoveries*.

4

Located about 4 miles from downtown.

You can get there by MARTA (train / bus transfer) or cab.

404.929.6300 or http://www.fernbankmuseum.org/

5 Places to have FUN in Atlanta
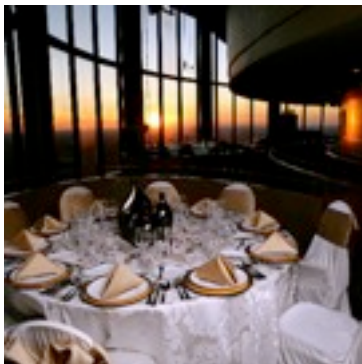
The Sun Dial Restaurant & Bar

After all this fun, you might want to relax with a drink or a snack. For the best view of Atlanta, don't miss the Sun Dial, located at the top of the Peachtree Westin. Day or evening, you can listen to live Jazz as the floor slowly revolves, showing you a fabulous 360° panorama of our fair city.

Located at 210 Peachtree St.

(404) 659-1400 or http://www.sundialrestaurant.com/

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Jack Massa is an Associate Fellow of STC, a former Vice-President of the Atlanta Chapter, and owner of Guidance Communications, Inc. (www.guidancecommunications.com).

27 THINGS TO DO BEFORE A Conference

by **Chris Brogan**

When attending a conference like the STC Summit, a little planning can go a long way toward getting as much as possible out of the event. Chris Brogan offers twenty-seven tips, for conference-goers of all stripes.

Research

1. This seems silly to start with, but check the schedule of the event. Mark off what you want to see. Get a sense of what you might ask for a pertinent question based on the session description, and/or decide what the business value of your interaction at any session might be.

2. Check in at Twitter Search for anyone talking about the event you're attending. You can then determine if you want to follow them and start conversations ahead of the event. This works amazingly well for people who might be a bit shy.

3. Check via Google Blogsearch and Technorati for any references to the event. See whether any companies are announcing anything. Look for signs of business opportunity ahead of the experience, and if you find some, do more homework with search and research.

4. Visit Flickr and look for recent pictures of attendees or other people you hope to meet at the event. I keep a little document of all the faces I might want to meet, sometimes with a few facts about the person, in a document. (I don't do this for every event, but when I do, it helps).

5. Visit the prospective attendees' or business people's blogs and Twitter streams for ideas of how things are going in their lives or in their businesses. Before running into someone, wouldn't you want to know if they were in a car accident the day before, or maybe you'll read that they just closed a B round of funding, and thus might have budget for a project with you. It's free intelligence before a meeting.

6. Read up on any industry news around the event you're attending, to understand what might be impacting the people you're mingling with. My guess is you'll know where this information is for the type of event where you're going. If not, consider this similar to my point above about Google Blogsearch and Technorati, but also check Google News and maybe do some straight Google searches as well.

27 THINGS TO DO BEFORE A *Conference*

7. If you can, check a few of the people's Twitter streams before you say hi at the conference. This way, you can have a few tidbits of someone's personal news top of mind before connecting at the event.

8. Check out the exhibitors and sponsors for the event. Click through the site links and visit their web pages. What do you know about them? Are they a prospective vendor for you? A client? Do you see some business value in meeting any of them?

9. Check LinkedIn for the city where you'll be attending, and/or for any of the speakers' or exhibitors' names to see their professional profile.

Content Preparation

10. Consider putting up a few post-dated blog posts so that you don't have to worry about writing on deadline at the event. Unsure what to write about? Here are 100 blog topics.

11. Write some of your best work in the days leading up to the conference, and have a great post launch on the day of the event. The likelihood of people checking out your blog during or just before an event is high. Heck, I just recommended that you do it.

12. Consider writing posts that might help you form conversations at the event. For instance, if you're looking to work with restaurants, write a blog post about how you'd help restaurants improve sales. Thus, people who might investigate your blog ahead of time might also know what you're thinking about and will engage you.

13. If you're looking to connect at the event, some of your content should be outreach related, via services like Twitter or Facebook. Message the world using the event's hash tag (if it has one), and/or the city/state (or province, etc) where the event

is held. Thus, people using Twitter Search or poking around via Facebook might catch you in a search and engage you.

14. Consider making a video about something and posting it to your blog. Videos will give people an even better opportunity to observe you and see what you're about. It might also help with the people recognition factor, as seeing you in motion might improve their chance of seeing you at an event.

15. If you're thinking of liveblogging the event, prepare ahead of time (here's a great article at Web Worker Daily about that).

16. If you're going to take lots of photos or videos at the event, check your gear to make sure you've got everything (charger, media transfer tools, spare whatevers). This seems to muck up things often.

17. Sometimes an event has a blog. It might be neat to see if you can guest post on it. That might up your chance of meeting folks at the event.

18. Here's one: blog about people you know who might be at the event that you hope to connect with. Write about what you might want to talk with them about. It can't hurt. (Though, in saying this, I'm not sure you'd have to blog that you want to meet me to meet me. You can just come over and say hi.)

Promotion and Other Prep

19. Order fresh business cards. They don't even have to be corporate-approved. Just buy some. Go somewhere like Overnight Prints and pick up some new cards. Here's the thing: make the NAME part very large. Make your primary mode of requested contact come first. Make it VERY clear what you do for business. Make sure you add the

27 THINGS TO DO BEFORE A *Conference*

kind of offering you're putting out there for the event (or for the next several events, if that makes sense).

20. Scour your LinkedIn contacts for the city where you'll be visiting and send some personal emails to people that you might want to meet in the target city. They don't necessarily have to meet you at the conference, but you might be able to schedule coffee.

21. Send message via Twitter saying that you'll be visiting _____ conference in _____ (city) and let people know you're coming. See if you can strike up friendships ahead of time. Maybe mention some of the stuff you're looking to do, business-wise.

22. Backup your laptop before you travel. You might not think about it, but there are many chances to destroy your data once you're on the road. Make sure that's not going to happen.

23. Consider any extra batteries or power supplies you might need to bring with you.

24. If you've got a business offer to promote at an event, practice and practice and practice how you're going to talk about it. Be crisp. Make it easy to say. Be very clear about the ask. If you're looking for people to review your demo, then make that the ask. If you're looking for work, be clear that you're available for a few extra projects. It seems that lots of folks beat around the bush or don't exactly know how to have a beginning, middle, and end to a conversation.

25. Practice believing in yourself.

26. Remember that not meeting someone at an event isn't always the end of the world. There are other chances, other times. Just the same, if it's the kind of event where people have traveled to be there, take every opportunity to reach out. It's harder to recreate an opportunity once everyone's gone home.

27. And this should come first, but remember to give your family a bit of extra love before leaving for the event. Take them out to dinner, and/or give the little ones some extra fun. Make a game of showing where you'll be via Google Maps, and switch to Satellite or Street View to show them the visuals instead of just the map. Give everyone a chance to connect while you're on the trip via Skype video, so they can stay in touch. It makes it easier.

———————————— ✈

Chris Brogan advises businesses, organizations, and individuals on how to use social media and social networks to build relationships and deliver value.

You can reach him at: blog at chrisbrogan.com

Extras

When Chris Brogan published the above content on his website (www.chrisbrogan.com) a number of readers responded with their own conference tips. Here are a few of them:

Make sure you get a very good night's rest before you head out. Once you are there and in full "conference mode" it's hard to get decent rest. You don't want to start behind the curve.

Make sure your flights are confirmed, your itineraries are checked, and you've thought through and properly planned any local transportation.

If necessary, flip the mental switch to get out of your shell and be more aware of networking and friend-making opportunities. Don't miss great networking because you're doing your own thing at the airport or on the plane, instead of paying attention to local people who are also attending the event.

27 THINGS TO DO BEFORE A Conference

Take time to know the city you're visiting. Look up highly recommended restaurants and other venues and keep that info handy. If you meet up with a good group of people, you can hop in a cab and take off to a great restaurant for dinner with directions in hand. Secondly, if you have empty time slots between events and need to re-energize, slip out to a famous landmark, tourist destination, or other less well-known venue that gives the city its vibe. It's nice to say you've been somewhere and seen more than the hotel and convention center.

Use your own likeness on all your [online] profiles, rather than a logo - especially on Twitter, then people will recognize you. Someone suggested putting your picture on your business cards; this is a great idea as it makes your card stand out a little more and may make people remember you and your conversation!

...before you get on the plane let your co-workers, customers and suppliers know of your plans to attend as well (in case they don't follow you on Twitter or read your blog!). A quick message sent to a team of peers at your company to let them know you're attending a conference can generate great results. There may be information they'd like brought back, or a contact they'd like to gain. Then, when they're attending an event that you can't, you can always ask that they return the favor. Or perhaps they know someone who's also going and is on your "to meet" list, and they can help with the intros.

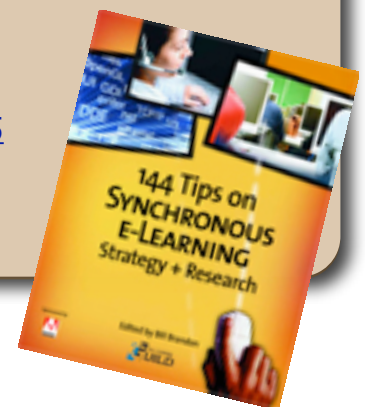Very basic, but never take/wear new shoes.

Walden University Offers New Bachelor's Degree in Instructional Design and Technology

Demand is high for professionals who can analyze training needs and goals, and then design and develop technology-supported instructional materials for various organizations. To help meet this demand, The Richard W. Riley College of Education and Leadership at Walden University now offers a B.S. in Instructional Design and Technology degree program.

Walden's B.S. in Instructional Design and Technology provides students with the skills and practical hands-on experience to help them succeed in the fields of instructional design and instructional technology. The program offers three concentrations: General Program, Business and Organizational Change, and Human Factors and Interface Design.

For more information on this new degree program, visit www.WaldenU.edu.

Call for Presenters

Chicago eLearning & Technology Showcase

Wednesday, August 19, 9 AM – 4 PM
Roosevelt University, Chicago

Creators and producers of online learning are encouraged to become speakers at the Chicago eLearning & Technology Showcase. We are looking for examples of elearning in these areas:

- eLearning development tools
- Custom development of synchronous and asynchronous content
- Mobile and social applications
- Simulations and gaming
- Knowledge management (learning portals, LMS)
- Program management topics (methodology, evaluation, costing, planning)

Organizers are particularly interested in the topics of virtual presentation programs and supporting software, such as webinars, online seminars, virtual classroom, blended learning, and online business simulations. However, we are open to all contributors to the creation and production of online learning.

Presentation Guidelines

- Speaking format is 40 minutes, allowing you to share specific techniques or broad designs and approaches. This includes time for questions.
- We particularly encourage proposals with interactive presentations in which the audience members can participate in some way.
- An easy-to-complete application is found here

There is no cost or registration fee for speakers. Application deadline is June 8, 2009

For more information contact Mike Tillmans at 630-584-0134   EyeDee@aol.com

The Savvy Traveler
[Using social media for travel research](#)
[HOW TO: Find Your Way Around Any New City](#)

Atlanta Links
[Transportation](#)
[Attractions](#) - - - [More Attractions](#)
[Sample Tour Itineraries](#)

Handbook of Emerging Technologies for Learning

[The Handbook of Emerging Technologies for Learning](#), from the University of Manitoba's Learning Technologies Centre, has been designed as a resource for educators planning to incorporate technologies in their teaching and learning activities.

100 Great [Resources](#) for Design Inspiration

Office 2007 [Online Training Courses](#)

[43Folders.com](#) is about finding the time and attention to do your best creative work.

[Quicksilver](#) is a tool for the **Mac** that catalogues your system's applications and frequently-used files and folders, and allows you to open and otherwise manipulate them instantly, using keystrokes. It may seem complex, but in use it quickly becomes intuitive. Here's a [tutorial](#) on how to use Quicksilver to append text to an existing file *without having to open the file*.

Writing TIPS: [The Text Doctor](#)

Bigger than Paint, smaller than Photoshop:

Paint.NET is free image and photo editing [software](#) for computers that run Windows. It [features](#) an intuitive and innovative user interface with support for layers, unlimited undo, special effects, and a wide variety of useful and powerful tools. An active and growing online [community](#) provides friendly help, [tutorials](#), and [plugins](#).

Originally intended as a free replacement for the Microsoft Paint software, Paint.net started development as an undergraduate college senior design project mentored by Microsoft, and is currently being maintained by some of the alumni that originally worked on it.

Thanks to David Cherney for posting this on the IDL SIG discussion list.

Resources: Designing Help Systems

Gina Evans recently asked SIG members on the discussion list to recommend resources for designing Help systems. She shared her compilation of responses:

Books

[Designing and Writing Online Documentation](#) by William Horton
[Is the Help Helpful?](#) by Jean Hollis Weber
[Standards for Online Communication](#) by JoAnn Hackos and Dawn Stevens

Sites

http://www.writersua.com/
http://www.elearningguild.com/
http://www.useit.com/
http://groups.yahoo.com/group/hatt
http://winwriters.com
http://www.idratherbewriting.com/2009/02/11/can-sharepoint-be-used-as-a-help-authoring-tool/
http://hat-matrix.com/compare_hats/
http://helpstuff.com/hats.html
http://www.g2meyer.com/usablehelp/index.html
http://www.g2meyer.com/gallery/main.php?g2_itemId=2878

by **Mary Knepper**

IDL SIG Co-Secretary

A wise economist said that nothing is recession proof. The IDL SIG has cracked that truism, however, by following through on some creative and energetic planning to realize some rich results. Here are some highlights of your SIG's accomplishments over the past few months:
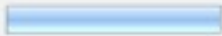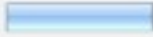
- Co-hosted the Philadelphia Metro Chapter Regional Workshop and Conference March 27 and 28. Past manager Jane Smith presented two workshops.
- Completed our application for a Community Achievement Award. We earned a "Community of Excellence" Award in the Virtual Community category, which will be officially announced at the 2009 STC Summit in Atlanta, May 3–6 (see pg. 22).
- Completed a survey of IDL SIG members on member benefits, spearheaded by Ann Gordon. In response to a previous survey, the IDL SIG made less expensive programs available, such as webinars, and reduced rates at the co-hosted Philadelphia conference. Read about her findings on the next page.
- Sponsored a scholarship for one undergraduate and one graduate student enrolled in an instructional design curriculum, driven by Jamye Sagan. One undergraduate and six graduate students responded. Judges will select winners based on the candidate's research, quality of writing, and likelihood of his or her continuing in the field. Winners will be announced and receive their awards after April 7.

- Planned IDL SIG events for the May Summit, with Karen Baranich, Jeanette Rogers, and Jackie Damrau leading. There will be a business meeting and a breakfast networking session, May 5 and 6, 7:30-8:15. Managers are working on creative and effective ways to cut conference costs for all events, including bringing set-up materials and supplies. Carol Widstrand will create a one-page roadmap for conference events. Jackie Damrau will have available 200 IDL SIG roadmaps and 200 brochures for the Expo SIG booth and Monday evening's Welcome Reception. Read about the Summit in this newsletter
- Kept the budget in the black, under Gary Samartino's oversight. If you have specific questions about budgetary items, you can reach Gary at treasurer@stcidlsig.org.
- Initiated IDL SIG election process, Jackie Damrau and Karen Baranich co-leading. More activity will follow the Summit.

It is true that hard times bring out our best. We could have done without the hard times and still would have done our best, just maybe not as creatively. As we celebrate the spring season and the collegiality offered by our SIG, we look ahead to brighter prospects and continued benefits of our association.

If you have comments or material for the newsletter, contact Robert Hershenow at newsletter@stcidlsig.org. Send ideas and comments to Jackie Damrau at jdamrau3@airmail.net, or Maralee Sautter or Mary Knepper at secretary@stcidlsig.org.

IDL SIG Mini Survey Results

*by **Ann Gordon**, Survey Manager*

		Response Percent	Response Count
Extremely valuable		8.1%	5
Very valuable		30.6%	19
Valuable		**40.3%**	**25**
Somewhat valuable		21.0%	13
Not valuable		0.0%	0

This winter, 255 IDL SIG members responded to our first mini-survey of the year. Thank you to everyone who participated! Following is a brief summary of the survey results.

Have you ever attended an IDL SIG teleseminar or webinar?

Only 25% responded with "yes". That means 75% responding to the survey have never attended a SIG teleseminar or webinar. In future surveys, we will ask what subjects or topic areas members want the SIG to offer in either a teleseminar or webinar.

If you answered "yes" to the question above, how valuable was the teleseminar or webinar you attended?

Although only 62 respondents answered this question, their responses were positive. I'm pleased that 79% found the presentation Valuable, Very Valuable or Extremely Valuable. The remaining 21% marked Somewhat Valuable, and no one marked Not Valuable.

Have you ever submitted a question to the IDL SIG discussion list?

Since I enjoy the discussion list very much, I was surprised that only 18% had ever submitted a question to the list.

If you answered "yes" to the question above, how valuable were the responses you received?

Although the vast majority skipped this question, 46 indicated they found the responses to be valuable: 87% marked Valuable, Very Valuable or Extremely Valuable, while 13% found the responses to be Somewhat Valuable, and no one marked Not Valuable.

Please rank how valuable you find each of the following IDL SIG services:

Nearly everyone answered this question. The majority found the Website Resources, Discussion List and IDL Newsletter to be Extremely Valuable, Very Valuable or Valuable. Few respondents indicated that they did not find these resources valuable. In the Don't Use category, over half marked Conference Sessions and nearly half marked Teleseminars/Webinars.

Please rank your interest in these potential IDL SIG services:

Nearly everyone answered this question as well. By far, the greatest interest (99%) was in the option for Website Posting of Training Examples option. I am not surprised. This question sprang from the many requests we received for this type of service in last year's survey. Most everyone was also interested in ID Software Reviews. Although most respondents indicated interest in a Mentoring Program, a fairly high number (66) indicated that they were Not Interested. About 75% are interested in an IDL SIG Member Services Directory; a similar percentage are interested in Regional IDL Conferences.

Thanks again to those who took the time to respond to our survey. Look for the second mini-survey in the next couple of weeks.

by **Carol Widstrand**

IDL SIG Membership Manager

Hello SIG Members,

I want you to know that this column is for you! We want to hear what you have been up to, so send me news about your work, accomplishments, promotions, and other good things happening with you. Your information helps us get to know each other since we are a virtual SIG and rarely get the chance to meet. If you happen to be going to this year's conference, please stop by the SIG table or the business meeting. It would be great to put a face with your name.

Members Making News

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

David Hegarty

shiro Media, based in southern Germany, has just relaunched its website at www.shiromedia.com

The website showcases the company's RePlay framework for their eLearning development services.

The modular framework is programmed in-house, using only de facto standards (such as Flash, XML and SCORM). This means that it is adaptable to instructional goals without special host or student computing environments. Special emphasis is placed on rich media, such as video or instructional games, to ensure the lightest possible, perceived learning load. Also new on the site are the RePlay Connect, with bespoke programming services for live training on the Adobe Connect platform, and RePlay Live, which overcomes the limits of web cams, for live, remote training situations that need to use high-resolution images—such as product training.

Connie Lam

The Automatic Data Processing (ADP) Training and Performance Systems (TPS) department located in Parsippany, NJ recently won two prestigious awards at the annual STC Washington, DC Chapter Competition for Technical Publications, Online Communication, and Technical Art. Both these products were the result of the collaboration of functional areas working together as a team. The members represented writers, editors, graphic designers, and authors. In addition, ADP was recently named to "Training Top 125" for the second consecutive year moving up to the 12th place this year!

Member News, *continued*

T. R. Girill, *visiting scientist at Lawrence Livermore National Laboratory*

T. R. Girill is marking the tenth anniversary of the East Bay STC chapter's Technical Literacy Project. Since its first classroom workshop in 1999, this skill-building outreach project has introduced several hundred California high school students to basic text design and usability principles. During this decade, project materials have also been posted on an open-access website (www.ebstc.org/TechLit/TL_Front.html), shared with dozens of teachers during summer "academies" at the Edward Teller Education Center (http://etec.llnl.gov), and summarized in an IEEE review article (http://dx.doi.org/10.1109/TPC.2006.885867 or www.worldcat.org/oclc/204269366). For this tenth year, the Technical Literacy Project has released a teacher-support handbook (www.ebstc.org/TechLit/handbook/handbooktoc.html). Girill has also talked with 80 middle school students (about effective science communication) while they prepared projects for their school-district or regional science fairs.

Jack Massa, *Associate Fellow of STC*

Jack has completed the certificate program "Creating E-Learning with Flash" at the Training 2009 Conference in Atlanta. Jack is owner of Guidance Communications, Inc. (www.guidancecommunications.com)

Preeti Mather

Preeti will be awarded the rank of Associate Fellow during the Annual Conference in Atlanta, Georgia.

Sherry Michaels, *President of Michaels & Associates*

Michaels & Associates in collaboration with Activator Methods, Inc., has just completed the Basic Scan Protocol course offered through Activator Online, an online university that is using the Angel Learning Management System. This course replaces a live one-day seminar for chiropractors in the use of the Basic Scan Protocol for treatment of chiropractic patients and is accredited for 12 CEU credits. Initial students have been very excited about the course and the new assessment technique. One chiropractor, who made a 94% on her assessment, called Activator Methods, Inc., and complimented the course, saying that it was "the best workshop or seminar I have ever taken." More information is available on the Michaels & Associates web site at: www.docntrain.com in the Resources area.

Lisa Rowan

The Learning and Documentation Services team at Availity won an Excellence in Blended Learning Award from University of North Florida a few months ago. For more information, view our press releases posted at various media sites, like www.bizjournals.com

Martha Shrader

SCC Soft Computer's Educational Services department has placed in the "Training Top 125" for the seventh time in eight years. In 2008, we were the first healthcare information technology company to rank in the Top 10 with a ranking of 8th. And, this year we became the first healthcare information technology company to rank in the Top 5! Because we

Member News, *continued*

ranked in the Top 5, we're featured in the February 2009 issue of Training magazine, along with the other Top 5 companies. Here's a link to the SCC Website: http://www.softcomputer.com if you would like to read more.

Savita Taylor

Presented on important soft skills of a technical communicator at the STC Philadelphia Metro Chapter's conference. Savita also recently published an article on career transitioning from a technical writer to an instructional designer for INTERCOM. Look in the April issue for the "My Job" column.

Carol Widstrand

Awarded Distinguished in the Technical Art category at the annual STC Twin Cities Chapter Competition for PHS Education Service department's quick reference design, "Traveling with Oxygen".

Chris Willis, *CEO of Media 1*

Media 1 is excited to have celebrated its 16th anniversary on March 17, 2009, and share that we were awarded a Top Women Owned Business of 2009 in West Michigan by the Grand Rapids Business Journal. In addition, three online learning courses developed by Media 1 each won Distinguished awards in Online Communications by different judging panels in three separate STC chapters: West Michigan, Boston, and Minneapolis. On a personal note, I just published in Dr. Michael Allen's 2009 eLearning Annual, in which you will find my article: eLearning: An Appreciative Approach. Considering the Value of Appreciative Inquiry Style Questioning in eLearning Design, Delivery, and Evaluation." The article briefly explains the traditional Appreciative Inquiry process, then proposes that positive results can be achieved in an eLearning development and delivery environment by using appreciative style questioning outside of a full inquiry.

As always, wishing you the best, and please feel free to contact me if you need help.

Carol Widstrand

Membership Manager, IDL-SIG

CALENDAR
OF SIG MEETINGS

The IDL SIG Managers will meet on:
April 22, May 27, and June 24, 2009

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

(Because it's your SIG.)

Welcome, New SIG Members

Since January of this year, we have welcomed over 120 new members! We hope to be reading about you in this column very soon.

Cynthia Aberg
Trevor Ackerman
E. W. Allen
Lorraine Amerson
Charles Anderson
Fred Andrews, Jr.
Carol Ansorge
Gloria Arze-Bravo
Sherry Ashley
Marc Asturias
Frank Baker
Charles Barnitz
Daniel Beigel, Jr.
Tera Blackham
Michael Bonafoux
Leida Bourgeois
Andrea Bridwell
Charles Brooks
Tanacha Brown
Cuong Bui
Ray Byrnes
Sioux Campbell
Margaret Caruso
Johnnye Cassell
Chitra Chakravarthy
Prabita Chandran
Agatha Colangelo
Suzanne Conlon
Todd Cordery
Anjelica Cruz
Hannah Cummings
Sue Daniels
Sanjay Deshmukh
Vimmika Dinesh
Charlotte Djordjevic-
   Smith

BarbaraAnn DuPuy
Nancy Elliott
Alicia Eltgroth
Bruce Emanuel
Dr. Debi Fox
Jennifer Gabriel
Jeremy Gallen
Thomas Gluesing
Stephen Grass
Jamie Gray
Marcia Gugenheim
Colleen Hamilton
Greg Hart
Kristin Hatcher
Anne Henmi
Leslie Hershey
Andrea Hill
Joshua Hintze
Mary Hlavaty-Shapiro
Erin Kary
Kimberly Kilman
Marie Klassen
Rachelle Korth
Nathan Kubicek
Kathy Kvale
James Kwalwasser
Vincent Latella
Peter Le
Suzanne Lee
Brett Leslie
William Leung
Laura LoCicero
Katie Lucas
Erica Mafnas
Pooja Malhotra
Aleksandra Marjanovic

Dr. Diane Markesich
Kenda Marks
Amelia Marshall
Denyse Marshall
Doreen Marson
Eva Martony
June Massoud
Mary McAuliffe
David McClelland
Jan McCulloh
Sheila McDonagh
Nicole McGloin
Susan McNeil
Chan Wee Keong
Melvin
Edward Mikula
Dr. Jennifer Mooney
Joel Munoz
Cathy Murdock
Stacey Noah
Catalina Ologeanu
John Ormond
Katherine Osborne
Sonia Palmer
Adam Parmenter
Mary Parsons
Glenn Patnode
Dr. Kristie Phillips
Suzanne Pinney
Patricia Rader
Michael Randall
Mona Rath
Dr. John Reid
Tiffany Renner
Karen Rhodes
Brian Rossini

Cynthia Roush
Antoine Sample
Gowri Saraf
Stephen Schenk
Pamela Scott
Julie Sears
Melissa Sepe
Radhika Shankar
Linda Shaver
Paul Sheff
Beata Shih
Dr. Susan Siferd
Dr. Joseph Sigalas
Tricia Smith-
   Chapman
Brad Solomon
Sima Staav
Tamara Stice
Christopher Stiff
Elizabeth
   Stotlemeyer
James Stowers
Lonnie Taylor
William Thornton
Laurie Thrasher
Leslie VanWinkle
Jill Viers
Dr. Robert Vogler
Patricia Ward
Faith White
Ron Wild
Betty Winter
Sheryl Yancy
Joel Yasskin
Ellen Zohil

TE SIG Scholarships

The Technical Editing SIG offers two scholarships of $2,000 each. The first scholarship assists students who are pursuing an undergraduate degree in Technical Communication, and the second assists students who are pursuing a graduate degree in Technical Communication. Students applying for one of these scholarships are expected to be able to demonstrate their focus on topics related to technical editing through their academic studies, current jobs, special projects, or undergraduate/graduate program. The winners will be announced in the Technical Editing SIG newsletter.

The deadline for submission is May 1, 2009. Winners will be notified in early to mid-June 2009.

To apply, complete the online Scholarship Application at the STC Technical Editing Web site. For more information, visit this page.

Training Evaluation Workshop

In the Training Evaluation workshop taking place at the Atlanta conference, one of the IDL SIG's expert instructional designers will evaluate your classroom or e-Learning course materials. You will receive both written and verbal comments on your materials, aimed to provide strengths and opportunities for improvement. These comments cover all aspects of instructional design; however, you can ask for comments to focus on specific areas of your materials.

If you'd like to participate in this session at the conference, you must submit an application by April 17th.

If you'd like to participate in this session, please send an email to asstmanager2@stcidlsig.org.

Visually Displaying Information: Best Practices in Table Design

Presented by Lara Whitman & Eli A. Mishkin

20 May, 1:00 - 2:30 PM ET (GMT -5)

A table is a graphical technique designed to contain, organize, and present information. Tables can also be used to collect information, as in forms. However, tables can go terribly wrong when they're poorly designed. This session will include the definition of visual communication and how that relates to tables; a discussion about best practices, tips, and techniques for designing tables; and examples of "good" and "bad" table design.

REGISTER HERE

Creating Accessible Content for Online Learning

Presented by Beth Stinson

3 June, 1:00 – 2:30pm ET (GMT -5)

In this web seminar, the presenter tells the story of building and releasing an online course that teaches instructors how to help students achieve their educational goals by designing usable and accessible content. The presenter will describe why this novel approach to faculty development has been successful in raising awareness, improving content, and directly impacting the outcomes of online learning.

REGISTER HERE

Buy Stuff, Help the STC

STC will receive a small royalty for each purchase on any item on Amazon.com (books, treadmills, clothing, computers) made by those who enter through the portal on the front page of the STC Web site. Proceeds will support STC activities that do not traditionally have a revenue source (e.g. committee work, research, Body of Knowledge).

STC Wants Your Opinion on Twitter and Virtual Conferences

For several years, the Board of Directors has conducted a top-of-the-mind type of member survey just prior to its meeting during the annual conference as part of its commitment to knowledge-based governance. The results, while not considered to be scientific, are helpful in guiding discussions during the Board meeting and with chapter and SIG representatives. This year, the Board would like your quick opinion on your use of social media, such as Twitter, and the growing acceptance of virtual meetings and conferences. Please complete the brief, 5-7 minute 2009 Knowledge-based Governance Survey.

http://stc.org/

Technical Communication Summit

The annual conference of the Society for Technical Communication will be held Sunday thru Wednesday, May 3–6, 2009 in Atlanta Georgia.

Summit Schedule At-a-Glance
PDF Download

Check out the online Itinerary Planner. You can click session names to build your personal plan, then print it or send the items to Outlook.

STC Offers 250 Summit Scholarships to Members

Up to 250 scholarships of $400 will be given to members wishing to attend the STC Technical Communication Summit 3–6 May in Atlanta, GA. Scholarships will be awarded on a first-come, first-awarded basis. To apply for the scholarships, members should download the PDF of the Scholarship Registration Form from the STC website.

Scholarship Details

Resources for members during tough times

intercom online

download the
APRIL
ISSUE

**Global Workspace
PLAIN LANGUAGE
Write for Translation
GLOBAL TEAMS**

IDL SIG named "Community of Excellence"
Community Achievement Award will be presented in Atlanta

From: Martha Collins
To: Jackie Damrau
Sent: Fri 04/10/09 1:24 PM
Subject: Fwd: CAA Award of Excellence

Jackie,

The CAAEC is happy to inform you that the Instructional Design & Learning SIG won the award of Excellence. The citation reads: "For offering programs that build instructional design skills at all experience levels and for providing a forum and mechanism for the free exchange of knowledge, ideas, and skills."

The CAA certificates will be distributed at Leadership Day on Sunday, May 3...

Under your leadership this year, Jackie, the IDL accomplished many of its goals and made excellent progress toward completing other goals. The SIG remains an excellent resource for its members...

Thanks,
Martha

I wish to thank all the IDL SIG members (your current leaders, committee managers, and volunteers) who helped the SIG in achieving this.   - Jackie

Woo Hoo! Good job, everyone!!
Sylvia Miller

Congratulations!
Best,
Gail Dana

Congratulations, Jackie! This is quite an honor.
Cherie Fairburn

Congratulations; I'm not surprised...
Chris Emanuelli

Congrats! I know that I, personally, have benefitted greatly from my membership in the SIG. I enjoy the listserv conversations and have participated in a couple of the webinars.
Thank you for providing such an outstanding service to your membership!
Marj Hermansen-Eldard

Woohoo!
And big thank you to you too Jackie! Your contributions (the way you keep us going, your depth of knowledge and willingness to teach others - just to name a few!) are a major factor to our IDL SIG's success.
Thank you!
Carol Widstrand

Hooray for us! And congratulations to you, Jackie, for driving this bus. It's not an easy job and you've had your hands full this year, so you should be very proud.
Robert Hershenow

Interested in volunteering? Contact Cynthia Silversides at volunteers@stcidlsig.org.

Interested in serving as an Assistant SIG Manager? Contact Jackie Damrau at jdamrau3@airmail.net.