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

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

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

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

See you in Atlanta!

From the Editor

by Robert Hershenow

SIG Events at the Summit

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

- Twitter
  Share your Summit experience and follow other attendees - @stc_idl_sig

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

- Informal Gathering
  Join us at the TweetUp on Sunday night at the Park Bar! http://bit.ly/16cH5qt

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

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

IDL SIG Conference Page: http://bit.ly/Zg4pw0
Dear IDL SIG Members,

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

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

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

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

Tending Our Garden

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

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

Annual Business Meeting

The SIG will conduct its annual business meeting at the Summit in May (hopefully on Tuesday during the lunch hour). At this time, we’ll take advantage of the rare opportunity to see each other in person. I hope you’ll attend this meeting because it’s important! We will, in a sense, tend our garden by listening to who you are, why you joined our SIG, and what you need from the SIG.

Here are some possible agenda topics:

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

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

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

Until next time,

Preeti Mathur

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

Cindy, continued

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

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

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

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

Informal Gathering

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

Questions

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

I hope to meet you in Atlanta!
Oh Atlanta!

Things to do and see between Summit activities

Recommendations from the Atlanta Chapter:

- Welcome to Altanta - http://bit.ly/Zg81hM
- Day Trips from Atlanta http://bit.ly/16dgr0p

A few places and events of interest:

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

Two nearby Restaurants (thanks to Ed Marshall):

  (229 Peachtree St.) - An affordable family-style restaurant, a short walk from the Hyatt. Exit the Hyatt, turn left. Go about 1 or two blocks. Metro Cafe also serves Yuengling beer.

  (240 Peachtree St.) - Excellent seafood. A short walk from the Hyatt. Exit Hyatt and turn left; it's on the other side of the street.
About a year ago, my high-tech company put together a small team to create an eLearning version of the instructor-led classroom training they’d offered for a decade. The training is crucial because technicians must be certified before they can work on our products. The new eLearning certification course was developed and launched in just three months to coincide with the new software release.

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

Figure 1: Slide from the previous eLearning course

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What We Had

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

Audience Analysis

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

A New Approach

During the planning phase of the project, I attended a presentation hosted by the Denver Metro E-Learning Developers group. During the demo, I was struck by how little text appeared on the slides. Often a slide was simply a picture and perhaps one caption, with the audio supplying the relevant content. I thought a purely visual presentation would map well to my audience’s needs, as well as simplify localization of the content, as there would be far less text and to update and resize in the target language.

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

Figure 2: Text is out; pictures are in

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Our Process

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

Good audio was recorded professionally in a local studio. We used both in-house and professional voice-over talent, and ultimately decided the in-house worked better, because a knowledgeable speaker could give the appropriate weight and phrasing to the technical content. I scripted each module in advance to ensure clear, efficient phrasing and receive technical sign-off before committing to the time and expense of audio and video recording. For each software application demo, I'd rehearse the procedure while I developed the script, bearing in mind that the demo could show far more than the words alone. For example, the simple phrase “This tab is available in all application modes” is made memorable when the companion video actually shows the tab persisting while I click through multiple application modes. We turned on cursor highlighting to make it clear when we were actually clicking or right-clicking an object. We used pan and zoom techniques to emphasize the on-screen action and improve legibility within the electronic viewer.

Figure 3: Multi-featured viewer with built-in quizzing
The power of a demo cannot be emphasized enough. I turned a 250-page manual (which no technicians read) into one hour of video demos. The video presentation is far more effective than any book description, as demonstrated by the growing sales of the end-user training.

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

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

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

Figure 4: Screen demos succinctly illustrate each procedure

Marie DesJardin has been part of the technical writing community in Denver, Colorado for over two decades. For the last 15 years, she has specialized in electronic documentation for CD, Web, and online help. Her eLearning work in 2012 earned her a Circle of Excellence Award.
And the 2013 Scholarship Winners are...

By Sylvia Miller

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

Graduate Scholarship Co-Winners

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

Roberta Proulx

One graduate scholarship co-winner is Roberta Proulx of Chandler, Arizona, U.S.A. Roberta is pursuing her Master’s in Instructional and Performance Technology at Boise State University. The judges were impressed with her letters of recommendation and her self-confessed passion for creating performance interventions for adult learners. She is currently involved in a project at the Chandler Public Library’s regarding digital literacy of adults in the community who have no access to digital resources due to economic status, disability, or age. With Roberta’s help in needs assessment, definition of program dimensions, and data gathering, the library has already provided very popular digital literacy classes in English with plans to offer them in Spanish later this year; there is a waiting list to enroll in the classes.

Anna Stolpe

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

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IDL Scholarship Winners, continued

Undergraduate Scholarship Winner

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

Thank You, and Congratulations

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

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

Attend the IDL SIG Business Meeting

At the Summit

Tuesday, 7 May 2013
11:30 am – 12:30 pm
Hanover CD classroom

Meet other SIG members in PERSON

Hear SIG news

Help lead the SIG to another CAA

WIN DOOR PRIZES

(make sure to bring your lunch)

Questions?
Contact Cindy Pao or Preeti Mathur
at manager@stcidlssig.org
Although she has been a member of the IDL SIG only since 2011, Mellissa Ruryk has done a lot for the SIG – from writing reviews of the SIG webinars and being part of the Webinar Management team to serving as our current Secretary. On top of that, Mellissa is also President of the STC Canada West Coast chapter.

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

Since returning to Vancouver three years ago, Mellissa has worked as an independent contractor for various companies, including Electronic Arts Online Sports, where she reworked the architecture of their Confluence wiki to make information (about the games and what features they had) more logical and easier to find, as well as profiling each team in the division. She is currently working for both a New Zealand company that writes software for tour operators, and a local engineering firm, editing technical mining reports. “Every day is different!” Mellissa says. “Of course, I have to admit I’m lucky enough to have a very supportive and well-paid spouse who underwrites my working from home and through the contract-less times.”

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

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

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This Is Mellissa Ruryk - continued

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

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

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

More good news: the IDL SIG has earned another Community of Excellence award – based on an application put together by Maralee Sautter and Jamye Sagan. Special mention in the award was made of Robert Hershenow for our IDeal: Design for Learning newsletter.

**IDL SIG Website**
Thanks to Jackie Damrau and Paul Holland for keeping our site updated to make sure our community isn’t inundated with spammers and scammers.

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

**2013 Summit**
If you’ll be attending the Banquet please join us onstage to accept the IDL SIG’s Community of Excellence Award. Did you know that our SIG has won a Community Achievement Award in 7 of the last 8 years? We are amazing! Bring some emerald green to wear, as that is the trendy colour this year.

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

**Mentoring Program**
The SIG’s mentorship program is about to take off. Have you enrolled? Contact Scott McCoy via the SIG website.

Our Membership manager, Jamye Sagan, is firing on all cylinders and heaven help you if you’re not already a SIG member: Jamye is planning a virtual open house via Twitter, MySTC, and/or GoToWebinar to invite STC members to learn more about the IDL SIG. She’s also exploring the possibility of holding water cooler chats (a la the Technical Editing SIG) – another way to increase contact and sharing (knowledge, resources, jokes) amongst our SIG members. We want to increase the value that the SIG offers you, our members. Make sure you pass along any ideas along those lines to Jamye.
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<td>4:00 - 5:00</td>
<td><strong>Education and Training Progression</strong></td>
<td>Regency V</td>
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<td>8-May-13</td>
<td><strong>8:30 - 9:30</strong></td>
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<td><strong>Planning and Creating Engaging Infographics</strong></td>
<td>Hanover CD</td>
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<td>10:00 - 11:00</td>
<td><strong>Supporting Customers: Onsite and Online</strong></td>
<td>Hanover AB</td>
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<td><strong>Optimizing Multi-Authoring, Collaborative Review and Interactive Graphics in Tech Comm</strong></td>
<td>Hanover E</td>
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<td><strong>Lightning Talks, Session 2</strong></td>
<td>Hanover CD</td>
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<td><strong>Create Stunning Visual Documentation from 3D Design Data</strong></td>
<td>Hanover AB</td>
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<td>11:30 - 12:30</td>
<td><strong>Certification Essentials</strong></td>
<td>Hanover CD</td>
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<td><strong>Beyond the Bleeding Edge</strong></td>
<td>Hanover FG</td>
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The IDL SIG welcomes new members who joined between December 14, 2012 and March 31, 2013.

Nancy B. Adams
Jonathan A. Anscher
Dione F. Armand
Katherine Armstrong
Esther Asham
Sue Barazzutti
Joelle M. Berg
Patricia Black
Stefanie Brimacomb
Blythe F. Brown
Celeste Bulkley
Melissa Burk
Jason C. Butina
W. Paul L. Carter
Peter R. Clark
James Collins
Annette Marie Cross
Richard H. Crouse, II
Bonnie J. Davis
Marie DesJardin
Suzanne DiFonzo
Viqui Dill
Patricia Dulman
Kendra Duncan
Jill Elhonsali
Sharon Estep
Jan Evans Falcona
Leslie S. Fisher, EDU
Sue E. Floridia-Francis
Maida Catherine Geerlof-Vidavsky
Theresa K. Geraci
Andrea M. Gold
Laurie Kathryn Grant
Eugene T. Green
Samantha Jane Greene
Lawrence Jeffrey Grinnell
Judith L. Hall
Eva Hamburger
Susan C. Hassani-Azad
Johanna Devereaux Hedges
Brent R. Henze
Andrew D. Heyward
Charles Huntington
Nicholas Iati
Callie Jacobson
Marcus J. Jessup
Laurence Jose
Deborah S. Kelderman
Paul C. Kennedy
Heather King
Tina Marie Kister
Catirina Klein
Peggy Krohn
Thomas Kuhn
Diane Kusek
Shannon M. Lewis
Hillstrom
Katherine Littkemann
Scott A. Logan
James Lonergan
Hannah Korin Ludicke
Maureen Magee
Tanya Mahmutovic
Toivo D. Maki
Ron Mardix
Mary A. Marenberg
Susanne Martin
Thomas Martin
Kelly Masci
Leann R. McArthur
Jill A. McCauslin
Patricia L. Meador
Jeffrey D. Mehr
Brenda R. Miller
Daniil N. Millwood
Carol D. Mortimer
Patty M. Murdock
James A. Nesseth
Laura Kendra Northrop
Rae Lynn O’Keefe
Kira Olsson
Shannon Omisore
Steven Peter Ortiz
Darleen Lynne O’Shea
Patricia Parkhill
Parvathi Pattabiraman
Mary M. Peger
Elizabeth Anne Peterson
Heidi Presteen
Samantha Prince
Delores F. Rauscher
Susan H. Rose
Susan J. Rose
Phyllis Ann Russell
Amy Ryan
Jonathan W. Rydz
Kimberly Schrey
Craig R. Scott
Genevieve Sherlock
Herb J. Smith, Jr.
Nicholle Stone
Cynthia A. Stone
Elisa M. Taylor
Maurita A. Van Der Linden
Tres W. Watkins
Alesa K. Webber
Jordan Wegwerth
Dana West
Kathi L. Whitman
Alicia C. Woodfall
Vilma Zamboli
Learning Opportunities

2013 Summit Leadership Day
The schedule for Leadership Day on Sunday, 5 May, has been posted to the Summit website. If you did not sign up for Leadership Day when you registered, you can pay at the door. Leadership Day is open to all community leaders and anyone who would like more information on becoming a volunteer leader.

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

Live STC Web Seminar:
Content Management Using Open Source Tool, Alfresco
Bindu Nayar and Bhavana Mohanraj
Thursday, 16 May 10:00–11:00 AM EDT (GMT-4)
Through this webinar the presenters will introduce Alfresco, an open-source content management system, and see how it simplifies content management issues that technical communicators face.

STC News

Read Intercom online here

2013 Summit Proceedings
The Proceedings of the 2013 Summit is available for download in PDF form. Proceedings is a collection of papers from presenters at the Summit who provided them for the publication.
Doc-To-Help, who compiled the papers for Proceedings, is also providing a flash drive with the publication at the Summit; pick one up at the Registration Desk. You can also see the conference program for a QR code to access Proceedings on your mobile device.

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

STC Using Lanyrd.com for Access to Summit Program Info
The 2013 Technical Communication Summit is using Lanyrd.com to provide online access to detailed program and schedule information, speaker and attendee social connections, and much more. Read more information on STC’s Notebook, or visit the STC Summit Lanyrd site and get started!
About this Newsletter

Published quarterly in Spring, Summer, Fall, and Winter.

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Copy Editor: William Collins

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Ad sizes and rates:
- Half page (7.5x4.5): $75 (1 issue); $225 (4 issues)
- Business Card (3.5x2): $25 (1 issue); $100 (4 issues)

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