



DROOF SHEET

society for technical communication rochester chapter

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Monthly Meeting

Date and time: Monday, October 5, 2015 6:00 to 8:30 PM ET

Program: Collaboration Technology in the Workplace: What Motivates Engagement? with Deborah Gears

Location: Barnes and Noble RIT Community Room (upstairs), 100 Park Point, Rochester, NY 14623

Arrangements: Light refreshments will be provided.

Virtual Attendance Option: If you're not able to attend in person, you are welcome to follow our Periscope broadcast from our Twitter feed by following @stc_rochester and clicking on the broadcast link beginning about 7 PM during the event. Note that you will not be able to interact with the presenter.

Details: Follow from Eventbrite registration (Walk-ins are welcome.)



Join the Rochester Chapter of the Society for Technical Communication as we welcome our guest speaker, RIT Associate Professor Dr. Deborah A. Gears, for a live in-person presentation, “Collaboration Technology in the Workplace: What Motivates Engagement?”

Wikis have been found to be an easy-to-use, low-cost, and Internet-based collaborative technology useful in co-creating and mobilizing knowledge. Wikipedia, the world’s greatest example of indirect collaboration, is developed by an anonymous community of contributors without anticipation of reward or recognition. Corporate wikis on the other hand, are engulfed in a context of compensation frameworks, performance monitors, management controls, and domain cultures that have demonstrated limited success. Preliminary research suggests that as few as 6% of wiki consumers contribute to the development of wiki pages.

Grounded theory methodology was applied in doctoral research to understand the relationships among human emotion, motivation, corporate influences, and user engagement in a corporate wiki. Data collected through employee interviews and journals were analyzed through continuous comparative analysis. Behavioral triggers ranged from required participation to internal personal drive to contribute. Deci and Ryan’s (1995) Self-Determination Theory, and Reiss’ (2000) Sensitivity Theory, were applied to distinguish types of motivation associated with behavioral outcomes.

This presentation discusses psychological and contextual factors that energized or weakened collaborative behavior in an open wiki (health insurance provider). Wiki engagement patterns along with definitions of extrinsic, intrinsic, altruistic, and egoist motivation will be introduced. Deb will share how this study led to gamification (applying game mechanics in non-game contexts) and problem solving in organizations.

About the Speaker

Dr. Deborah A. Gears is an Associate Professor in the Golisano College of Computing and Information Sciences within the Rochester Institute of Technology. Well-versed in software

computing methodologies, she teaches courses in requirements modeling, analysis, design, and collaborative computing while devoting her research to understanding the psychology and motivation within the domain of human computer interaction.

Prior to joining RIT in 2001, Deb worked 25 years in corporations and non-profit organizations holding a variety of information systems and technology roles: embedded systems programmer, software developer, systems analyst, manager, data and process architect, and consultant.

Deb's education includes a BS in Computer Science, MS in Software Development and Management, and Ph.D. in Information Systems. Her 2011 doctoral dissertation, "Wiki behavior in the workplace: Emotional aspects of content development," studied employee engagement in an open corporate wiki. She has published numerous academic papers in regional, national and international conferences and journals. TEDx even has her on record.

On the personal side, she is an accomplished racquetball player and golfer, enjoys outdoor sports, kayaking, and stand-up paddle boarding.

Redact Room

Each month on the last day, the issue for the next month is posted. This current issue develops during the month as members collaborate to post news and information. On the last day, the current issue is archived and the new issue is started. August 2015 was the first month. This is the first month members are being notified of the archive and the new issue and highlights. If you need information or have information to share please contact the editor at any time.

Council Notes

The first two meetings of the Council for the 2015-2016 year have been scheduled. Council meetings are open to members of the Rochester Chapter and reports are included in the newsletter.

Date and time: Tuesday, September 29, 7:00 to 8:00 PM

Location: Radison Rochester Airport and Hotel Garden Room, dial in available

Contact: [Chapter president Bobbi Werner](#)

Date and time: Tuesday, October 22, 7:00 to 8:00 PM

Location: Dial in

Contact: [Chapter president Bobbi Werner](#)

Meeting Report

Date and time: Wednesday, September 2, 2015 6:00 PM to 10:00 PM ET

Program: Take a Tech Comm Professional Out to the Ballgame

Location: Frontier Field

Meeting report: [Kickoff for the 2015-2016 Program Year](#) (blog post content follows)



The STC Rochester Chapter kicked off the 2015-2016 program year on Wednesday, September 2 with “Take a Techcomm Professional Out to the Ballgame.” Thirty members and guests joined the 10,069 fans who saw the Rochester Red Wings defeat the first place Scranton/Wilkes Barre RailRiders, 8 to 1, ending the RailRiders’ bid for the International League North Division title.

It was unusually warm at 84 degrees, under partly cloudy skies. Plenty of one dollar specials from food vendors ensured everyone shared a meal during networking before the game. Brochures were provided for potential members and everyone talked about the coming year and the advantages of membership in the Rochester Chapter.

The minor league baseball website has the [stats](#) on the game, capturing the experience for attendees and those who missed the event alike—in a useful format for technical communicators!

Membership Memo

The Rochester Chapter has 71 members, with 5 new members joining since January 1, 2015.

Opportunities from STC for September

Two free webinars for members

Optimal Use of Microsoft Word for Web Publishing

Pierre-Paul Lemyre, Director of Business Development, Lexum Inc.

Thursday, 10 September 2015, 2:00-3:00 PM EDT (GMT-4)

Translation Metrics 101: Why Tracking Your Translations Will Make Your Job Easier

with Scott Carothers, Senior Globalization Executive, Kinetic the Technology Agency

Thursday, 17 September 2015, 2:00-3:00 PM EDT (GMT-4)

[Details and registration for STC webinars](#)

Summit 2016 Call for Proposals

The 2016 Summit Call for Proposals is open. If you have a great idea for a session for the Summit this is the opportunity to make it known. Visit [Summit 2016 Call for Proposals](#) to submit. STC is always looking for new presenters and new session topics.

Summit 2015 Playback

Access to the Summit Playback is available to Summit attendees at no additional charge. Log on credentials were emailed out directly to attendees from Multiview Services. If you were not able to attend you can purchase access to the recordings on [Summit Playback](#).

STC Membership discount—encourage others to join!

Membership in STC is discounted to the lowest rate of the year. Be sure to tell anyone you know who isn't yet a member of STC that now is the time to join. If you haven't renewed yet, now is a great time!

Educational Opportunity— American Society for Indexing New England and WNY Chapters Fall Meeting

Date and time: Saturday, September 26, 2015 10:00 AM to 2:00 PM ET

Program: Focus is on collaboration and the business aspects of indexing

Location: The Black Center, 48 Lebanon Street, Hanover, NH 03755

Details: [Meeting announcement on the Rochester Chapter blog \(tex follows\)](#)

The New England and Western New York chapters of the American Society for Indexing (ASI) announce their fall meeting.

The meeting will focus on collaboration and the business aspects of indexing with plenty of time for informal interaction. The schedule is

10:00 AM – Registration

10:15 AM – Welcome and Announcements

10:30 AM – Lisa DeBoer presents *One Is The Loneliest Number: Strategies for Collaboration*

Among Indexers.

11:30 AM –Lunch and informal discussion

12:15 PM – *Business of Indexing Panel*

1:30 PM – Business Meeting

Lisa DeBoer presents *One Is The Loneliest Number: Strategies for Collaboration Among Indexers*

Indexing doesn't have to be a solitary profession. Among the many ways that indexers can work together are participating in e-mail discussion lists and social media, building referral networks, creating long-term mentoring relationships, and getting involved in ASI or other indexing organizations through conferences, chapters, SIGs (special interest groups), or boards. This session will cover tips and tricks for developing and maintaining professional relationships within the indexing community, especially for new indexers. Break out sessions will provide opportunities to take these skills beyond the workshop.

Business of Indexing Panel with Colleen Dunham, Steve Ingle, and Joan Shapiro. Our panelists will explore the many ways you can run a successful indexing business. This session will cover getting paid, time management, professional development, subcontracting, file management and security, equipment, and office set up. Questions and audience participation are encouraged. Whether you're just starting out or have been in business for years, you'll get new ideas for your business from this interactive session.

Registration Information

All are welcome. Fees: \$25 for ASI Members; \$35 for non-members; \$15 for students and those enrolled in an indexing course.

Advance Registration Deadline: September 18, 2015

Advance registration includes lunch. At the door pricing is the same but will not include lunch.

Complete the [registration form](#). Information on how to send payment is included on the confirmation page.

About the Speaker and Panelists

Lisa DeBoer started indexing in 2010 after completing the UC Berkeley course on indexing, and has Master's degrees in Women's History and Library and Information Science. She is now the owner of DeBoer Indexing (deboerindexing.com), an associate of Colleen Dunham Indexing (colleendunhamindexing.com), and the President of the Western New York Chapter of the American Society for Indexing.

Colleen Dunham has indexed more than a million pages in her career. She started in the publishing business in 1970, working 28 years for Thomson-West and later for Microsoft. In

2004, she began Colleen Dunham Indexing. Accused of wearing too much turquoise, Colleen still hopes to live long enough to read the complete works of the Native American Renaissance writers.

Stephen Ingle is the president and CEO of WordCo Indexing Services (www.wordco.com), located in Norwich, Connecticut. He created his first index (8 lines) at the age of 10. After graduating from Yale University with a degree in German literature, he went on to earn master's degrees in German and Russian Area Studies. In 1988, Steve began freelance indexing part time while also working at the Modern Language Association (MLA) in New York. He began indexing full time in 1991. Steve has served on the national board of the American Society for Indexing. His company now employs a team of indexers and completes about 500 projects annually for a diverse group of clients. His interests include indexing as a business and indexes for digital publications.

Joan Shapiro has been indexing books for 15 years. In 2014 she earned her Master of Library Science degree and works part-time as a librarian at Southington Public Library in Southington, CT. She graduated from Boston University with a BS in Mass Communication and worked for over a decade as a video producer in a corporate setting. She indexes trade books, college textbooks, and reference books. Some recent projects include culinary arts, communication, business, health, self-help topics, social sciences, law, and history. Joan is also a Past President of the New England Chapter of ASI.

Questions

Please contact Michelle Guiliano, NEASI Secretary, at [michelle @linebylineindexing.com](mailto:michelle@linebylineindexing.com) with questions, information on lodging, and directions.

Job World

Employment manager Mel Blank posts the [most recent job openings](#) on the website.

September 2015 feature–How Does Your Net Work

The September feature is [“How Does Your Net Work?” by Deanne Levander on LinkedIn](#). Members are invited to submit original articles for posting in the blog on this website as features for the newsletter.