

# Proof Sheet

May 2016 Volume 57 Number 9

## Next Meeting

**Date and time:** May 25 6:00 PM to 8:30 PM

**Program:** STC Rochester Award-Winning Community Celebration and STC Summit Reports

**Location:** Tandoor of India in Fairport

**Details:** [Events page of the chapter website](#)

## Redact Room

The May issue is being posted starting on May 8. The chapter is celebrating an award-winning year, having been awarded both the [Platinum Community Achievement Award](#) and a [Pacesetter award](#). Both articles are appended to this issue. Our strong membership base and dedicated volunteers make these awards possible—thank you. If you need information or have information to share please contact the [editor](#) at any time.

## Council Notes

Council meetings focus largely on reports and finding ways to support fellow volunteers. The Chapter Chronicle provides key news and information from the meetings and the activities of volunteers and is updated after each Council meeting. The Council last met on April 28, 2016.

**Date, time and location of the next meeting:** To be announced

**Contact:** [Chapter president Bobbi Werner](#)

## Chapter Chronicle

The focus in April was Spectrum 2016. The “Meeting Report” has highlights. Chapter awards were presented at Spectrum to these dedicated volunteers:

- Rookie of the Year: Beth Fischi
- Carl E. Klug President’s Award: Kathryn Bush
- Barbara Knight Award: Ben Woelk
- Distinguished Chapter Service Award: Melanie Blank, Wendy Barnhart Ross

Again this year, the chapter is invited to present to students at the Gates-Chili Careers in Demand Days. The dates are April 29 at the Middle School and May 13 at the High School.

## Membership Memo

The Rochester chapter has 67 members including five new members this year. If you have not already renewed, please do so today so you will not miss the benefits of membership this year. If you are not already a member, we hope you will become a new member today.

## Meeting Report

**Date and time:** April 17, 18, 19

**Program:** Sunday, April 17 1:00 – 5:00 PM Leadership Day and 6:00 – 8:30 PM Dinner reception

Monday, April 18 8:30 AM – 6:00 PM: Keynote speaker (Content strategist Charles Cooper), presentations, demonstrations, progression sessions, lightning talks

Tuesday, April 19 8:30 – 11:30 AM Workshops

**Location:** Rochester Institute of Technology

**Details:** [Spectrum website](#) (wrap-up)

**Spectrum 2017:** March 26 to 28

There were 85 registrations for Spectrum 2016. Presenters included Neil Perlin, Judy Shenouda, Suzanne Mescan, Joan Taggart, Todd DeLuca, Johanne Lavallée, Chuck Campbell, Mark Baker, Ruth Thaler-Carter, Michael Van der Gaag, Joy Underhill, Norm Gayford, Bernard Aschwanden, Li-At Rathbun, Hannah Morgan, Christopher Ward, David Caruso, Liz Fraley, Melissa Hellman, and Wendy Ross.

Topics included Tech Comm and Mobile, How to Turn Your Story into a Business Case, Mind Mapping, Moving from PowerPoint to eLearning, User Experience, Great Photos, Using Video and Pop Culture to Guide Tech Comm, Delivering Your Story to the Right People on the Right Device, Training Videos, Online Visibility and Your Career, Metrics, and Adopting a DITA Mindset.

## Society Notes

**STC Summit:** Visit the [Summit website](#) for information about the program and all the information needed to register including the link to make hotel reservations.

**Foundation Certification Study Guide Just Released.** The [CPTC Study Guide](#) provides essential guidance on the syllabus and topics covered within the textbook, the structure of the exam, the question types, and information on continuing education. Earning the CPTC certification sets you apart from the competition and prepares you for new opportunities. Learn more about the Foundation certification and exam at <http://www.stc.org/certification>.

## Job World

There were 5 job postings in the past month. [Contact the employment manager](#) to subscribe to the employment email announcements. Find [job openings](#) on the chapter website.

## Feature article

Members are invited to submit original articles for posting in the blog on this website as features for the newsletter. Feature articles are also archived with each issue.

## **STC and Rochester Chapter Links**

- [Rochester Chapter mission](#)
- [Rochester Chapter leaders](#)
- Rochester Chapter [Twitter](#), [LinkedIn](#), [Facebook](#)
- [Next meeting](#), [past presentations](#)
- [Employment information](#)
- [Related organizations](#)
- [Educational opportunities](#)
- [Information resources](#)
- [STC news](#) (STC's Notebook blog)

## **Proof Sheet Archive**

### **Recent Issues**

[April 2016](#)

[March 2016](#)

[January and February 2016](#)

[October, November, December 2015](#)

[September 2015](#)

[August 2015](#)

### **Earlier Issues**

The Rochester Chapter is fortunate to have a PDF of every issue of the Proof Sheet. This archive is being completed with creation of missing issues from archival materials. The archive will be published. In the meantime the [news archive](#) since 2010 is available.

# STC Recognizes the Rochester Chapter as a Platinum Community

February 22, 2016 by [BenW](#) [Leave a Comment](#)



The [Society for Technical Communication](#) has recognized the Rochester Chapter at the highest level: a **Platinum Community** in the Community Achievement Awards!

## Citation

*For your remarkable work in recognizing members through your various chapter-level awards, impressive blend of educational and social activities, and your extensive student outreach.*

## Overview

The STC Community Achievement Award exists to recognize our outstanding communities for providing outstanding member services modeling success, and fostering innovation, which encourages collaboration, and ultimately serving the members of STC.

In addition to serving STC and its communities, Community Achievement Award-related activities provide individual members with many valuable professional development opportunities, including:

- Meeting and networking with other professional technical communicators
- Developing project leadership skills through volunteering for and managing community and Society level projects
- Gaining exposure to industry tools and best practices
- Gaining exposure to companies that employ technical communicators

## **Levels of Award**

The application for the Community Achievement Award is quite extensive. Points are awarded for activities done in 2015.

1. Platinum Community Award (Community of Distinction)  
Points required: 74.7 or more points (90%)
2. Gold Community Award (Community of Excellence),  
66.4 to 74.6 points (80%)
3. Silver Community Award (Community of Merit)  
58.1 to 66.3 points (70%)

Awards can be earned by multiple communities. As in previous years, communities are not competing with each other. Communities perform the activities listed on the Community Achievement Award Application, using these activities to serve the professional technical communication community.

**Thank you to the 2014-15 and 2015-16 administrative councils and to our STC Rochester members for helping us achieve this honor.**

## STC Rochester Receives Pacesetter Award

March 31, 2016 by [BenW](#) [Leave a Comment](#)



The Society for Technical Communication has recognized the Rochester Chapter with a Pacesetter Award for 2015. The award recognizes STC Communities who develop innovative activities further the goals of STC and STC Rochester and that can be replicated by other STC Communities.

Here's our citation:

For your creative use of the Periscope app to offer low-cost virtual "live" attendance at your face-to-face programs, including the ability to ask questions via Twitter and for a strategic use of a regional Media List to improve your marketing to increase membership and program attendance.

STC Rochester will be recognized at Leadership Day at the 2016 Summit in Anaheim.