PROOF SHEET
society for technical communication · rochester chapter

This Issue, Highlights

Next Meetings

Date and time: TBD
Program: TBD
Location: Online
Registration: TBD

Date and time: April 3 and 4, 2022
Program: Spectrum 2022, Sunday symposium; Monday conference day
Location: Online
Registration: Eventbrite link TBD

Meeting Report

Reports of the March, April, and May meetings are in the [March, April, and May issue](#). The chapter did not meet in September.

Date and time: October 29 6:00 PM ET
Program: Using Web Content Audits as a Tool & Heuristic for Complex Website Design with Amanda Altamirano
Location: Place Online

Amanda Altamirano demonstrated how web content audits help tech communicators transform complex scientific data for easy consumption.

When designing a website with complex scientific content, professional and technical communicators (PTCs) often act as point person for determining information usability. In interdisciplinary team projects, PTCs face additional challenges evaluating and communicating complex information designs both within the project team and with target audiences.

This presentation described web content audits as an approach that PTCs are using to inform the design of the "HazardAware" website, which will provide information on natural hazards to help Gulf Coast renters, homeowners, and home buyers increase their resilience. Amanda described the overall user-centered design framework for the multi-year HazardAware project and the rationale and outcomes of the interdisciplinary web content audit strategy that inform HazardAware's design. This included explaining how the strategy has influenced website design and project team conversations to date. In addition, she provided the Content Audit Selection heuristic, which enables communicators to understand how practical application of content audits serve as a formative tool to streamline the decision-making processes for complex website design content.

Date and time: November 18 7:00 PM ET
Program: Spinning Words Into Gold: Helping Managers Recognize Your Value and Annual Meeting of the Rochester Chapter
Location: Online

MaryKay Grueneberg presented "Spinning Words Into Gold: Helping Managers Recognize Your Value," followed by the Annual Business Meeting where Council members reported on their work for the year.

Mary Kay explains the program "Spinning Words Into Gold: Helping Managers Recognize Your Value":

After I [MaryKay] was told outright that I could not get my next promotion for several years because the budget needed to go to the Developers, I spent the next four months proving my worth. In the end, I not only convinced a Dev Manager to spend his promotion budget on a technical communicator, but I landed a double promotion. If you're not willing to take a back seat to the Developers and you're ready to prove the value you bring to the team, then come join my session. I'm happy to share my secret with you!

In this presentation, attendees learn how to prove the value they bring to the team and get what you deserve. Mariy Kay gives tips on:

- Showing what you really do
- Showing before/after examples and comparison samples
- Using metrics to show how your deliverables help reduce support effort
- Getting outside feedback to validate quality
- Not waiting for that promotion… [asking for] insisting on it

Date and time: Wednesday, December 22, 2021, 5:00 PM – 6:30 PM EST
Program: Hot Cocoa Happy Hour
Location: Online

The evening offered networking and conversation that included a good discussion about how current events and movements (such as Me Too, new pronouns, Black Lives Matter) affect language in technical communication.

Council Notes

The Council meets online each month on the second Wednesday at 7:00 PM to review committee reports and identify action items and who will be responsible. T The Council met each month, September through December, in 2021.. Reports are reflected in the Chapter Chronicle.

Date and time of the next Council meeting: January 11, 2022
Contact: Chapter president Christine Christensen

Chapter Chronicle

Membership

As of December 14, 2021, the chapter had 48 members who renewed or joined in 2021. Three members are new to STC and the chapter. The Rochester Chapter values your membership--every member matters.

If you haven't yet renewed, please [renew](#) now for 2022 and benefit from membership for another year. As a member you receive STC's publications and the best prices for STC's educational programs and have the opportunity to volunteer. Volunteering in STC allows you to demonstrate your skills in areas where you excel and build skills in new areas. STC is also the place to build your network in technical communication with others who are also committed to their careers and to helping other members.

Find out about membership options and pricing and join [on the STC website](#). You can complete the membership application online or download a PDF of the application. When you complete the application, be sure to select Rochester as a chapter and be a part of this vibrant professional community!

Education

The [Heritage Award college scholarship](#) is on hold at this time.

Mentoring

At this time there are three active mentors: Ben Woelk, Christine Christensen, and Carmel Priore-Garlock. If you would like to be a mentor or to have a mentor, contact mentoring manager [Carmel Priore-Garlock](#).

Employment

Chapter members may request receiving chapter employment emails with notices of job opportunities. These include job openings received from employers and recruiters, and job openings that employment manager Donna Tunguz finds on job boards using keywords for a broad range of technical communication roles including technical writer, technical editor, documentation specialist, editor, and project manager. Donna also posts [job openings](#) on the chapter website.

Website and Social Media

The site is updated and backed up by the chapter web team, Sarah Rowe, Richard Poydock, and Natalie Ward. Follow the Rochester Chapter on [Twitter](#) and the [chapter](#) and [Spectrum](#) on Facebook. Look for the Rochester Chapter page and group on LinkedIn. The program team is now using Mailchimp to send out the monthly program notices and other Council members also send updates via Mailchimp. You can [subscribe](#) to the chapter mailing list.

Competition

The [STC Alliance Competition](#), including the Washington DC-Baltimore, Atlanta, New England, New York, Philadelphia, South-Central Texas (formerly Houston), and Rochester chapters, is taking place later than usual for 2022. The entry deadline is September 12. Find details on the

competition website. Please consider volunteering to be the Rochester Chapter liaison to the competition. Contact chapter president Christine Christensen.

Spectrum 2022

The 63rd annual Rochester Chapter Conference, Spectrum 2022, takes place online April 3 and 4, 2022. The call for proposals is open through January 15. If you would like to to volunteer, send a message to spectrum@stc-rochester.org.

Community Achievement Award and Pacesetter Award

In 2021 for the third consecutive year, the chapter was named STC Community of the Year. Tracking of 2021 accomplishments for the Community Achievement Award is complete through June. Christine Christensen and Natalie Ward are assembling the application for 2021, due on January 31, 2022.

Educational Opportunities

Visit the STC website to see all of the Society's current educational offerings. STC offers a webinar each Wednesday from 2:00 to 3:00 PM ET. Recorded webinars are available for purchase through STC by members and by non-members (at a higher price).

Society News

STC has a new KnowledgeXchange featuring meetups for new members (all members are welcome) and panel discussions.

The 2022 Summit takes place May 15-18, 2022. Please consider submitting a proposal.

Applications for Associate Fellow are also open through November 1. If you are qualified, please apply.

Join or renew via the STC website. Visit STC's Notebook for the latest STC news.