

DRAFT SHEET society for technical communication rochester chapter

January–August 2022 Volume 63 Numbers 5,6,7,8,9,10,11,12

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Next Meeting

Date and time: September 11 and 12, 2022

Program: Spectrum 2022, Sunday symposium; Monday conference day

Location: Online

Registration: [Eventbrite](#)

Meeting Report

Date and time: August 10, 2022, 6:00 PM ET

Location: Online

Program: Meet the 2022-2023 Rochester STC chapter Council

This informal gathering gave everyone an opportunity to meet the newly elected Council members and chat about what we want to see in the Rochester chapter this year. There were 10 registrants. Those present had a lively and informative conversation.

Date and time: March 31, 2022 6:00 PM ET

Location: Online

Program: Information Modeling: Not Just for DITA

Dawn Stevens of Comtech Services and the Center for Information-Development Management gave chapter members and guests her insights into information modeling. Consistently structured information enhances the user content experience. Designing and documenting your content strategy helps to ensure that authors adhere to your standards and guidelines, whether or not you have the enforcement of a structured XML tool or standard. The information modeling process requires you to assess your current content structures and the needs of your users to determine the unique purposes of your content and to design the most effective presentation strategies for each purpose. The information model itself documents your recommendations and strategies to serve as a specification and training tool for your authors.

Date and time: February 22, 2022 6:00 PM ET

Location: Online

Program: How and Why to Get Involved: A Student Leader Perspective

John Clement and chapter program manager Amanda Patterson discussed how to engage students in volunteer and leadership opportunities in professional organizations. John is STC

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Community Affairs Committee (CAC) Student Outreach Director, a University of Central Florida Future Technical Communicators officer, and a student member of the Florida STC chapter.

The chapter did not meet in January or May 2022. Spectrum was originally planned for April and postponed until September. Reports of the 2021 meetings are in the 2021 issues in the newsletter archive.

Council Notes

The Council meets online on the second Tuesday at 7:00 PM most months to review committee reports and identify action items and who will be responsible. The Council met on January 11, February 8, March 8, April 12, and May 3. Reports shared at Council meetings are reflected in the Chapter Chronicle.

Date and time of the next Council meeting: TBDt

Contact: [Chapter president Christine Christensen](#)

Chapter Chronicle

Membership

As of May 3, 2022, the chapter had 31 members. If you haven't yet renewed, please [renew](#) now for 2022 and benefit from membership for another year. The Rochester Chapter values your membership—[every member matters](#).

As a member you receive STC's publications and the best prices for STC's educational programs, and you can volunteer. Through volunteering in STC you can demonstrate your skills in areas where you excel and build skills in new areas. STC is also a great place to build your network in technical communication.

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!

Rochester chapter member and immediate past president Lori Meyer presented a CAC webinar, "Honoring Our Own: Recognizing Your Community's Volunteers", on Tuesday, February 15, from 12:00 PM – 1:00 PM ET.

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](#).

Website and Social Media

The site is updated and backed up by the chapter web team, Sarah Rowe, Richard Poydock, Natalie Ward, and Christine Christensen. 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, and Rochester chapters, is taking place later than usual for 2022. The entry deadline is September 23, 2022. Find details on the [competition website](#). Please consider volunteering to work on the competition. Contact chapter president and competition liaison [Christine Christensen](#). The updated 2022 schedule follows:

- September 8: STC Alliance TechComm Roadshow
- September 9: Deadline for prospective judges to apply
- September 23: Deadline for entries
- September 19, 22, and 27: Judging training

The 2021 Alliance Competition results have been [published](#):

- Total entries: 54
- Total award winners: 34
- Distinguished: 3
- Excellence: 13
- Merit: 13

The following entry from the Rochester Chapter won an award of merit:

“FlexInspect T with SCOUT Technology Dimensional Inspection Setup Supplement,” Jeremy Lankford, Bucher Emhart Glass, Horseheads, NY

Spectrum 2022

The 63rd annual Rochester Chapter Conference, Spectrum 2022, takes place online September 11 and 12, 2022. The theme is Communication by Design: Unleashing the Power of Design in

Technical Communication. 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](#). Christine Christensen and Natalie Ward assembled the application for 2021 and submitted it by the due date of January 31, 2022. In 2022 the chapter received a Platinum Community Achievement Award.

Election

The election for 2022-2023 officers and Council members was held during the summer. Council members for 2022-2023 are:

- President – Christine Christensen
- Vice president, Open
- Secretary, Tyler Mueller
- Treasurer, Katy Koenen
- Program Manager, Amanda Patterson
- Membership Manager, Natalie Ward
- Education Manager, Carmel Priore-Garlock
- Member at Large, Chris Sloyer
- PR Manager, Alison Edwards
- Newsletter editor and historian, Ann L. Wiley

Rochester chapter officers and Council members are listed on the [Council page](#). Reach out to any member to ask questions or to volunteer.

Rochester STC chapter at the 2022 Summit

Amanda Patterson attended the Summit to represent the Rochester Chapter. Chapter members Johanne Lavallee, Lori Meyer, Bobbi Werner, Ben Woelk, and Marilyn Woelk also attended. Lori is a newly-elected STC director and Bobbi is STC Treasurer.

Marilyn is presenting “Content Is Money: How Communicating the Right Information Solves Business Issues.” Johanne is presenting “Leading a Content Strategy in Small to Medium Enterprises.” Ben is presenting “We’re All Winners: Technical Communication, Gamification, and Security Awareness.”

Ben was elected an STC Fellow in 2022 by the STC Board and recognized as a new Fellow at the Summit awards event. Ben also received an Intercom award for Outstanding Guest-edited Issue.

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If you attended the Summit, please let the [editor](#) know. The chapter would like to acknowledge your attendance in the newsletter.

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

2022 STC election

STC has announced the results of the election of STC Board members in 2022:

PRESIDENT: Aïessa Moyna, Automatically succeeds from the office of Vice-President

VICE-PRESIDENT: Timothy Esposito

SECRETARY: Li-At Rathbun. Thank you to Paula Robertson for being a candidate and for leadership of the Solo Technical Communicators SIG.

TREASURER: Two-year term, No elections for treasurer this year. The incumbent is Rochester Chapter member Bobbi Werner.

DIRECTOR: Rochester Chapter member Lori Meyer and Danielle Villegas

NOMINATING COMMITTEE: Kylie Jacobsen, and Mirhonda Studevant. Thank you Shayla Corpew for service to STC as a candidate.

Online seminar October 3 to 4 2022

The call for proposals is open for STC's Online Seminar: Career Planning in a Post-Pandemic World. The deadline to submit is Friday, 12 August 11:59 PM ET.

COVID-19 has disrupted where we work, how we work, and sometimes even why we work. The impact of the pandemic was sudden, causing many to lose their jobs and shifting others to work from home to minimize contact with others. STC is soliciting topics aligned with this theme such as the following: technical communication in a pandemic-related field, building trustworthy content with a skeptical audience, and more! For details see the [online seminar page](#) on the STC website.

Tech Comm Week

STC and APMG International, developer of STC Certification, offered Tech Comm Week, January 31 to February 4, 2022. The following events took place:

Certificates, Certification, and Academic Degrees KnowledgeXchange Panel Discussion

Moderator: Liz Pohland, STC CEO

Panelists: Craig Baehr, Susan M. Lang, and Lisa Meloncon

Panelists defined the differences between certificates, certification, and academic degrees, and why and when to pursue one over another.

So You Want to Be A Technical Writer? 5 Things to Focus On

Speakers: Guiseppe Getto and Christina Mayr

Based on their combined experience mentoring scores of new technical writers, the speakers have found that there are five keys to becoming a successful technical writer: learning what tech comm is, learning skill sets, learning tools, networking, and creating a portfolio. The webinar offered the opportunity to learn how to apply these activities to your own career.

How to Prepare a Manuscript for STC's Technical Communication

Speaker: Miriam F. Williams

The STC research journal, Technical Communication, publishes the following types of articles:

- Reports of original research on technical communication topics
- Original contributions to technical communication theory
- Case studies of issues or problems addressed by technical communication
- Tutorials on technical communication processes or procedures that respond to new laws, standards, requirements, techniques, or technologies
- Reviews of research, bibliographies, and bibliographic essays on technical communication

This presentation introduced the types of articles the journal publishes and the preparation, submission, and review procedures. Registration is required to attend this event.

Certification Chat Open House

Moderator: Craig Baehr, Erin Gallalee, STC Director of Membership, and Liz Pohland, STC CEO

TechComm Week Slack Meet-Up

Moderators: Erin Gallalee, STC Director of Membership, and Liz Pohland, STC CEO

2022 Summit

The [2022 Summit](#) held May 15-18, 2022 at the Hyatt Regency O'Hare, in Rosemont, Illinois (outside of Chicago) featured keynote speakers Margot Bloomstein and Amber Naslund. Margot addressed the challenges of building trust, sharing examples from software, retail, publishing, public health, and other industries to detail what you can do to meet unprecedented problems in information consumption. Margot showed how voice, volume, and vulnerability can inform your work to regain trust and lead your audience and organization from cynicism toward something far more productive: hope. Amber is addressing the Courageous Career, exploring the origins of career fears and doubts, re-framing a few things about imposter syndrome and self-doubt, talking through some simple but powerful tools to reclaim and articulate our professional identity, and defining what it means to create and thrive in a Courageous Career.

The schedule on the STC website reflects the breadth of challenges facing technical communicators today. Rochester Chapter activities at the Summit are reported with the chapter news.

Join or renew and follow the STC news

[Join](#) or renew via the STC website. Visit [STC's Notebook](#) for the latest STC news.