Spectrum
STC ROCHESTER CONFERENCE

TECH COMM STORIES

Virtual Conference
September 19-20, 2023

TABLE OF CONTENTS

WELCOME

Welcome to Spectrum 2023!

The STC Rochester chapter council members are particularly excited for this year's "Tech Comm Stories" Spectrum because we have a whole new lineup. STC's most valuable resource is our people. Personally, I have always loved sharing industry stories: highs, lows, how and why we've gotten into the profession, and all of the fun learning experiences we've lived through. This is a conference opportunity to share all of those stories and we strongly encourage audience participation.

To get us started, Dr. Jason Tham will deliver our keynote address, telling his story of finding tech comm. It is one in a long line of fascinating beginnings stories found throughout the tech comm field. He explores many of the intersectionalities we navigate professionally and personally.

We look forward to learning from each other's successes, oopses, dreams, ambitions, and shared experiences. We've got a series of round tables, each with a few specialists queued up to lead the conversation and get it started. All registrants are encouraged to come off mute or jump into the chat to engage in the storytelling.

The STC Rochester council thank you so much for participating in Spectrum 2023!

Cheers,
AP
Amanda Patterson
STC Rochester President

Celebrating 65 years

Rochester
Chapter

Society for
Technical Communication

SCHEDULE AT A GLANCE

Tuesday, September 19

8:00 AM - 9:00 AM	**Coffee / Tea**
9:00 AM - 9:15 AM	**Welcome and Opening Remarks**
9:15 AM - 11:00 AM	**Keynote by Dr. Jason Tham** **Keynote Discussion**
11:15 AM - 12:30 PM	**Lunch and Networking**
12:45 PM - 2:15 PM	**Round Table — "The Next Frontier"**
2:30 PM - 3:45 PM	**Round Table — Managing Tech Comm Teams**
4:00 PM - 5:00 PM	**Trivia**

Wednesday, September 20

9:30 AM - 10:20 AM	**Coffee / Tea**
10:30 AM - 11:50 AM	**Student Presentations**
12:00 PM - 1:30 PM	**Lunch / Presentation Discussions**
1:45 PM - 3:00 PM	**Round Table — Lessons Learned**
3:15 PM - 4:00 PM	**Round Table — Blogs, Vlogs, and Podcasts**
4:45 PM - 6:30 PM	**Closing Remarks and Afterparty**

SCHEDULE
TUESDAY, SEPTEMBER 19

Eventbrite page with access link for all sessions (make sure you're signed in)
All times Eastern

8:00 AM - 9:00 AM	**Coffee / Tea**
9:00 AM - 9:15 AM	**Welcome and Opening Remarks** Amanda Patterson, President, STC Rochester
9:15 AM - 10:00 AM	**Keynote — Stumbling Upon Technical Communication: Convergence and Divergence of Expertise + Experience** Dr. Jason Tham
10:15 AM - 11:00 AM	**Keynote Discussion**
11:15 AM - 12:30 PM	**Lunch and Networking**
12:45 PM - 2:15 PM	**Round Table — "The Next Frontier": Stories from Students and New Professionals** John Clement, Andréa Howard, Addison Kliewer, and Zachary Miller
2:30 PM - 3:45 PM	**Round Table — Managing Tech Comm Teams: Stories from Managers, Team Leads, and Project Managers** Bethany Aguad, Christina Mayr, Bobbi Werner, and Marilyn Woelk
4:00 PM - 5:00 PM	**Trivia**

9:15 AM - 10:00 AM   Keynote

Stumbling Upon Technical Communication:
Convergence and Divergence of Expertise + Experience

Dr. Jason Tham

In this talk, Dr. Jason Tham will share his journey from being an aspiring artist to discovering the world of technical communication, and everything in between. The keynote story includes lessons about change, cultural tensions, education, scholarly research, teaching, and leadership. Dr. Tham will discuss the ways in which experiences in life come together to form professional and personal identities, and how expertise can be diverged for specialized purposes in technical communication. Zeroing in on the notion of not-knowing, Dr. Tham will also contemplate on the affordances of "productive ambiguity" as a desirable condition for technical communicators in the modern age.

Dr. Jason Tham is an associate professor of technical communication and rhetoric at Texas Tech University (TTU) on the indigenous land of Comanche and Mescalero Apache Peoples. He works as assistant chair in the Department of English and teaches courses in UX research, information design, instructional design, web publishing, and digital rhetoric. He co-directs the User Experience (UX) Research Lab and serves as faculty sponsor to the TTU Society for Technical Communication student chapter.

At TTU, he also serves as a faculty mentor in the McNair's Scholars Program and a faculty fellow in community-engaged scholarship, sponsored by the Provost's outreach and engagement initiative.

Dr. Tham holds a PhD in rhetoric and scientific and technical communication from the University of Minnesota. His dissertation involved a study of makerspaces and the cultivation of a maker pedagogy for technical communication studies. Between 2015-2019, he was a researcher affiliated with the Wearables Research Collaboratory at Minnesota. He investigated the sociocultural aspects of wearable technologies and embodied devices to examine their applications in various learning contexts. For this work, Dr. Tham was inducted as a research partner in the Digital Life Institute, an international research collective hosted at Ontario Tech University, Canada.

12:45 PM - 2:15 PM   Round Table

"The Next Frontier": Stories from Students and New Professionals

John Clement, Andréa Howard, Addison Kliewer, and Zachary Miller

Discussion questions may include:

- What interests you the most about tech comm?
- What research interests do you have?
- What concerns do you have?
- How did you get to tech comm?

2:30 PM - 3:45 PM   Round Table

Managing Tech Comm Teams:
Stories from Managers, Team Leads, and Project Managers

Bethany Aguad, Christina Mayr, Bobbi Werner, and Marilyn Woelk

Discussion questions may include:

- What is your approach to managing a tech comm team?
- What is the most difficult thing about managing a tech comm team?
- How do you manage a team facing a difficult project?
- How do I know if management is right for me?
- How did you know you wanted to be a manager?

SCHEDULE
WEDNESDAY, SEPTEMBER 20

with access link for all sessions (make sure you're signed in)
All times Eastern

9:30 AM - 10:20 AM	**Coffee / Tea**
10:20 AM - 11:50 AM	**Student Presentations: The Next Chapters in Tech Comm** 10:20 AM - 10:50 AM: Katie Marqueling 11:00 AM - 11:20 AM: Liping Yang 11:30 AM - 11:50 AM: Alex Hales
12:00 PM - 1:30 PM	**Lunch / Discussions of Student Presenations**
1:45 PM - 3:00 PM	**Round Table: Lessons Learned** Chuck Campbell, Todd DeLuca, and Christina Mayr
3:15 PM - 4:30 PM	**Round Table: Blogs, Vlogs, and Podcasts** Ed Marsh, Zohra Mutabanna (*Inside Tech Comm* podcast), and Sara Feldman (*Meaningful Content Mixer* podcast)
4:45 PM - 5:00 PM	**Thank Yous**
5:00 PM - 5:15 PM	**Chapter Awards**
5:15 PM - 5:30 PM	**Raffle Drawing** **Announcement of Spectrum 2024**
5:30 PM - 6:30 PM	**Mocktails, Cocktails, and Shenanigans**

10:20 AM - 11:50 AM   Presentations

Student Presentations: The Next Chapters in Tech Comm

Students present original research.

- 10:20 AM - 10:50 AM: Katie Marqueling
- 11:00 AM - 11:20 AM: Liping Yang
- 11:30 AM - 11:50 AM: Alex Hales

1:45 PM - 3:00 PM   Round Table

Lessons Learned

Chuck Campbell, Todd DeLuca, and Christina Mayr

Discussion questions may include:

- What is the most important lesson you've learned in tech comm?
- How did you learn it?
- Why is it significant?

3:15 PM - 4:30 PM   Round Table

Blogs, Vlogs, and Podcasts

Ed Marsh, Zohra Mutabanna (Inside Tech Comm podcast), and Sara Feldman (Meaningful Content Mixer podcast)

Discussion questions may include:

- How has social media changed tech comm?
- How have you used social media in your career?
- How have you made a career out of social media?