

Looking Ahead

We Are What We Measure: Metrics for Technical Communicators

Speaker: Saul Carliner.

Date: Wednesday 17 April 2002.

About the program: Wondering whether you're productive and effective in your work? Admittedly, technical communicators have no single proven formula for proving our productivity and effectiveness. This session identifies the variety of measures used to assess the productivity and effectiveness of software developers and communicators working in other disciplines, and considers ways we can adapt these complex assessments to our work. We will also explore the challenges in collecting credible data on productivity and effectiveness, and identify challenges in reporting this information to management. Don't forget your business cards for networking and books for the book drive!

About the speaker: Saul Carliner is an internationally known expert on technical communication, information design, and e-learning, as well as a popular and entertaining speaker. He has worked as a professor, consultant, and content designer and developer for organizations such as Bentley College, Berlitz, BellSouth, IBM, Microsoft Corporation, University of Minnesota, UPS, and several state and federal government agencies. His research interests include the models, processes, techniques, and commerce of information design. His books include *An Overview of Online Learning* and *Techniques for Technical Communicators*. Saul is a Fellow and past international president of STC, and holds a Ph.D. in instructional technology from Georgia State University.

Schedule: Registration, dinner, and networking 6:30-7:00 p.m.; Program 7:00-8:30 p.m.

Food: Sandwiches, salads, dessert, and beverages.

Cost: STC members: \$10; Administrative Council members: \$5; student members or nonmember students: \$5; nonmembers: \$15; program only, member or nonmember: \$5.

Reservations: Because of security requirements of our host, advance reservations are **required** for this event and must be received by **Friday 12 April**. No-shows will be billed. To reserve, complete the online reservation form at http://www.stcwc.org/prgm_resrv_apr02.shtml

On the Agenda

Tech Comm Career Day

Joint Event with the James Madison University Student Chapter

Date: Saturday 23 March 2001.

About the program: This annual event, held jointly with STC's James Madison University Student Chapter, has been completely redesigned this year to offer career resources to students, those considering entering the technical communication profession, and established practitioners who are preparing for or are in the midst of a career transition.

Career Day kicks off at 11:00 a.m. with a panel of senior STC leaders who will have five minutes each to present their views on the future of the technical communication profession, followed by Q&A. Panelists will then each host a table at lunch so that attendees can continue their conversation and students and practitioners can mingle. After lunch, the first of four progression rounds begins. Attendees have a choice of attending four of six table topics led by experienced practitioners. This exciting workshop will end with "Two Minutes," an activity popular at the STC Annual Conference, which offers attendees the opportunity to stand up and declare their personal secret to success in technical communication.

Be sure to bring at least 50 business cards for networking.

Progression topics: Attendees may select four of the following six topics to discuss at designated tables during the progression rounds.

- Résumé and Cover Letter Dos and Don'ts
- Job Search Strategies
- Creating a Winning Online or Print Portfolio
- Preparing for the Interview
- Negotiating Salary and Benefits
- Budgeting for Self-Employment

Agenda: Registration 10:30-11:00 a.m.; Panel Discussion: What is the Future of the Technical Communication Profession? 11:00-11:45 a.m.; Networking Lunch 11:45-12:15 p.m.; Round 1 Progression 12:15-1:00 p.m.; Round 2 Progression 1:00-1:45 p.m.; Round 3 Progression 1:45-2:30 p.m.; Round 4 Progression 2:30-3:15 p.m.; Two Minutes: My Secret to Success in Technical Communication 3:15-3:30 p.m.



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Washington, DC Chapter Capital Letter

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The Capital Letter is published ten times per year by the Washington, DC Chapter of the Society for Technical Communication. Its purpose is to inform chapter members about special functions and regular activities of the chapter and society, as well as to provide articles and essays in the field of technical communication. Material for publication should be submitted to

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Friday 12 April

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INTECOM Plans 2003 Conference

Mark the date on your calendar: The next "Forum" Conference will be held in Milan, Italy, from 30 June to 2 July 2003. The Forum 2003 theme will be Meeting the Cross-Cultural Challenge.

Previous INTECOM conferences have been held at 5-year intervals, in Sweden, Norway, Denmark, Germany, and, most recently (2000), London, England. The Seventh Conference will break with tradition: It will be held after only a 3-year interval, reflecting INTECOM delegates' awareness that technical communication technology is advancing so rapidly that a 5-year interval between conferences is too long.

Participants who have attended previous Forum conferences will welcome Forum 2003, for they already know about its unique format and the admirable opportunities it provides for interaction between presenters and delegates. "Idea Markets" will again be a cornerstone of the conference. Developed 30 years ago by Ulf Anderssen and Lars Forslund in Sweden, INTECOM's Idea Markets have become recognized as the ideal way to present and exchange information. Rather than have delegates sitting in docile rows listening to a speaker deliver information in a one-way setting, in an Idea Market everyone participates in an interactive exchange of ideas. It's exhilarating and refreshing!

As in recent Forum conferences, Forum 2003 is being sponsored jointly by four INTECOM member societies:

- Conference administration is being handled by Germany's tekomp, with tekomp's Executive Director Michael Fritz as conference chair (m.fritz@tekomp.de).
The conference program is in the hands of the ISTC in the UK, with Anke Harris as chair (harris@mapline.com).
Publications are being coordinated by the STC in the US, with Mary Wise as chair and Jeff Hibbard and Tom Warren as publication coordinators (mwise@manu.com).
Publicity is being handled by IEEE/PCS, with Ron Blicq as chair (ronb@rgilearning.com).

Forum 2003 will be held at the Hotel Palazzo Delle Stelline in central Milan, within easy walking distance of major tourist sites, shops, and restaurants. Delegates will be able to choose from several hotels close to the conference site.

Milan is a wonderful choice for the conference, for several reasons: It is easily accessible by air and by rail; it is centrally located, making travel to additional mid-Europe and Mediterranean destinations fast and easy to achieve; it offers a significant range of attractions; and its climate is ideal.

For more information about the conference or the program, please contact your INTECOM delegate, one of the chairs listed above, or me: ronb@rgilearning.com.

Where Are You?

If you change your address or phone number, please let STC headquarters know by sending an e-mail message to membership@stc.org. Keeping this information up to date helps keep down our mailing costs.

Looking Ahead: We Are What We Measure: Metrics for Technical Communicators, continued from page 1

and send a check payable to STC Washington, DC Chapter to Laurel Rosinger, 13325 Foxhole Drive, Fairfax, VA 22033.

Place: Hughes Network Systems, Lake Forest Facility, 100 Lakeforest Boulevard, Gaithersburg, MD 20877-2613.

Directions: *From the Beltway (I-495):* Follow Interstate 270 North (toward Frederick) for about 15 miles. Take Exit 11, Montgomery Village Avenue. Merge onto Montgomery Village Avenue from ramp, cross Route 355 (Frederick Avenue), and at the next light, Russell Avenue, turn right (the Lake Forest Mall will be on your left). Make the first right into the parking lot at the Hughes Network Systems Lake Forest Facility.

Questions? For more information, contact Laurel at lrosinger@hotmail.com. ✉

On the Agenda: Tech Comm Career Day, continued from page 1

Speakers: Multiple panelists and table hosts will take part in this program. We especially welcome panelist and table host Suzanna Laurent, candidate for Society Second Vice President, who will be visiting us from Mustang, Oklahoma.

Food: Deli and vegetarian sandwiches, salads, dessert, and beverages.

Cost: Cost covers refreshments and Career Day handouts. There is no program-only option for this event. STC members: \$15; student members or nonmember students: \$10; Administrative Council members: \$10; Nonmembers: \$20; nonmember first-timer: Print free admission coupon from <http://www.stcfdc.org/first-tmrs-coupon.shtml>; walk-ins (without advance reservation): \$20.

Reservations: Advance reservations are **encouraged** by **Friday 15 March**. If you find you cannot attend after registering, contact Laurel Rosinger at lrosinger@hotmail.com as soon as possible. No-shows who do not notify us that they need to cancel will be billed. To register, complete the online reservation form at http://www.stcfdc.org/prgm_resrv_mar02.shtml and either use PayPal to pay via credit card or send a check payable to STC Washington, DC Chapter to Laurel Rosinger, 13325 Foxhole Drive, Fairfax, VA 22033.

Place: National Rural Electric Cooperative Association (NRECA) Conference Center, Conference Room 1, 4301 Wilson Boulevard, Arlington, VA 22203, 703-907-5939.

Directions: By Metro: Take the Metrorail Orange line to the Ballston station. Take the escalator to the street level (corner of Fairfax Drive and Stuart Street) and turn right toward Stuart Street. Cross Stuart Street, walk one block ahead to Taylor Street and turn left. NRECA is the last building on the right at the corner of Taylor Street and Wilson Boulevard. The main entrance is on Taylor Street. Look for NRECA's name on the building above the doors.

Driving: Parking: Access the building parking lot from the Taylor Street ramp. Parking is free in the building on the weekend. Two shuttle elevators operate from each garage level to the Plaza Lobby.

From the 14th Street Bridge (from Washington, DC): Take the 14th Street Bridge and you can either exit to 110 North and follow signs for 66 West, or follow signs for Route 27 or Washington Boulevard. The Pentagon is to your right and I-395 runs parallel on your left. As you begin to exit onto Route 27 (Washington Boulevard) stay in the left lane; the right lane exits onto Columbia Pike. Go under Route 50 and enter a residential area. Turn left onto Tenth Street (about a mile). Turn left onto Wilson Boulevard (second light). One block past the Ballston Mall, turn right on Taylor Street and left into our parking garage. If you pass Glebe Road you have gone too far.

From I-95 / I-395 North (from points south of Ballston): From I-95 North to I-395 North, take the Glebe Road exit north (about 10 miles inside the beltway). Follow Glebe Road to Wilson Boulevard (about 2 miles).

Turn right onto Wilson Boulevard, and then left at the first intersection onto Taylor Street. Turn left into the building parking garage. **From I-66 West (from Washington, DC):** From the Key Bridge or Roosevelt Bridge (Constitution Avenue) or 110, follow signs for I-66 West. Take the Glebe Road / Ballston exit and turn left onto Glebe Road. Turn left onto Fairfax Drive. Turn right on Taylor Street (first light). We are the last building on the right on Taylor Street before it dead-ends into Wilson Boulevard. Turn right into the building parking garage.

From I-66 East (from Rockville, MD and points west of Ballston): From I-66 East, take the Fairfax Drive Glebe Road exit (exit 71). The road you exit onto is Fairfax Drive. Stay on Fairfax Drive. Turn right on Taylor Street (3rd light). We are the last building on the right on Taylor Street before it dead-ends into Wilson Boulevard. Turn right into the building parking garage.

Questions? For more information, contact Laurel at lrosinger@hotmail.com. ✉

Heartfelt Thanks

The Washington, DC Chapter gratefully acknowledges the generous donation by Docucorp in Silver Spring, MD of an IBM ThinkPad. This notebook computer will make it possible for us to deliver our upcoming presentations about STC and technical communication careers at schools and businesses. ✉

Report on the January 2002 STC Board of Directors Meeting

by Suzanna Laurent, Region 5 Director-Sponsor
with minor changes by Chris Benz, Region 2 Director-Sponsor

The Society's board of directors held their third meeting for the 2001-2002 program year 25-26 January 2002 in Las Vegas, Nevada. The board considered many initiatives and approved or recognized these actions:

Chapters

- Formation of the new Central Pennsylvania chapter was approved by interim action on 22 January 2002, given a \$350 startup grant, and assigned to Region 4.
- The Clarkson University student chapter (Region 1) and the Tri-Cities chapter (Region 7) were dissolved because of continued inactivity and in spite of the attempts to revitalize them.

Grants and Loans

- A Special Opportunities Grant of \$7,580 was approved for Dan Jones and Dan Voss to conduct a study entitled "Marketing Technical Communication to High School Audiences: Creating a Tutorial for Teachers and Promoting a Writing Contest for Students." When the study is complete, a report will be published in *Technical Communication*.
- A loan of \$3,000 was approved for the Oklahoma chapter to host the Region 5 Conference, scheduled for 4-6 October 2002 in Oklahoma City, Oklahoma.

New Award Program

A new Society-level award program was approved to recognize Special Interest Group (SIG) members for their outstanding work and dedication. This new program will be known as the Distinguished SIG Service Award (DSSA). The first recipients will be selected by the board of directors and awards will be presented this coming May at the STC Annual Conference in Nashville.

Teaching Fellowship

The first Teaching Fellowship for Practicing Professionals, in the amount of \$4,000, was approved for Stewart Whittemore. The goal of the STC teaching fellowship program is to promote positive academe and industry connections, and to make it possible for practitioners to help in the education and training of future technical communicators.

Standards Organizations

The board of directors strongly supports a greater role for STC in standards organizations such as ISO and W³C. As a result, they approved membership and will support delegate participation in the US Technical Advisory Group, an organization that plays a supportive advisory role for the creation of ISO standards. They also approved delegate participation in the W³C, of which STC is already a member.

Several Chapters Change Names

It was announced that several chapters have officially changed their names since the September 2002 board meeting:

- the Central New Jersey Chapter (Region 2) is now the New Jersey Chapter,
- the Sweden Chapter (Region 2) is now the Nordic Chapter, and
- the South Carolina Chapter (Region 3) is now the South Carolina Midlands Chapter.

The next STC board of directors meeting will be held 3-4 May in Nashville, Tennessee, adjacent to the STC Annual Conference.

Note: For Chris's previous Director-Sponsor articles, please visit <http://www.stcregion.org/region2/chair.shtml>. You can reach Chris by e-mail at cjbenz@unforgettable.com. ✉

50th Anniversary Committee Seeks Your Memories

When STC members from across the world gather, a favorite activity is sharing stories about the memorable times we've had. Perhaps it was the great session at the STC Annual Conference that changed our lives, or a mentor in the Society who helped with our careers, or the technical communication "firsts" and transitions we shared.

During such a story fest, we also laugh about the fun times and the difficult times that turned out to be fun—the Publications Competition conducted during a hurricane in Tampa, for example.

In preparation for our May 2003 celebration of STC's 50th Anniversary, the 50th Anniversary Committee wants such stories from you. We need humorous and inspirational anecdotes that we can collect in an STC archive, and we want to publish some of your most sparkling or inspirational stories in a brochure to be distributed to all members.

Whether you're a Society leader or a chapter member, a member of many years' duration or one who recently joined, a technical communication specialist or a novice, a U.S. member or one located in another country, we hope you will participate.

Your involvement is easy. Whenever you think of a story you'd like to include, send an e-mail or snail mail to Liz Babcock (lizbab@iwvisp.com or 401 N. Warner, Ridgecrest, CA 93555). Liz is the committee member who has volunteered to serve as the initial collection point for your stories.

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Those stories will be most useful to us if they are succinct (250 words or less on any given topic) and entertaining. We would love to receive several stories from you, with each story to the point and on a single topic.

Here are some questions we hope will inspire you:

- What amusing or inspirational story can you tell us about how you joined the profession? How did you overcome obstacles that our members will find educational or amusing?
- What career and/or Society highlight can you share with us? (We will construct a technical communication timeline, so your stories in this area could be especially helpful.)
- What's your favorite STC memory?
- What mentor or role model inspired you in your career or in the Society? What makes that person memorable? What did he/she do to help you?
- What experiences, humorous or inspiring, have you had with our changing technology—typewriters to computers, red pencils to redlining?
- What can you tell us about a chapter or regional event or accomplishment that changed you, your chapter, or the Society?

This list of questions is intended to rekindle your memories, not to restrict your flow of ideas. Please communicate with Liz Babcock or with other members of the committee, as follows: Georgina Cantoni, committee chair, gcantoni@techcomm-solutions.com; Ken Cook, kenc@kenccook.com; Marguerite Krupp, mkrupp@cisco.com; Bill Leavitt, skibill@aol.com; Ernie Mazzatenta, Jande@a-o.com; and Bill Stolgitis, bill@stc.org. We look forward to your messages! ✍

Voting for Chapter Officers

The procedure for voting for chapter officers, which will take place in March, will be different this year. Instead of sending all members a ballot through the mail, we will first attempt to reach members through an email invitation to participate in a web-based survey using Zoomerang. Many members are familiar with Zoomerang because we have been using this tool for the past two years to distribute program-satisfaction surveys and our annual chapter salary survey. Although the survey will reside on Zoomerang's web server, it will be completely private and the only way to access it will be through the URL in an invitation email. Respondents will be prevented from voting more than once from the same IP address.

Our procedure will be as follows. First we will attempt to send an email to all chapter members using email addresses found in a database we get monthly from the Society. Not all members list an email address with the

Society, however. We will then reach members without an email address through the traditional print ballot that we will send through postal mail. We also expect to have some email invitations returned to us because of out-of-date or otherwise incorrect email addresses. If we cannot resolve the email address problem, we will also mail these members a printed ballot. If you receive an email invitation but cannot participate in the web-based voting for any reason, reply to the invitation message with a request for a printed ballot and your address. We want all members to have the opportunity to vote.

With this new procedure we hope to simultaneously save money on printing and postage and achieve a higher response rate than we have in the past. Please take this opportunity now to update your email address with the Society at http://www.stc.org/address_change.html. Note that the Society does not maintain the email addresses that are subscribed to the chapter announcement mailing list. To update the email address where you receive those messages, send an email with your old and new address to carolyn.klinger@mindspring.com. ✍

Membership News

We welcome the following new members to our chapter:

Jeanne Austin
BM Barnes
Rita Butler
Hilary Caine
Heather Casparius
Amy Clarke
Janice Deal
Rita Feehan
Natasha Freeman
Bethann Gallagher
Wendy Germain
Juanita Gheyoub
Daniel Glover
Clara Hankins
Mary Holton
Regina Lipkin
Morris Kaplowitz
Jennifer McCarrick
Daniel McLean
Helen McMahan
Susan Oliver
Kara Schlosser
Renee Szczepanski
Eric Wise

We welcome the following transferred and reinstated members to our chapter:

Luisa Afonso-Burke
Alice Babazadeh
Janice Black
George Dover
Warren Hamerman
Amy Lawless
Leslie Livingston
Chris Niedner

Our total chapter membership now stands at 786. ✍

“Beyond the Bleeding Edge” Wants You! Again

Sometime between now and May of 2002, might you

- create a Voice XML site?
- use XSLT to single-source content between hardcopy, a Web site, and a PDA?
- apply the Digital Object Identifier (DOI) for eBooks?
- create an avatar-driven help interface?
- or do something else equally bleeding edge, and applicable to technical communication?

New technologies are sweeping over us, and many writers can barely keep up with the daily grind, let alone find time to research “the next big thing.” Several years ago the STC Annual Conference addressed this by adding sessions called “Beyond the Bleeding Edge” that introduced technologies too new to present in traditional sessions. It’s now time to start thinking about “Beyond the Bleeding Edge” topics for this year’s conference in Nashville.

If you’ve used a technology that you’d like to discuss (or hear someone else discuss), let us know. What types of topics are we looking for?

- *New technologies.* In 1999, “Bleeding Edge” topics included XSL and XLL, JavaHelp, and WebTV. Subsequent sessions have covered topics ranging from WAP to the effects of shortened project cycles on writing quality to PDA-based CBT.
- *Existing technologies* that may be new to many writers, like Microsoft’s .NET Initiative.

To be accepted, a “Bleeding Edge” topic must be fairly novel as of May 2002. This means the technology should be emerging now, like Voice XML and DOI for eBooks, or should be an existing technology applicable to writers but not widely known by them, like .NET.

A “Bleeding Edge” presentation should be:

- *Short.* You have 25 minutes to cover the topic and take questions.
- *Informal.* Attendees prefer handouts but this is at your discretion.
- *Level-appropriate.* You can cover a topic at whatever technical level you consider necessary as long as you warn prospective attendees what they can expect.

If you enjoy investigating new technologies and like to talk about them, we want to hear from you. Please send proposals to Neil Perlin, Hyper/Word Services, at nperlin@concentric.net or 978-657-5464 by 30 March. ✉

**HE THAT WOULD BE A LEADER
MUST BE A BRIDGE.**

—WELSH PROVERB

Conduct a Post-Mortem

by Saul Carliner, Fellow, Boston Chapter

Because people learn best by experience, one of the most significant activities you can conduct after completing a project is identifying the lessons learned on this project that you can carry forward to future projects. One of the most effective methods of identifying these lessons is a special meeting of the project team called the post-mortem.

A post-mortem is a meeting of all members of the project team at the end of the project with the purpose of identifying

- what went well and should be repeated on future projects, and
- what did not go well, and how to avoid these situations on future projects.

In addition, the post-mortem should provide time for everyone on the project team to thank one another for their contributions. Often during the course of a project, project team members become so comfortable working with one another that they do not thank the other members for their contributions or acknowledge exceptional work. As a result, team members might not realize that their contributions are appreciated by their colleagues. The post-mortem provides a formal opportunity for team members to offer one another such recognition.

Here are tips for conducting a post-mortem:

1. Send a meeting notice to team members at least two weeks in advance. Invite all team members to participate.
2. Prepare and distribute an agenda before the meeting. A typical duration for a post-mortem meeting is no longer than 90 minutes, 60 if possible. The agenda will contain separate items for what went right (at the end of a project, team members are often so focused on what went wrong that they want to understand what went right); and what to improve on future projects (do not use the post-mortem as a “blaming” session, instead, use the post-mortem as an opportunity to identify problems *and* suggest solutions to them); and acknowledgments and thank-yous.
3. At the meeting, create a positive, productive environment by designating a recorder. The recorder should prepare minutes, which will be distributed after the meeting. Set the right tone for the meeting by emphasizing the positive, providing each team member with an opportunity to speak. For example, when asking “what went right” and “what to improve on future projects,” rather than asking people to simply provide suggestions, go around the meeting table and ask each person to provide at least one suggestion before opening the question up to the floor for feedback. Avoid passing judgment on comments. Different team members, because of their role or because of their personalities, have different experiences with a project. Some team members might have a positive experience, others may not. Only by hearing how each team member perceived the project can the entire project team better

Continued on page 7

understand their interactions with one another. Close with some sort of celebration. For example, you might provide a cake that says "Congratulations" or a small gift for each team member.

4. Publish the minutes of the post-mortem within two business days.

5. For those suggestions that require changes to your organization's policies and procedures, provide a follow-up memo to team members within one month of the meeting to tell them whether or not the policy and procedures will actually be changed.

Post-mortem meetings provide valuable closure to projects, letting participants emotionally separate from one project so they can move onto the next.

Therefore, post-mortem meetings are beneficial whether or not members of the team will work together on their next project.

Saul Carliner will present "We Are What We Measure: Metrics for Technical Communicators" to the Washington, DC Chapter on Wednesday 17 April. A popular speaker and author on information design, e-learning, and related management issues, his books include Techniques for Technical Communicators, An Overview of Online Learning, and the upcoming Designing e-Learning. He is a Fellow and past international president of the STC. Contact: saulcarliner@worldnet.att.net or visit <http://saulcarliner.home.att.net/>. ✉

Greatness in our Midst

by Carolyn Kelley Klinger

Three STC Washington, DC Chapter members have recently been elected to the rank of Associate Fellow by the Society. Selection as an Associate Fellow denotes the achievements of a technical communicator either in the field of technical communication or in the work of the Society. Only a fraction of those nominated by a chapter for the Associate Fellow rank are elected. Electing three Associate Fellows from one chapter is highly unusual! Our three new Associate Fellows are

- Cynthia A. Lockley
- Doreen A. Mannion
- Mary R. Wise

To be considered for this rank, a member must have been active in the field of technical communication for at least 15 years and a member of the Society for at least 10 years. Candidates must also have done one of the following: (1) made significant contributions to the field of technical communication; (2) done original work that contributed to the advancement of technical communication; or (3) made significant contributions to the Society.

Lockley, Mannion, and Wise join our chapter's other Associate Fellows, Michael A. DeMarco, Marian O. Norby, and Thomas E. Pinelli. Associate Fellows may be

promoted to the rank of Fellow by the Society. Our chapter proudly claims the following Fellows: David B. Dobson, H. Nelson Fitton, Connie Kiernan, Gerald A. Mann, J. Dexter Nilsson, Annette Reilly, Ginny Redish, and Herman M. Weisman.

The Society has also chosen three winners of the Jay R. Gould Award for Excellence in Teaching Technical Communication. I am proud to announce that one of the winners, Alice I. Philbin, is from our own STC region, Region 2, and was nominated by a Washington, DC Chapter member, Kristi Schakelford. Dr. Philbin teaches at James Madison University in Harrisonburg, VA.

Please join me in congratulating our new Associate Fellows and Jay R. Gould Award winner for their contributions to the profession and to the Society. They will be honored at the STC Annual Conference in Nashville in May.

This year's class of Fellows, Associate Fellows, and Jay R. Gould Award winners follows. An asterisk indicates that the honoree belongs to STC Region 2.

Fellows:

- * Mary Myers Cantando, Carolina Chapter
- Steven M. Gerson, Kansas City Chapter
- Jay J. Goldberg, Orange County Chapter
- * Patricia Joan McClelland, France Chapter
- Deirdre A. Murr, San Fernando Chapter
- John O. Shipman, Southern Nevada Chapter
- Joyce F. Woods, Twin Cities Chapter

Associate Fellows:

- Matthew W. Abe, Twin Cities Chapter
- Mark J. Ace, Willamette Chapter
- Andrea L. Ames, Silicon Valley Chapter
- Bege K. Bowers, Northeast Ohio Chapter
- Steven M. Cascone, Phoenix Chapter
- Cynthia C. Currie, Northern New England Chapter
- Catherine E. Gilbert, St. Louis Chapter
- Michael B. Goodman, New York Metro Chapter
- Susan M. Jensen, Twin Cities Chapter
- Chip Jones, Atlanta Chapter
- * Cynthia A. Lockley, Washington, DC Chapter
- Leanne Logan, Southwestern Ontario Chapter
- * Doreen A. Mannion, Washington, DC Chapter
- John A. Mignot, Los Angeles Chapter
- Jan D. Shelton, Lone Star Chapter
- Deborah H. Silvi, Houston Chapter
- * Mary R. Wise, Washington, DC Chapter

Jay R. Gould Award Winners:

- Marjorie T. Davis, Mercer University
- Mary Sue MacNealy, University of Memphis
- * Alice I. Philbin, James Madison University

If you'd like to learn more about these honors and awards,

- for Fellows, see http://www.stc.org/recognition_election.html
- for Associate Fellows, see http://www.stc.org/recognition_election.html and http://www.stc.org/nominating_guidelines.html
- for the Jay R. Gould Award, see <http://www.stc.org/awards.html> and http://www.stc.org/PDF_Files/72-94.PDF ✉

STC WDC Announces Shirley G. Carter Memorial Scholarship

The Washington, DC Chapter is proud to announce that we will award scholarships of \$1,500 to an undergraduate student and \$1,500 to a graduate student for the academic year 2002-2003. The Shirley G. Carter Memorial Scholarship is intended to further the education of college students who may, upon graduation, contribute to the technical communication profession in Maryland, DC, or Virginia. Scholarships will be awarded to a graduate and an undergraduate who meet the following requirements:

- Current student with at least a sophomore standing enrolled in a degree program (graduate, undergraduate, or associate) at a District of Columbia, Maryland, or Virginia university or college, or a resident of the District of Columbia, Maryland, or Virginia currently enrolled with at least a sophomore standing in a degree program (graduate, undergraduate, or associate) at any university or college
- Overall GPA of 3.0 or higher

A degree program in technical communication is preferred but other disciplines are acceptable. All applicants should show promise of contributing to the technical communication field after they graduate.

We are now accepting applications. Applications are due Friday 5 April 2002. To apply for a 2002-2003 scholarship, do the following:

- Submit a 500-word essay answering the following question: "How do you demonstrate your commitment to technical communication outside the classroom?"
- Submit a current, official transcript of grades.
- Submit at least two letters of recommendation.
- Submit the application at http://www.stcfdc.org/scholarship_app_form.shtml.

Who Is Shirley G. Carter?

Shirley G. Carter, a member of the Washington, DC Chapter, was the first African-American female elected to the Society Board of Directors. She became an STC member in 1976. After serving as Region 3 Director-Sponsor from 1979 to 1982, Ms. Carter was an Assistant to the President for Member Programs until 1984. Ms. Carter was instrumental in forming the Metro Baltimore Chapter, which was chartered during her term. Ms. Carter was responsible for the publication of one of the STC anthology series, *Word Processing and Automated Publications Systems*. Ms. Carter worked for the General Services Administration as a management analyst in the Office of Information Resources Management. She was a

part-time instructor at the Graduate School of the U.S. Department of Agriculture. She continued to be active in STC until her death on 16 July 1986.

Shirley Carter was also a member of the Association of Information Systems Professionals, the Federal Word Processing Council, the National Association for Government Communicators, and the USDA Graduate School, Subcommittee Writing and Editing. ✍

Reminder

Plain Language and Usability: A Case Study Usability SIG event on 7 March. For more information, see http://www.stcfdc.org/prgm_u-sig_mar02.shtml. ✍

High School Teachers Scholarship

Here is a special training opportunity for high school teachers of technical communication in all subject areas. STC will award scholarships to secondary teachers to attend the 22nd Annual Institute in Technical Communication, 16-21 June, in Myrtle Beach, SC. The \$850 STC Scholarships cover tuition, lodging, and meals for the week. Recipients are responsible for travel to and from Myrtle Beach. The deadline for scholarship applications is 15 April.

Sponsored by TYCA-SE, an NCTE association; Horry-Georgetown Technical College, Conway, SC; and Paducah Community College, Paducah, KY, this renowned school is the only one of its kind. Its distinguished faculty consists of leading educators in the field of technical communication as it relates to all disciplines, secondary and college levels.

This is an exciting opportunity to learn classroom-ready teaching strategies, to network with technical communication professionals across North America, and to collect valuable resources for teaching technical communication.

For more information and applications, visit our website, <http://www.stcregion.org/pcc>, email us at stc_prac_comm@hotmail.com, or contact Mitzi Harris, PCC Manager, 417-359-7020. ✍

From the President

Define Your Own Community

by Carolyn Kelley Klinger

In the current economic downturn, involving ourselves in our professional community is more important than ever. Exchanging ideas with our peers is crucial to career development and may even help us tap the hidden job market. Restricting ourselves to only one professional organization, however, prevents us from taking advantage of the many complementary groups that exist in our own backyards. While STC is an exceptionally balanced organization that does strive to fulfill your professional needs as they relate to technical communication, you are ultimately in control of your career, and you have the prerogative to expand your horizons.

In this spirit of diversity in professional development, here are some low cost and local (or virtual) ways to expand your circle of colleagues in fields related to technical communication. You can find more ideas at <http://www.stcwdc.org/relorgs.shtml>.

Group	URL
DC WebWomen	http://www.dcwebwomen.org
Capital PC User Group (CPCUG)	http://www.cpcug.org
Usability Professionals Association, DC Metro Chapter (UPA DC Metro)	http://www.upa-dc-metro.org/
DC-CHI (local chapter of ACM SIGCHI, the Special Interest Group on Computer-Human Interaction)	http://www.acm.org/sigchi/
International Association of Business Communicators (IABC), DC Chapter	http://www.iabcdc.org/
American Society of Training and Development (ASTD), DC Chapter	http://www.dcastd.org
Washington Independent Writers	http://www.washwriter.org/

When defining your community, don't forget virtual groups such as newsgroups, email discussion groups, and threaded discussion boards. These groups are free and located wherever you can establish a computer connection. Lurking, or just listening in without posting messages, is one of the best ways to learn a new skill, or at least the lingo. Once you start sharing your own knowledge with group members, you may find that it is addictive! If ever there was a forum in which a favor is repaid with a favor, this is it.

List	URL
DCPUBS	http://groups.yahoo.com/group/dcpubs/
HATT	http://groups.yahoo.com/group/HATT/
STCWDC-CHAT	http://www.stcwdc.org/list-chat.shtml
TECHWR-L	http://www.raycomm.com/techwhirl/
XML-DOC	http://groups.yahoo.com/group/xml-doc/join

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