Lines & Letters

Northeast Ohio STC Newsletter

Reach out, Connect, and Recruit Member-Get-a-Member campaign

The STC Reach out, Connect, and Recruit Member-Get-a-Member campaign is still up and running!

STC chapters, SIGs and individual members can recruit new members and become eligible to win fabulous prizes. For details about this campaign, see the Reach Out, Connect, and Recruit Member-Get-a-Member Campaign page on STC's website.

NEOSTC has set a goal of recruiting 15 new members by January 15, and we need your help. Did you know that a large percentage of new members join STC simply because someone asked them?

If you recruit a new member during this campaign:

- You will receive $10 off your own membership! For each new non-student member you recruit, you will receive $10 off your own membership (up to $50.00 total).

- Prize Drawing: You'll both be entered in our chapter's prize drawing for fabulous prizes (including $25.00 Amazon and Starbucks gift cards and money-off coupons for STC events).

If NEO STC collectively recruits 15 or more members during this campaign, our chapter will be eligible for additional prizes from STC:

- One Apple iPad

- Up to two full STC Technical Communication Summit Registrations

- Up to five live web seminar registrations to an educational "hot" topic of your choice

- Up to four $25.00 Amazon.com gift cards

- Recognition on the STC Notebook blog

Please contact Amy or Genelle on the NEO STC Membership Committee if you have any questions about the Membership Drive.

Reminders from the chapter treasurer

By Lisa Mileusnich

Using PayPal is a quick and easy way to pay for an NEO STC monthly meeting or workshop. Both members and nonmembers can pay for events via PayPal. However, if you pay for an event through PayPal, please remember to also send an e-mail to programs@neostc.org (or call the phone number listed in the meeting announcement) to let us know you are coming to the meeting. The Programs Committee does not monitor the PayPal account, but they need your name, e-mail address, and entree choice for the list of attendees.

Also, if you are registered for a meeting and have to cancel, we need 48 hours notice to adjust the headcount for the meeting space. If you cancel fewer than 48 hours before the meeting, you are still responsible for payment.

About white papers

What is a white paper?

If you are tasked with writing a white paper about technology use, a question to ask is - what is a white paper? Research for an answer shows the definition can mean different things to different people, but the classic definition is that it is a persuasive essay, typically encouraging adoption of a technology.

White papers often provide information about overcoming a problem or using technology effectively and usually use a format similar to a magazine article. Adobe has several such white papers. One on their site is a paper about use of technology for elearning applications and another on leveraging multimedia for learning. See http://www.adobe.com/accessibility/whitepapers/ to see samples of Adobe white papers. In the Campus Technology journal, in the section on white papers, there is an interesting read on mobile learning applications at Seton University. For access to these white papers see the http://campustechnology.com/whitepapers/list/whitepapers.aspx?sc_lang=en page.

Another question to ask is - is writing a white paper a good idea for what you are trying to accomplish? Since encouraging the adoption of technology is a typical purpose for a white paper and many people are writing white papers today on these subjects, if you want to

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provide information about technology adoption, a white paper could be a good option.

Tips for writing good white papers

White papers should concentrate on readers and their interests. Here are some tips on writing an effective white paper.

- Understand your audience.
- Invest enough time.
- Use a team to write the paper.
- Use audio and video if it will help with impact.
- Work out clear figures.
- Promote your white paper to the press.
- Think about how to capture readers and keep them engaged.
- Speak from experience and don't make a sales pitch.
- Make information educational and useful.
- Avoid information overload, and consider that a very short paper could be effective.

Several books and web site are available on the topic of writing white papers. See http://www.writingwhitepapers.com/book/ for more information about one such book.

Donate items for the holiday raffle!

The NEO STC needs items for its holiday raffle, which is held during our Holiday Party.

Money raised from this year's raffle will be used to fund free admission to upcoming NEO STC workshops. The number of free seats available depends on how much money we raise in December.

Although you do not have to register donated gifts in advance (please feel free to bring anything you want the day of the event) advanced notice of gifts is greatly appreciated. If you know now what you'd like to donate, please contact Denise Kadilak.

Some examples of items donated for last year's raffle include gift certificates, wine baskets, books, and an iPod.

Tickets for the raffle items will be sold during the holiday party. The raffle will take place at the end of the party.

The Holiday party is December 9th at Stone Mad in Cleveland. See the NEO STC website for details.

Thanks to Compuware, Paul Holland, and Heather Steele

Thank you to Compuware for providing the facilities for the NEO STC Joomla training.

Big thanks to Paul Holland and Heather Steele for providing the Joomla training! You did a great job.