

Tip: White paper on using GREP in InDesign CS3

GREP is a means of describing patterns and conditions in text, allowing search-and-replace operations based on the patterns and condition, not the literal text. Michael Murphy of theindesigner has provided a detailed discussion of GREP in the white paper available at http://www.indesignusergroup.com/learning_center/whitepapers/2008/indesign_grep_mmurphy.pdf.

In the spotlight: Sandy Moses



In the last NEO STC online publication competition, Sandy Moses won an award for the Tri-C Title III Grant Blog entry (at <http://title3.wordpress.com/>). The blog was part of a communication plan connected with a grant that Tri-C received in October, 2008. Tri-C received an award of 2 million dollars to enhance distance learning at the college over the course of 5 years.

In her current position, Sandy is the Manager of Online Support Services in the Office of eLearning and Innovation at Cuyahoga Community College. She holds a Masters in Information Systems in Business and has over 8 years experience in higher education in private and state universities and now the community college.

Sandy is a strong advocate of what she calls "inclusion and the perspective of others" as these pertain to the success of a project. As she puts it, "The most successful projects are those where the work includes the perspectives of everyone who might touch the project results."

"A project is worthless if the end users of the product or service chose not to use it because the deliverable does not suit the need." That is how in part she explains the importance of inclusion and the perspective of others. To further support the inclusion of others, a strong internal and external communication plan, according to Sandy, is important.

While earning her Master's degree, she worked in Distance Learning at The University of Akron. While at Case Western Reserve University, she managed an online educational program for the Center for Science and Math Education.

Sandy has also taught part-time as an assistant lecturer in Business Technology and has over 107 contact hours in project management education, and over seven years project management experience, recently earning her

Project Management Professional Certification (PMP) from the Project Management Institute.

Concerning charity work outside of the office, Sandy recently traveled to Kunming, China to teach English. She also works as a teacher in Sunday school and was treasurer and secretary of Women in Higher Education at The University of Akron.

Working with the staff at Intercom, Sandy is looking forward to publishing a recently accepted article with Jeanette Evans on project management and how it can apply to technical communication projects and initiatives.

Sandy Moses recently earned her Project Management Professional Certification (PMP) from the Project Management Institute.

Book review

Your Next Career: Do What You've Always Wanted to Do by Gail Geary (2010)

Reviewed by Jill McCauslin

Your Next Career: Do What You've Always Wanted to Do is a recent publication that walks the reader through the process of making a career change. It starts with helping you determine if a career change is indeed what you want to make. It then discusses how to find a job in that new field and also includes a discussion of starting your own business. The book is a combination of job hunting techniques, worksheets for deciding your strengths, and anecdotes that help make the author's point.

Geary is the author of *Over-40 Job Search Guide*, published in 2005 also by Jist Publishing, which a job counselor I met said was the best job hunting books she's read. Having read both books, I will say that the two books are similar. Since *Your Next Career* is newer, I chose it as the one to review.

Your Next Career is targeted to people who have been working for a number of years who are thinking of changing careers or of starting a business. She includes part-time businesses that retirees might want to pursue. While her audience is comprised of experienced people, much of what she says would apply to anyone, including those just entering the workforce.

The book is broken into 11 chapters that cover identifying your passions and strengths and determining your tolerance for risk. A chapter covers how to write a resume that helps you find a job in a new field and

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another covers how to handle interviews. The book also discusses how to negotiate offers, how to identify different types of businesses you might start, and how to research employment and industry trends.

Geary does acknowledge that some career changes may take education to achieve. You can't decide to become a nurse without going to nursing school. She does suggest ways to build your credibility in less expensive and time consuming ways for a number of careers.

The book is a good starting point for people who are job hunting or thinking of what they want to do next. Once you've read this book, you'll want to get more information on all of these topics that apply to you as it's not a greatly detailed book. Geary does provide helpful advice on developing your resume and preparing for interviews and, perhaps most importantly, developing your negotiation skills. My one complaint is that she recommends a couple of formal career assessments that you'd have to pay a career counselor or professional to administer. That prevents the book from being a complete self-help type of book.

I'd recommend *Your Next Career* if you're looking for a quick and easy read on how to change careers or even just to get some advice on job hunting. It might help if you're contemplating starting a business but I think there are better choices for that. Her coverage of that is brief. The focus of *Your Next Career* is really on finding a job, even if it's outside of your current industry. If you're struggling with your job search or just want to do something different, this is a good book to begin your explorations.