

# Lines & Letters

## Northeast Ohio STC Newsletter



March 2014 Issue

Page 1

### President's Corner - March 2014

Hi all,

As always, I want to thank our host, Keithley, for welcoming us for the meeting last month, and the presenters, Tricia Spayer and Claudia Thompson, for presenting "What is Author-it?" It was a real treat to visit one of Cleveland's major players in the tech community and see a hands-on software demonstration. Thanks Keithley, Tricia, and Claudia.

Important note regarding the NEO community's March meeting: It is being held on the third Thursday, March 20. It is being hosted at Radcom in Hudson. Please check the registration page to confirm dates and locations.

This meeting is a panel discussion titled "Youngstown State University – A Professional and Technical Writing Program Case Study." The presenters are a diverse group including educators, current students, and prospective employers. The discussion will cover the challenges and successes of this new program and explore the future of the technical writing profession.

For more information and to register, click [here](#).

Exciting NEO Accomplishments:

- ◆ Tricia Spayer has been awarded Associate Fellow
- ◆ Sharon Jendrisak has been awarded the Distinguished Chapter Service Award
- ◆ Kim Lindsey has been awarded the Distinguished Chapter Service Award

Congratulations to all of them for their accomplishments in the STC and in their technical communication careers. For more information about the DCSA winners, see the article in this newsletter. (Our Associate Fellow will be featured next month.)

One note to share with the community: Recently the Southwest Ohio community approached the NEO community with a request to merge the two chapters. The officers of the NEO community met with the National leadership. There was then a separate meeting between the president and vice president of the NEO and the president of the SWO to understand all of the details. At the end of the day, there was no benefit to the NEO that justified risking the cohesive successful community model the NEO has in place. Furthermore, members of the SWO are welcome to join our community under the current rules of membership. With that in mind, the officers respectfully voted unanimously

to decline merging the two communities. We send our best to the SWO and will always welcome them if they choose to pursue membership in the NEO. Feel free to speak with the community officers if you are interested in more details.

As always, if you are interested in getting more involved as a volunteer, please feel free to contact me at [paul\\_holland@mac.com](mailto:paul_holland@mac.com)

**Paul Holland**

PS. *Hail Noble Captain, It Is Done Again*

This month's lady is another first. She is the USS Triton, perhaps my favorite submarine. She is the only submarine we ever built with two nuclear reactors. In 1960, on her shakedown cruise no less, she was tasked with circumnavigating the globe completely submerged.

The voyage took place between February 24 and April 25 April in 1960 and covered 26,723 nautical miles. Her navigational track followed the same course as the first circumnavigation of the world by Ferdinand Magellan between 1519-1522.

The goal was to complete the voyage before the May 1960 Paris Summit between President Eisenhower and Premier Khrushchev. It was intended to provide a public demonstration of the US capability to carry out long-range submerged operations. The mission also gathered extensive oceanographic, hydrographic, gravimetric, geophysical, and psychological data.

The New York Times described this as "a triumph of human prowess and engineering skill, a feat that the United States Navy can rank as one of its bright victories in man's ultimate conquest of the seas."

There were a number of awards for this mission, but most notable are the Presidential Unit Citation, Captain Beach's Legion of Merit, and the Magellanic Premium. The Magellanic Premium is a prestigious scientific award, from the American Philosophical Society.

When the Triton completed the mission, She, her commanding officer, and her crew presented a plaque that was designed, and the mold carved, by US Navy Veterans. The plaque was 23 inches in diameter and its design consisted of a sailing ship (Magellan's Trinidad), above the submarine dolphin insignia. Between the two are the years 1519 and 1960, all within a laurel wreath. Outside the wreath is the motto AVE NOBILIS DUX, ITERUM FACTUM EST, which translates as Hail Noble Captain, It Is Done Again. (Note to readers, if you are a maritime historian, that visual of two great captains

# Lines & Letters

## Northeast Ohio STC Newsletter



March 2014 Issue

Page 2

honoring past achievements and building on them, is humbling and awesome.)

The official plaque was presented to the Spanish Government by the US Ambassador and is hanging in the city hall of Sanlúcar de Barrameda, Spain.

Duplicates were presented to the Mystic Seaport Museum, the Naval Historical Association, the US Navy Submarine School, and the U.S. Navy Submarine Force Library and Museum.

### Upcoming Events March 2014

#### NEO STC events

- ◆ All NEO STC events are listed in the Events Calendar.
- ◆ 3/11/14: Networking lunch at Claddagh in Lyndhurst (Legacy Village). Details.
- ◆ 3/20/14: Chapter meeting, "Youngstown State University – A Professional and Technical Writing Program Case Study," at Radcom in Hudson. Details.
- ◆ 4/2/14: Networking event at Olympia Sweet Treats & Grill in Strongsville. Watch the website for details - this event includes a chocolate factory tour!

#### Other events and dates of interest

- ◆ 3/12/14: Cleveland UXPA meeting, "Small Screen, Big Ideas," at Rosetta in Cleveland. Details.
- ◆ 3/19/14: Instructional Design & Learning SIG webinar, "Talk to the Elephant: Design for Behavior Change," presented by Julie Dirksen. Details.
- ◆ 3/20/14: IABC Cleveland lunch program, "Strategies and Tactics for Communicating Sustainability and Green Messages," presented by Barb O'Brien Brown, at the CSU Business School. Details.
- ◆ 3/20/14: NEO PMI meeting, "Communicating Your Professional Brand and Value," presented by Sonya Weiland, at Baldwin Wallace University in Berea. Details.
- ◆ 3/20/14: Greater Cleveland ASTD meeting, "ELearning Tools & Truths," presented by Lori Klepfer and Peggy Goodell, at the Hyatt Place Independence. Details.
- ◆ 3/22/14: Mid-Atlantic TechComm Conference, in Willow Grove (near Philadelphia) PA. Details.
- ◆ 4/11 - 4/18: Northeast Ohio Software Association Tech Week. Details.

- ◆ 4/13 - 4/15/14: Spectrum 2014 conference, hosted by Rochester STC, at the Rochester Institute of Technology. Details.
- ◆ 5/18 - 5/21/14: STC Summit, in Phoenix, AZ. Details.
- ◆ Visit the STC website for the most current list of Live Web Seminars.

### Sharon Jendrisak and Kim Lindsey Receive Distinguished Chapter Service Awards

The Northeast Ohio Community of the Society for Technical Communication is pleased to announce that Sharon Jendrisak and Kim Lindsey have achieved the Distinguished Chapter Service Award. Their tireless service to the NEO STC is a source of pride and inspiration to all of us.

Their active participation in the NEO STC over the years has been a positive influence on the chapter, and has moved us forward in our goal of promoting and sustaining the role of technical communicators in our community.

Their spirit of volunteerism has greatly benefited our chapter over the years, and we thank them for it. Though their contributions are too many to list here, we would like to recognize:

Sharon specifically for her outstanding efforts in the following roles:

- ◆ Public Relations Chairperson (2012 to present)
- ◆ Community Vice President, President, and Immediate Past President (2010-2013)
- ◆ Co-presenter, "Technical Writing Meets Instructional Design," at NEO STC January Program Meeting (2011) and STC Summit (2012)
- ◆ Membership Chairperson (2008-2010)
- ◆ Committee of the Year award winner, Membership Committee (2009 and 2010)

Kim specifically for her outstanding efforts in the following roles:

- ◆ Sponsorship Chairperson (2012 to present)
- ◆ Workshop Chairperson (2009-2010)
- ◆ Crucial Communicator regional conference Program Chairperson (2007)
- ◆ Community Vice President, President, and Immediate Past President (2003-2006)

# Lines & Letters

## Northeast Ohio STC Newsletter



March 2014 Issue

Page 3

Their experience and wisdom have been invaluable to the NEO STC. We hope that they will continue to be a crucial part of our community for years to come.

Please stay tuned and make arrangements to help us to formally recognize Sharon and Kim for their achievements at our NEO STC Annual Chapter Awards Banquet and Election on May 8.

The Distinguished Chapter Service Award recognizes the hard work and commitment of STC's community leaders. The award recognizes an individual's exemplary effort, energy, and dedication to their community and its activities. This award is the highest level of recognition that a member can receive for service to their community.

Congratulations, Sharon and Kim!

### Rockwell Automation Hosts College Students as Part of NEO STC's Mentorship Program

*By Bob Young and Lisa Adair*

Rockwell Automation hosted two college students in February as part of the NEO STC's Mentorship Program. Sarah Perrine and Andrew Preston got a peak into the diverse world of global marketing communication at Rockwell Automation. They liked connecting the dots to see the total organization's picture.

Sarah, a senior at Youngstown State University, and Andrew, a graduate student at the University of Akron, got an opportunity to spend the day at the Landerhaven facility in Mayfield Heights. The pair gained professional insight into the different skillsets of Rockwell Automation employees during the half-hour sessions ranging from technical writing and editing, usability and web development, to marketing communication.

Sarah has been part of the Mentorship Program since August 2013, and said of her visit to Rockwell Automation, "It was an interesting experience that will certainly help me decide what I want to do in the future." Sarah, who is majoring in environmental studies and writing and editing, was the 2013 recipient of the NEO STC Scholarship award.

"I was surprised to learn how the communicators know the complex products so well," she said. "I most enjoyed the time spent learning about how the writers create the documents by using the products." Sarah plans to obtain her master's degree in environmental studies after graduating this spring. Andrew said of his experience, "I gained important practical knowledge about how different kinds of technical communicators worked

together to deliver complete information in simple terms to Rockwell's customers. I also learned how the work of technical communicators merged with that of marketing communicators, information architects, and others to enhance the user experience." Andrew has researched and written several historical articles for the Massillon (Oh) Museum while earning his Bachelor of Arts degree in History from Malone University. He also translated three, 200-page manuscripts composed in a sixteenth-century writing hand in various languages, including Latin.

He added, "Overall, the visit helped me understand in concrete ways how I might apply the skills that I've developed through my academic program in a professional setting." Andrew will earn a master's degree in history this spring.

Rockwell Automation employees and senior NEO STC members, Lisa Adair and Bob Young, escorted the students on their day-long tour of the building, which included a stop in the demonstration lab with Customer Relationship Representative Chris Sethman. The "lab" chronicles the company's history and showcases its vast array of products, which are used world-wide. The students also met with Technical Writers Jonathan Vasko and Jill Lutman, Editor Kelly Graham, Usability Manager Amit Sathe, Online Help Information Developer Paulette Tiggs, and Global Marketing Representative Lynn Nickels.

Kathleen Ruggeri, a senior STC member who manages the information architects, editors, and information developers, welcomed the students with an overview of the various communication departments.

The Mentorship Program seeks to inform students about what is required in real-world technical and marketing communication environments. The one-to-one relationship between a mentor and student allows for encouragement, guidance, and career advice. Lisa has been mentoring Sarah since she joined the program last year and has met with Sarah during networking lunches and at NEO STC meetings.

### Senior Member Pins

In recent years, NEO STC has started a tradition of granting senior member pins to our new senior members (those with five years of consecutive membership). If you are a senior member who does not have a pin and you would like one, please contact Membership chair Carrie Cianciola by April 1 so that she can place an order for pins.

# Lines & Letters

## Northeast Ohio STC Newsletter



March 2014 Issue

Page 4

### In the Spotlight: Diana L Awad Scrocco

By Lynn Nickels and Dr. Diana L. Awad Scrocco

Are there any medical writers out there? I know there are! In this month's Spotlight, we will meet Dr. Diana L. Awad Scrocco, so all of you technical writers with a penchant for medical writing, read on...

Diana is currently an assistant professor of English at Youngstown State University. At YSU, she teaches undergraduate- and graduate-level courses in professional and technical writing, healthcare communication, writing pedagogy, and composition.

She earned her Ph.D. at Kent State University where she completed a dissertation on medical communication. Her research focuses on the rhetorical and interactional patterns of expert and novice physicians as novices work toward developing professional expertise. She has also researched college students' responses to writing instructors' comments on their writing and writing consultants' feedback to student writers in a university writing center.

Diana has served as the Associate Director of the Global Communication Center at Carnegie Mellon University, the first writing center on the campus, and has been awarded a research professorship for the 2014-2015 academic year to begin a new project on expert physicians' feedback to novices about their patient chart notes.

Please join me in welcoming Diana to the NEO STC community. New to our community, she is interested in learning about what we do and can reciprocate by being a great resource for all of you medical writers out there!



You can contact Diana at [dlawadscrocco@ysu.edu](mailto:dlawadscrocco@ysu.edu).

### 2014 STC Summit Keynote Speaker Announced

According to a recent announcement from STC, for over 15 years, Jonathon Colman "has helped people build, find, and use the very best stuff on the Web." He currently manages a team of content strategists focused on Facebook's Platform and Open Graph products.

He has worked with organizations like Facebook, REI, The Nature Conservancy, Conservation International, and IBM to launch new products and experiences, connect with their communities, and engage their

members. Jonathon helps organizations become better at what they do so that they can succeed in fulfilling their missions.

In Phoenix, Jonathon's keynote address will be: **Information Entropy: The Next 10,000 Years of Content Strategy**. Want to learn more? You can find [Jonathon on Facebook](#) or follow him on Twitter @jcolman.

Plan your trip now for the Technical Communication Summit on May 18-21 in Phoenix, AZ, and join us as we welcome Jonathon to STC! [Visit the Summit website](#) to learn more about Jonathon and what he'll be talking about in Phoenix.

### Angie Dianetti Joins Goldman Sachs 10,000 Small Businesses

Cuyahoga Community College (Tri-C) welcomed Angie Dianetti, President of Radcom, and other Cleveland area small business owners to the Goldman Sachs 10,000 Small Businesses program. "I am so excited to be working with other local entrepreneurs, all of which are working on growing their businesses and promoting job growth," stated Angie Dianetti.

Goldman Sachs 10,000 Small Businesses is a \$500 million initiative to unlock the growth and job creation potential of small businesses across the United States by providing them with greater access to business education, financial capital and business support services.

The business owners who enrolled represent a wide variety of industries and businesses including manufacturing, catering, marketing, IT services and more. They spend 12 weeks at Tri-C studying a business and management curriculum designed by Babson College, the top-ranked school for entrepreneurial education, and customized by Tri-C faculty. The curriculum covers topics including accounting, human resources, negotiation and marketing. The program also includes one-on-one business advising, accounting workshops and advice from Goldman Sachs' professionals. The program culminates with each participant developing a strategic growth plan for their business.

10,000 Small Businesses launched in Cleveland in May 2012, committing \$15 million for small business loans, business education and grants for supporting community partners. Additional partners involved in the program in Cleveland include the Council of Smaller Enterprises (COSE), JumpStart, Inc., the Northeast Ohio Hispanic

Chamber of Commerce, the Urban League of Greater Cleveland, and Growth Capital Corporation. These partners help with the recruitment of small business owners and entrepreneurs in Greater Cleveland and assist in providing technical assistance and business support services.

For information about the business and management education program, please visit [www.tri-c.edu/10ksb](http://www.tri-c.edu/10ksb).

### Talk of the Town

NEO STC member **Jeff Rezabek** is a published author! His book *Application Release & Deployment for Dummies*, IBM Limited Edition (authored with Eric Minick and Claudia Ring) was recently published by John Wiley & Sons. It is available at [this link](#) as an eBook.

Let's congratulate **Lynn Nickels** on her new position as Global Marketing Communications Representative at Rockwell Automation.

### Program Meeting Presentations

Some of our monthly speakers have shared their presentation slides and reference materials with us. Look under "Professional Resources" on the top navigation bar for Program Meeting Presentations. Please note that all materials are available for personal use only.

### Best of Show Winner: Danielle Budzick

Danielle Budzick, together with Cheryl Knight, won a Best of Show award for the Teaching for Online Learning entry in our recent NEO STC publication competition. Lines & Letters recently spoke about the entry with Danielle, who is the District Director of Innovative Quality and Design, Cuyahoga Community College.

Concerning the process for developing the entry's learning objectives, Danielle notes, "The learning objective analysis was originally done several years prior to this redesigned course as part of a Title III Grant Subcommittee focused on the entire Teaching for Online Learning series of workshops. The committee examined best practices at a number of other institutions, national research, and Tri-C faculty needs to determine the learning objectives." Danielle also said about the entry:

- ◆ The purpose is to help faculty become prepared to teach in the online or blended learning environments. The focus includes both technical competencies (such as Blackboard skills) and course design strategies (such as alignment mapping and backwards design). The end goal is that faculty will

have experienced designing and developing one full unit as part of the workshop with feedback from an instructional technologist or designer.

- ◆ My personal involvement with the entry stemmed from the original development of the course. Most of the 'bones' were designed as part of the Title III grant (mentioned above). However, in a changing landscape, the workshop needed to be redesigned and redeveloped to accommodate new features (we upgraded Blackboard) and incorporate more course design support. This is where Cheryl played the most critical role in designing and developing the new components of the course. The course was created in Blackboard and utilizes a number of different technology tools including SoftChalk and video content.
- ◆ Getting outside feedback was helpful. It allowed us to reflect on some of our choices, make some small tweaks, and validate what we had done from the beginning.

What are some of the judges' comments supporting the award? One of the judges said:

"I am a real-world representation of your target audience...and ... I would have loved to have this course under my belt as I was making the transition from classroom to online teaching... I fully believe that this course would meet ALL of my instructional needs regarding not only how to use Blackboard, but how to teach online. I would feel empowered and confident that I could succeed!"



### Book Review: The Project Management Tool Kit

*Reviewed By Jeanette Evans*

*The Project Management Tool Kit: 100 Tips and Techniques for Getting the Job Done Right*, Third Edition, [Paperback] By Tom Kendrick (2013), AMACOM Books, ISBN-9780814414767, \$19.95.

With author Tom Kendrick a Program Director for the project management curriculum at UC Berkeley Extension, my guess is that *The Project Management Tool Kit* is meant for both classroom and reference use and effective for both. As an award winning PMP-certified author and someone who taught and presented at conferences and universities and spent nearly 40

years in the field including 20 years with HP in various project management related roles, Kendrick has great credentials for writing the book.

What does Kendrick feel is worth noting in this third edition? He updates, as you would expect, to show the latest changes in *A Guide to the Project Management Body of Knowledge (PMBOK® Guide)* as he goes through his 100 tips. With roughly two sheets for each of the 100 tips, this format works for me. I like the short chunks. The alphabetical arrangement is also to my liking, as I could quickly find items of interest. The index helps with that also.

Communicating informally – one of the 100 topics – caught my eye as I often wonder if it is a good idea when dealing with a project. Should I chat informally with members of the team? Is structured communication that is clear the only way to be effective? According to Kendrick, communication that is informal and unstructured – “periodic person-to-person communication without a specific purpose” is a good idea. It results in “good team relationships, fewer misunderstandings, and early warning of potential problems” (page 25).

These ideas drew me into the topic. The author continues by stating that too much of a good thing can be bad. “While overuse can reduce productivity and be annoying, judicious use of instant messaging and social media can enhance trust, overall relationships, and team cohesion” (page 25). This topic reflects the communication process category in the PMBOK. Other PMBOK topics – all of them covered in *The Project Management Tool Kit* – include leadership, teamwork, control, scope, time, cost, quality, human resource, risk, procurement, and stakeholder management (pages xi to xiv). With other topics as interesting as the informal communication one, the book is a good reference either for someone familiar with project management topics or someone just starting out.

Agile – a topic of interest to many today – appears in a short and sweet entry displayed in a flow chart as an iterative type of life cycle (page 148). Short and sweet coverage appears in *The Project Management Tool Kit: 100 Tips and Techniques for Getting the Job Done Right* throughout.

[Note to readers: A version of this review is scheduled to appear in *Technical Communication*.]

### Bulwer-Lytton Fiction Contest

NEO STC will not be hosting a Bulwer-Lytton fiction contest this year. However, you can still submit your own original entry to the international competition. The official deadline is April 15. For submission details (and lists of winning entries), see <http://www.bulwer-lytton.com/>.

### Newsletter Notes: March 1 Starts a New Newsletter Promotion

*By Jeanette Evans (co-editor, Lines & Letters)*

The month of March starts a new newsletter promotion. You get a chance to win a prize if you submit an article starting March 1, 2014, and ending through February, 2015. You will be eligible to enter our drawing for a prize similar to the Kindle we provided at our last drawing in December, 2013. Stay tuned for details about the prize.

March also brings some great NEO STC activities including the YSU meeting Lynn Nickels described in her great article in our last newsletter. In our current newsletter, you can read about some other outreach and mentoring work done with students and NEO STC members at Rockwell Automation. In another activity related to our NEO STC academic relations outreach work, we are accepting applications this month for our scholarship. Scholarship applications must have a postmark of April 1, 2014, or before, to be eligible.

We hope you like this newsletter, including our latest In the Spotlight profile and best of show competition winner interview, with competitions being one of the great activities NEO STC sponsors.

Looking forward to hearing from you with your submissions to this newsletter.