

Byline



Bi-Monthly Newsletter for STC Chicago Members and Supporters

President's Message

by Michael Burke

Welcome to the STC Chicago 2019-2020 term. Allow me to introduce myself as I am relatively new to STC Chicago (involved with STC Chicago for approximately 5-6 years).

I am Michael Burke and I've been in the technical communication field for about seven years. I started documenting policies and procedures for the financial industry (banking), then staying in the financial industry, I changed jobs, and now I landed in my current role about two years ago in the IT department of a health insurance company. I document the IT responsibilities and security practices for our company as we are undergoing a major audit this year, where every detail is critical.

I say that I am relatively new to STC Chicago because I know a large portion of our membership has been a part of the chapter for one to two decades and some even more. That tells me a lot about our chapter. It says that you find value in the activities and support that we provide. This also impresses on me the responsibility our officers and administrative counsel has to our membership and those non-members that rely on us for support.

We are planning many of our traditional activities for the year and I'm sure we will slip in a few new things. Especially with your input and help. My goal is to ensure that our Chapter continues to support you in the ways that mean the most to you and helps to make your job easier. To do that, please let us know what you need to continue to grow in your skills. Please attend our meetings, reach out to our Administrative Counsel, and let us know what you need. And, let us know the activities that you enjoy most – either for skill improvement or just a good time talking with your fellow colleagues.

Our first Chapter meeting is this month. There is a national trend now for challenges, so here is my challenge for you. Attend our August meeting, talk to one of our officers or administrative council members and tell us what you need, what you want, what will help you in your career.

I hope to see later this month.

August STC Program

Summit Remix: Key Take-aways from the 2019 STC Summit

For those who could not attend the annual STC Summit, this meeting will have three STC Chicago members each give a 15-minute presentation on their best takeaways from the Summit. They will share their thoughts on specific sessions, the Summit as a whole, and on the advantages of professional conferences in general.

Francis Bao will talk about the non-educational sessions and events, including networking sessions, the vendor expo, special group lunches, keynote speakers, the annual board meeting, and the honors reception.

MK Grueneberg will talk about the value of continuing education at any level of your career. No matter where you are on your career path, there is always something to be learned – especially in an ever-changing field like Tech Comm. She will also share some take-aways from her favorite sessions.

Cheri Gerlach will share key take-aways from the educational sessions she attended.

See <http://www.stc-chicago.com/august-summit-remix-some-key-takeaways-from-the-2019-stc-summit/> to register.

When

Thursday, August 15, 2019 – 6:00-8:30pm

Where

Bar Louie – 1160 Plaza Drive, Schaumburg, IL 60661
Just outside Woodfield Mall, right off of 90/290

Cost

STC Chicago Members – \$5

Other STC Members and Students – \$15

Non-Members - \$20.

Buffet-style dinner and soft drinks/coffee are included with registration.

In this issue:

President’s Message - 1 -

August STC Program..... - 1 -

Friends of STC Chicago Sponsor - 2 -

Wednesday Webinar Series - 2 -

eLearning Showcase..... - 2 -

2019-2020 Technical Communication Competition... - 3 -

Scholarships for 2020-2021..... - 3 -

STC Chicago Remaining Chapter Meeting - 4 -

STC Chicago VIP Program - 5 -

Join Us at the eLearning Showcase on August 13

We've got a great selection of sessions for this year's Showcase. The day will start with a keynote session by Jonathan Halls, adjunct professor at George Washington University and CEO of Trainer Mojo LLC. Then, you'll be able to choose from 22 breakout sessions presented by 30 speakers in 4 time slots. We'll announce the schedule online, closer to the event date.

Register online today at <http://www.chicagoelearningshowcase.com/registration.html>.

About Our Keynote: Film School for Learning Pros

Some videos on YouTube have millions of views. But many more millions of videos on YouTube have only one or two views. How about the training videos you make for eLearning? Do people watch them? Do they learn from them?

Video is the flip chart of the future, and tomorrow's trainers need not only the skills of design and facilitation, but also the skills of media production. Jonathan Halls will present the case for using video in learning—but add a dose of realism and explore when it's a waste of money. He'll share techniques from the world of professional media to make your videos not just look good, but also better engage learners. And he'll share tips from the world of production on how to make video quickly without compromising quality. Video has the power to extend learning beyond the classroom and bring the world into the classroom.

Friends of STC Chicago Sponsor

LavaCon 2019

Enhance Your Skills. Find Your Tribe. Make a Difference.

The LavaCon Content Strategy Conference

The LavaCon Content Strategy Conference:

A gathering place for content Strategists, content engineers, documentation managers, and content professionals. See <https://lavacon.org/2019>

Portland Oregon: October 27-30, 2019

Wednesday Webinar Series

STC Chicago provides FREE webinars to its chapter members on the first or second Wednesday of every month. These online events exist as a supplement to our monthly in-person chapter meetings.



Scholarships for 2020 - 2021 Academic Year

The Chicago chapter of the Society for Technical Communication is sponsoring scholarships for College and University students as well as High School Seniors for the 2020-2021 Academic Year.

College and University: Eligible applicants must be current students pursuing technical communication-related degrees or certificates at accredited educational institutions in the United States. Past applicants and winners can apply again as long as the entry materials were created in the last 15 months and are from publications that were not submitted before. Note that no person can win the STC Chicago scholarship more than twice.

High School: Eligible applicants must be current high school seniors considering technical communication-related degrees or certificates at accredited educational institutions in Illinois, Indiana, or Wisconsin.

Application forms, specific requirements, and deadlines are posted on the chapter website. If you are interested and eligible, please submit a completed form and the requested writing samples by the posted deadline.

A panel of senior members will evaluate all applications and notify winners. The winning recipients will be invited to attend STC Chicago's Recognition Banquet in March 2020. Scholarship monies are paid in the students' name directly to the educational institutions at which the recipients are enrolled.

If you know of a student who might qualify or an educational institution that would like to share our scholarship information, please refer them to our website (www.stc-chicago.com).

STC Chicago 2019-2020 Technical Communication Competition

Call for Entries

Have you worked on a writing project that you're proud of? Then, it's time to enter it in our annual STC Chicago Competition. Tell your co-workers; let your boss see how good your work really is. Also, your entry can be submitted for several writers on a project.

Very few chapters offer the competition due to the cost commitment, but we believe it is worth it to have a professional provide feedback on your work, especially if you are a lone writer.

When you enter our competition, you have a minimum of two experienced technical writers review and provide valuable feedback to you. Any award you may win can be added to your resume to let potential future bosses see your skills that were recognized.

A link for entry applications and fees will be posted on our website by August 1. If you have any questions, please contact our Competition Committee by email at competition@stcchicago.com.

Call for Judges

STC Chicago is recruiting judges for our annual STC Chicago Technical Communication Competition. As a judge, you have a unique opportunity to review entries from different companies across a variety of industries. The entries you review can be websites, manuals, online help, posters, newsletters, and more. Past entries included industries as diverse as aerospace, manufacturing, agricultural, software, and medical associations. Reviewing such different work can be educational as well as inspiring. Additionally, you get the opportunity to engage with other judges and benefit from their experience.

How does judging work?

Judges are placed in three-member teams with a designated team lead. The team members receive 3-5 entries that must be reviewed over an 6-week period. Judging this year will run from **October 5** through **November 16** judge reviews the entries using a four-page form that highlights different elements of technical communication. Responses are shared among team members and modified, as necessary, as the team reaches consensus on the award status of each entry.

Where do I sign up?

A link to judge applications will be posted on our website by August 1. If you have any questions, please contact our Competition Committee by email at competition@stcchicago.com.

Dates

August 1-September 27: Call for Entries and Judges

October 5-November 16: Judging Begins, orientation October 5 (GoToMeeting)

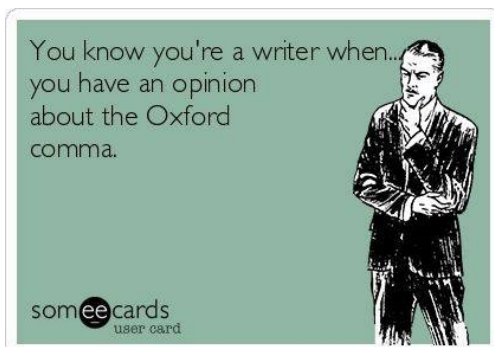
November 16: Consensus Judging Ends

Fees

STC Chicago member: \$50

STC member (non-Chicago chapter): \$75

Non-STC member: \$100



2019 Remaining Chapter Meetings

We are pleased to share the plan for the monthly Chapter meetings for the remainder of 2019.

This is just a quick summary of what is coming up – keep an eye on our webpage for the full articles and registration link for each meeting. The locations noted are tentative.

August: Summit Remix – Some highlights and take-aways from some of the presentations at the STC Summit and a discussion of benefits and advantages of Tech Comm conferences. (*Schaumburg*)

September: Jack Molisani – **“When Your Ship Comes In: Increasing Your Corporate Value”** – Do you feel like you are the captain of your career, or more like a galley slave—chained to a job that you don’t like, or perhaps one that pays slave wages? In this meeting professional recruiter, business owner, and STC Fellow Jack Molisani will discuss short-term tactics and long-term strategies for increasing your corporate value—and thus your standard of living. (*Downers Grove*)

October: Jessica Behles – **“Wanna Cyber? Breaking into and Succeeding in Cybersecurity as a Technical Communicator”** – Jessica will give her Summit presentation for us. Even if you are not looking into transitioning into cybersecurity, she has a ton of great tips and tricks related to security. Her session will show you what it takes to break into and thrive in cybersecurity, a field currently experiencing a talent shortage. –This meeting will be a downtown meeting. (*Downtown Chicago – Printers Row*)

November: MK Grueneberg – **“Breaking the Chains of Resistance: Mastering Effective Change Management”** – this presentation was delivered first at LavaCon and then again at Spectrum. It was initially geared towards managers, but everyone can benefit from the change management tips. We all deal with change in our own way. We find a way that works for us as individuals. But what happens when you are a manager of a team and you need to implement change? How do you help a group of individuals collectively and successfully deal with change? How do you personally handle change? (*Oakbrook*)

December: Lightning Talks and Holiday party – we will continue our tradition of lightning talks and general networking for our December meeting. Lightning talks are mini-presentations of 20 slides in 5 minutes on either serious or light topics – if you can tie it into Tech Comm, that's great, but not required. The slide limit and time limit will be strictly adhered to, so plan accordingly! (written notes are frowned upon!)

If you would like to be considered to do a lightning talk, send an email to program@stc-chicago.com with your topic idea. (*Schaumburg*)

VIP Program Begins Again

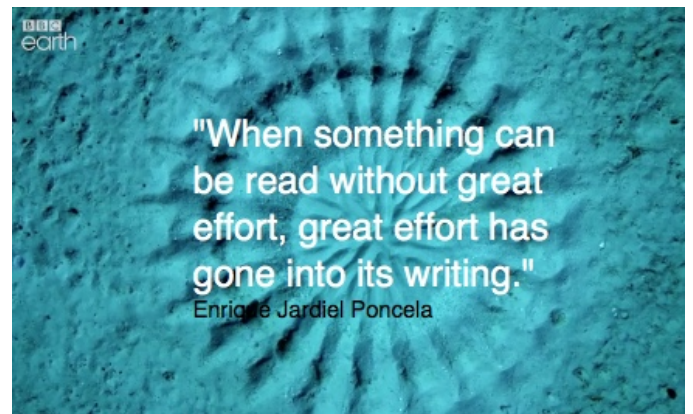
Our Volunteer Incentive Program (VIP) is back for a fourth year! During the entire program year (August 2019 through June 2020), all members who volunteer in big or small ways will be entered into a drawing for a gift card for dinner for two. Members will receive one ticket for each time they volunteer. At our end-of-year celebration next June, we will pull the name of one winner. The winner of the 2018-19 VIP program will be announced at the August Chapter meeting.

Remember...volunteer in big ways or small ways...it **all** counts! Here are just some of the ways you can be entered into this year's VIP drawing:

- write an article for *Byline*
- be a competition judge
- work check-in at a monthly chapter meeting
- print name tags for a monthly meeting
- write a meeting recap for *Byline*
- make centerpieces for our annual banquet
- help contact schools regarding our scholarship program
- secure a sponsor for a meeting

...and so much more! Let's see what ways you can come up with to volunteer!

For questions or ideas, please contact our Program Manager at program@stc-chicago.com



STC Chicago 2019-20 Officers

President

Michael Burke, president@stc-chicago.com

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Dan Dornbrook, secretary@stc-chicago.com

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Immediate Past President

MaryKay Grueneberg, ipp@stc-chicago.com

2019-20 Committee Managers

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Bylaws – Becky Hall

Competition – Elizabeth Burke and Cheri Gerlach,
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eLearning & Technology Showcase – Linda Jansak

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Byline

Byline is a bi-monthly publication of the STC Chicago chapter of the Society for Technical Communication (STC), a non-profit membership organization serving the needs of technical communication professionals.

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Subscriptions: The current issue of Byline and all archived editions are available on the [STC Chicago Website](#).



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