

Byline



Bi-Monthly Newsletter for STC Chicago Members and Supporters

President’s Message

By Pete Wagner

As I wrote in the last Byline and AAG (At a Glance) the AC and our membership is itching to resume live (in-person) meetings. The AC had discussed sending out a survey regarding your comfort level for attending in-person events again. But given the latest trends and guidance from the national, state, and local levels, fall and winter STC Chicago Chapter gatherings will continue to be virtual.

We’ve got two great virtual events scheduled this month: Jack Molisani’s webinar on getting that interview and how to beat the dreaded applicant tracking system on October 13, and the rescheduled Structuring Authoring Workshop on October 27.

The mother of all STC events, the annual Summit, graces Chicago again May 15-18, 2022. Organized by national STC with the support of the Chicago chapter, it is being planned as an in-person conference again at the Hyatt Regency O’Hare, in Rosemont, Illinois. See the STC website (<https://summit.stc.org/conference/>) for the latest information.

Chicago last hosted the Summit in 2012, and the chapter is once again excited to roll out the red carpet to our colleagues from across the country and the world. We need your help! I volunteered back then to work the chapter table at the conference. The 2022 planning committee needs volunteers both now and to work at the conference next year. No contribution is too small. Please reach out to any officer or committee manager, listed on the last page of Byline. We look forward to hearing from you. Ω

Table of Contents

President’s Message	1
Member News	1
October: Structured Authoring Workshop	2
November: Online Scavenger Hunt	2
October Webinar	2
Thursday Virtual Meetup Schedule	3
2022 Chicago eLearning & Technology Showcase: Call for Volunteers	3
Expand Your Knowledge, Enhance Your Education	3
Competition Entry Deadline Extended	4
We need YOU to judge!	4
Renew Your STC Membership	5
2022 Summit Call for Proposals: Deadline Extended! ..	5
You’re Invited!	5

Member News

Copresco’s Overnight Lite newsletter has won another APEX Award for editorial excellence.

The Award was given for Copresco’s April/May 2020 issue with an article by Earl J. Wilkinson, executive director of International News Media Association in Dallas, Texas. The article reported the good news that there were zero incidents of Covid transmission from printed publications.

Awards are based on excellence in graphic design, editorial content, and ability to achieve overall communications excellence. Copresco President and STC member Steve Johnson has won several APEX Awards for his printing industry magazine columns. Ω

Virtual Chapter Meeting



Wednesday Webinar Series

October: Structured Authoring Workshop

Registration for STC Chicago's Structured Authoring Workshop is now open! The workshop has been rescheduled for Wednesday, October 27, 2021. [Register today!](#)

This online workshop gives a basic overview of structured authoring and its principles, regardless of the software/component content management system (CCMS) used. The principles discussed in the overview are then illustrated with real-life examples.

The class is taught by STC Chicago president Pete Wagner, who was the CCMS Power User at Siemens in Buffalo Grove for many years and later worked as a consultant at Dakota Systems Inc., a Chicago company that helps organizations implement structured authoring, content management, and publishing solutions. Questions regarding this topic can be submitted in advance of the workshop by [emailing Pete](#).

Ω

November: Online Scavenger Hunt

For our November chapter meeting, one of a series of virtual events likely to continue into 2022, STC Chicago will meet jointly with one or more other STC chapters for an online scavenger hunt. This interactive and fall-themed event is tentatively scheduled for 7 p.m. Wednesday, November 17. Full details will be announced on our chapter website in early October.

Meanwhile, to make sure you get the latest updates on all of our upcoming activities, please sign up for our email list at <https://bit.ly/3zNsqd>. Ω

October Webinar

“Get that Interview! How to Beat the Dreaded Applicant Tracking System”

Have you ever applied for a job via a company's website but never received an interview? Chances are you made one (or several) mistakes that kicked you out of the running.

An applicant tracking system (ATS) is a web-based job application platform that uses artificial intelligence to rank how well it “thinks” you match the job for which you are applying. Make just one tiny mistake in your resume and *boom!* you are disqualified.

In this session, co-hosted by STC Chicago and the STC Instructional Design & Learning Special Interest Group, professional recruiter Jack Molisani will offer valuable advice for beating (and avoiding!) applicant tracking systems.

Want to get more interviews in your job search? Don't miss this meeting – [register today!](#)

Wednesday, Oct. 13, 2021
12:00 – 1:00pm CDT

Jack Molisani is an STC Fellow, and the President of ProSpring Technical Staffing, an employment agency specializing in content professionals (both contract and perm): <https://ProspringStaffing.com>

He's also the author of *Be The Captain of Your Career: A New Approach to Career Planning and Advancement*, which hit #5 on Amazon's Career and Resume Best Seller list.

Jack also produces The LavaCon Conference on Content Strategy and TechComm Management: <https://LavaCon.org>

Jack donated a free virtual entrance to LavaCon as a door prize, so stay until the end of the session! Ω

Thursday Virtual Meetup Schedule

Please join us for the Thursday *Virtual Meetup* on October 14. We will meet online from Noon – 12:55 pm (CDT). NO agendas, NO presentations, NO speakers, just networking, talking, and socializing. So, grab your lunch or a snack and a drink and join STC Chicago members and non-members alike!

The meetups for the remainder of 2021:

- October 14
- November 11

Check out our [Thursday Meetups](#) page for the registration link (it's free, of course, but you need to register to receive the GoTo Meeting link for the current month). Ω

2022 Chicago eLearning & Technology Showcase: Call for Volunteers

The Chicago eLearning & Technology Showcase is a popular, one-day conference hosted each year by the Chicagoland Chapter of the Association for Talent Development (ATDChi) and STC Chicago.

This event is run entirely by volunteers who believe in the importance of sharing experiences and lessons learned across the elearning community in Chicago and beyond. In 2022, the event will take place on Tuesday, August 23 at Northern Illinois University's Naperville Conference Center.

If you would like to volunteer to work on the Showcase planning team, please fill out our [online volunteer application](#). After receiving your expression of interest, we will reach out to you to share more details about each role. Ω

Expand Your Knowledge, Enhance Your Education

The educational opportunities that you gain access to as a member of STC are well worth the price of admission. The Society for Technical Communication and its member Chapters and Special Interest Groups produce a host of online certificate courses and live

webinars throughout the year that are widely attended and produce measurable value for members. Whether you're just starting out your career or an advanced practitioner, STC has something for you.

The Society produces multiple live, one-hour, webinars each month on technical communication topics ranging from accessibility to user experience design. Expertise levels range from beginner to advanced with audio via the phone or Voice over Internet Protocol (VoIP) and the presentation via the Web.

October Live Webinar:

Make Agile Work for YOU!

Wednesday, October 6, 2021 - 12:00 – 1:00pm CDT

Live Webinar Pricing:

STC Members and STC Student Members - \$29.00

Non-Members - \$59.00

The software development world has taken to Agile in a big way, but many technical communicators are less than enthusiastic about it. It doesn't have to be that way – there are real benefits and advantages for us if we know where to look and how to use them. Whether you work in a startup or a megacorp, at a breakneck pace or something more glacial, you can adapt Agile to improve your ability to track your projects, gain control of your tasks, and even leverage developers to review your content.

This presentation provides an insider's perspective on a successful, real-world, long-term, enterprise-wide agile implementation. We'll examine agile meetings to see why they are important, what they accomplish, and how to use them to your advantage. We'll look at what it's like to be a technical communicator creating documentation in an agile environment and provide suggestions about ways to change agile and agile tools so that they work better for everyone – including you. Along the way we'll clear up misconceptions, confront problem situations, and provide guidelines for success.

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Competition Entry Deadline Extended

The submission deadline for this year's **STC Chicago Technical Communication Competition** has been extended until October 15.

We're looking for a lot of diverse entries this year; will yours be one of them?

Now is the time to look at the work you've produced over the past 24 months and decide what you are going to enter into the 2021 STC Chicago Technical Communication Competition. The categories for entries are:

- Training Materials
- Informational Materials
- Promotional Materials

For full details and to submit, go to the [Call for Entries](#) page online for the entry form, details, and payment link. Ω

Why enter the competition?

- Provide visibility for our profession
- Get recognized for your outstanding efforts
- Have your work reviewed by your peers against industry standards

Now is the time to look at the work you've produced over the past 24 months and decide what you are going to enter into the 2021 STC Chicago Technical Communication Competition. The categories for entries are:

- Training Materials
- Informational Materials
- Promotional Materials
- User Support Materials

What does is cost to enter?

The competition entry fees are listed below and must be made online (companies submitting multiple entries can contact us to make arrangements to pay by check, if required).

\$50 - STC Chicago members
 \$75 - Other STC members
 \$100 - Non-STC members
 \$25 - Full-time students

Who can enter?

Everyone, member of STC or not, is eligible to submit entries to our competition. You can enter work you completed, or you can submit an entry on behalf of a colleague or subordinate (with their permission). International entries are welcome, if they are in English.

When are submissions due?

STC Chicago is accepting entries now through October 15, 2021. To submit, go to the [Call for Entries](#) page online for the entry form, details, and payment link. Ω



We need YOU to judge!

What good is a competition without judges? We need YOU! No judging experience necessary, but we do require experience in the technical communication field. We will teach you the rest!

Due to the entry deadline change, the judges' orientation is now planned for October 23 and will be virtual. We are planning to be finished with judging duties by early December.

If you are an experienced technical communicator, please consider sharing your talent with your peers. The time commitment is approximately 1.5-2.5 hours per week for 4-6 weeks. Please see the [Call for Judges](#) page on our website for more details. Ω

Society News



Renew Your STC Membership

STC's 2022 membership season is open! As a technical communicator, you know the value of being a member and we want to invite you to [renew your membership](#) now to continue receiving STC resources and discounts through 2022! Your current 2021 membership is valid through **31 December 2021**. If you are newly graduated, retiring, or want to upgrade your membership, please review all our member categories [here](#).

Looking for something more long-term in your membership? Consider becoming a [sustaining member](#)! This membership is perfect for those who wish to pledge their support to the technical communication profession by making a 15-year membership commitment. Ω

2022 Summit Call for Proposals: Deadline Extended!

NEW Deadline to Submit:

Wednesday, 13 October | 11:59 PM ET

Great news! We have extended the [Call for Proposals](#) deadline to Wednesday, 13 October! If you are interested in being considered to present at the 2022 Technical Communication Summit Conference & Expo to be held 15-18 May in Chicago, IL, you now have **TWO EXTRA WEEKS** to work on and submit your presentation proposal.

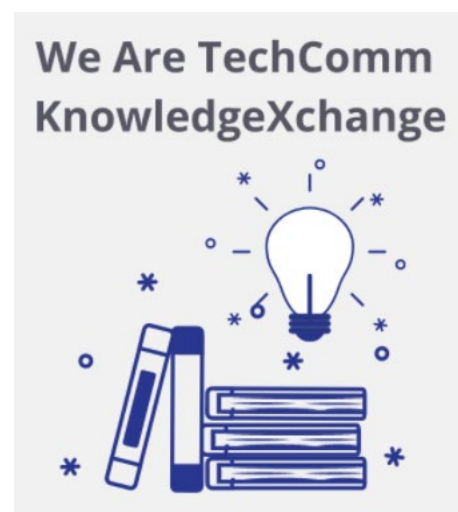
This year's conference theme is "The Booming Business of Content: A New Era, New Opportunities." To offer speakers more flexibility to propose sessions and topics that you think are best for our audience, the Conference Committee is focusing sessions on topics instead of tracks.

Anyone with experience in the latest communication and content techniques, technologies, approaches, and solutions is invited to submit. You are not required to be an STC member to submit a proposal.

You're Invited!

Join STC for the brand-new member offering, **We Are TC: KnowledgeXchange** and participate in a moderated panel with seasoned TechComm professionals who will answer the most common questions we get asked about the industry and what you need to know to start your career as a techcomm professional. Each month will cover a different topic of interest. After the presentation, there will be time reserved for Q & A with our panelists.

This month's presentation, **How Do I Get My First Job?**, will take place on Monday, October 25, at 1:00 PM ET. Registration is not required, attendance is free, and is open to all STC members. Ω



STC Chicago 2021-22 Officers

President – Pete Wagner, president@stc-chicago.com
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Secretary – Dan Dornbrook, secretary@stc-chicago.com
Treasurer – Francis Bao, treasurer@stc-chicago.com
Immediate Past President – Rita Hovorka, ipp@stc-chicago.com

2020-21 Committee Managers

Alliance – Linda Jansak
Bylaws – Becky Hall
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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.

STC mission statement: Creating and supporting a forum for communities of practice in the profession of technical communication.

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Subscriptions: The current issue of Byline and all archived editions are available on the STC Chicago website at: <http://www.stc-chicago.com>



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