

san luis obispo **society for technical communication**

Welcome to the
San Luis Obispo Chapter of the
Society for Technical Communication's
"Professional Association Networking Night"

November 17, 2003



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Fast facts about



- ❖ In 1953, two founding organizations emerged
- ❖ These two organizations merged with other groups
- ❖ In 1971, the name changed to what it is today
- ❖ STC has 20,000+ members in 150 chapters, and:
 - ❖ is the largest international organization of its kind
 - ❖ is a charitable, educational, scientific 501(c)(3) organization
 - ❖ Serves a multitude of information design, management, and presentation disciplines under one umbrella

Who Are Technical Communicators?

- ❖ Information specialists in areas such as:
 - ◆ Technical writing, editing, illustrating, publications
 - ◆ Instructional design, marketing, & academia
 - ◆ Translation and globalization
 - ◆ Content management database design
- ❖ New media designers, including:
 - ◆ Web and multimedia designers and animators
 - ◆ Software developers who manage online information
- ❖ Usability and human factors specialists, and more!



What Do Technical Communicators Do?

- ❖ Analyze audiences and processes to determine how information will be used
- ❖ Make information available in the appropriate forms to people who need it
- ❖ Often help redesign products and services to minimize the need for information



What's Ideal About Our Profession?

- ❖ There is so much diversity in the field!
- ❖ Professional development never ends
- ❖ Many classic, research-based theories apply
- ❖ Many cutting-edge tools and techniques apply
- ❖ We collaborate with many other disciplines
- ❖ Skills are “tool kits” that can be used anywhere, any time, in any context

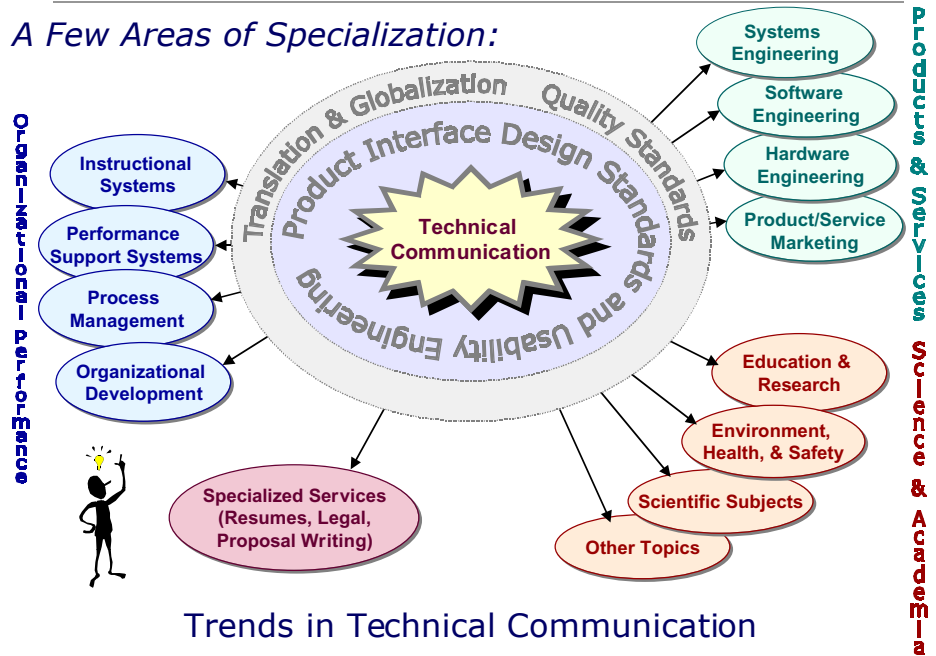


What's Challenging About Our Profession?

- ❖ There's so much diversity in the field!
- ❖ Professional development never ends!
- ❖ So many research-based theories to learn!
- ❖ So many tools and techniques to master!
- ❖ We wear so many different professional hats — our identity can be hard to determine!

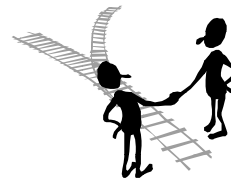


A Few Areas of Specialization:



How Can We Support the Profession? SLO STC's Goals for 2002-04

- ❖ Invent what doesn't exist to both solve business problems and fuel passions
- ❖ Provide *resources, education,* and *tools* to further develop skills
- ❖ Build bridges to local organizations & resources
- ❖ Develop *strategic partnerships* in the community
- ❖ Showcase our expertise and that of our partners



Providing Resources, Education, and Tools on Our Web Site

“Event Calendar”

- ❖ Lists our free monthly events & more
- ❖ Summaries of our meetings posted online
- ❖ A variety of presentations have focused on:
 - ❖ Solving usability and information challenges
 - ❖ Professional development and portfolio design
 - ❖ Technical illustration, graphic design, and animation



Providing Resources, Education, and Tools on Our Web Site

“For Technical Communicators”

- ❖ Lists numerous career resources
- ❖ Library of best practice tools
 - ❖ Includes samples, templates, and procedures
 - ❖ Contributed by peers after months of development
 - ❖ Download and use as is, or adapt as needed
- ❖ Continuously expanding over time



Providing Resources, Education, and Tools on Our Web Site

“Overview of the Profession”

- ❖ Highlights relevant professional topics
- ❖ People “sponsor” topics to add value
 - ❖ Anyone can develop material to be posted Web site
 - ❖ Can be in the form of articles, resource links, or demos
 - ❖ Gives authors professional exposure and credibility
 - ❖ Helps clients, peers, employers learn relevant information



Building Bridges and Partnerships

“Strategic Partnerships”

- ❖ Strategic partnership on Usability
 - ❖ Started in 2002 with Dr. Erika Rogers
 - ❖ Includes use of our Usability Web site for Cal Poly classes
- ❖ Other community partnerships include:
 - ❖ Softec (Central Coast Software & Technology Association)
 - ❖ C³RP (California Central Coast Research Partnership)
 - ❖ KCBXnet (Technology Resources for Central & South Coast)



SLO STC Public Relations Program

Results:

- ❖ Two international STC PR Awards of Excellence
- ❖ APEX® Award for Publication Excellence
 - ❖ Awards recognized our community outreach
 - ❖ We invite diverse audiences to each event
 - ❖ Meetings serve businesses, professionals, peers, students, and educators
 - ❖ We constantly strive to create new partnerships



How can we help you?

SLO STC 2003-04 Board of Directors

Please contact us at **info@slostc.org!**

- ❖ Adele Sommers, President
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