

Ragged Left

The newsletter for the
Berkeley Chapter of the
Society for Technical
Communication

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Increasing Visibility and Value: Reframing the Work We Do

August Meeting Notes by Katheryn Allen-Katz

In an interactive presentation, Linda Urban and Joan LaSalle posed a series of thought-provoking questions to technical communication professionals at the STC Berkeley meeting on August 8th. In a presentation titled *Increasing Visibility and Value: Reframing the Work We Do; The change From: What we do, To: How we add value*, the two professionals presented how reframing the role of technical communicators affects the work we do and how technical communicators are perceived.

Linda Urban and Joan LaSalle, representing divergent professional backgrounds, jointly developed the presentation as tentative conclusions from on-going conversations among themselves and others. Linda Urban, an independent consultant with more than 20 years experience, is the principal of Linda Urban Communications and has taught technical communication courses through UC Extension at Berkeley and Santa Cruz. Joan Lasselle, president of Lasselle-Ramsey, Inc., a technical communication company with a staff of 12 and 70 contractors has worked on a variety of projects during the past 25 years.

Changes in the Environment: No change in the Workplace

Introducing the subject with an overview of developments occurring over the past five years, Linda listed Web 2.0, wikis, blogs, the push for reuse of material, XML, and content management. Effects on the work cycle include shorter project lifecycles; a software service model; cost-cutting and the need to do more with less. She said that these developments are discussed at conferences, but no changes have occurred at work. She said the reason why technical communicators are not driving change in the profession is because technical communication is not perceived as valuable or important and it is an easy area to cut costs. "Although there are lots of good ideas and new things out there, it appears that changes don't get implemented because of current job duties. We know we need to think about these kinds of issues, but it's hard to do so when our day-to-day work is focused around meeting tight schedules and getting deliverables out the door. The core of the problem is visibility and value," Linda said. She emphasized that technical writers need to "change perceptions, recognize the value of what they do and increase their visibility."

Joan and Linda pointed out that making changes is an investment in one's job and in oneself. Although contract technical writers may work for a company for a short period and are not stakeholders, full-time technical communicators may work for many years in an organization and do have an investment in both their profession and the organization. She re-emphasized that if technical communicators want to do new and innovative things and to succeed, two conditions need to be met: we need to be visible and the value of our work needs to be visible.

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TECHNICAL COMMUNICATION is the bridge between those who create ideas and those who use them. Conveying scientific and technical information clearly, precisely, and accurately is an essential occupation in all sectors of business and government.

THE SOCIETY FOR TECHNICAL COMMUNICATION (STC) has members worldwide. Its members include writers and editors, artists and illustrators, photographers and audiovisual specialists, managers and supervisors, educators and students, employees and consultants.

STC strives to:

- Advance the theory and practice of technical communication
- Promote awareness of trends and technology in technical communication
- Aid the educational and professional development of its members

MEMBERSHIP Membership is open to everyone. Classic membership is \$145/year with an additional \$15 enrollment fee. STC also offers Limited, E-Membership, and Student Membership options. To receive additional information and an application form, via mail or email.

- Send email to membership@stc-berkeley.org
- Send mail to Berkeley STC, PO Box 1007, Berkeley CA 94701-1007

INSURANCE Members of STC can apply for health, disability, and other insurance at STC group rates. For more information, contact STC office at stc@stc.org or (703) 522-4114.

WORLDWIDE ACTIVITIES STC's annual conference brings together more than 2,000 technical communicators from around the world for educational programs, seminars, and workshops conducted by experts in the field. Upcoming annual conference: Minneapolis, May 13-16, 2007. In addition the STC sponsors many regional conferences, which feature the same sorts of programs, seminars, and workshops on a more intimate scale. STC sponsors international and regional competitions in all aspects of technical communication. STC Special Interest Groups (SIGs) bring together members with common experiences and interests to share their skills and knowledge. STC SIGs include:

- Academic
- AccessAbility
- Canadian Issues
- Consulting and Independent Contracting
- Emerging Technologies
- Environmental, Safety, and Health Communication
- Illustrators and Visual Designers
- Information Design and Architecture
- Instructional Design & Learning
- International Technical Communication
- Lone Writer
- Management
- Marketing Communication
- Online
- Policies and Procedures
- Quality and Process Improvement
- Scientific Communication
- Single Sourcing
- Technical Editing
- Usability & User Experience

STC sponsors research grants and scholarships in technical communication.

STC publishes the quarterly journal *Technical Communication*, the newsletter *Intercom*, and other periodicals, reference materials, manuals, anthologies, standards, and booklets.

Formed in 1953, STC has today become the largest professional society in the world dedicated to advancing the theory and practice of technical communication.

LOCAL ACTIVITIES The six northern California chapters of STC conduct a variety of individual and joint activities. See page 5 for contacts for these chapters. See page 11 for a list of other local organizations in which STC members may be interested.

SUBSCRIPTIONS This newsletter is free to members of the Berkeley chapter.

ADVERTISING RATES The *Ragged Left* is not accepting advertising at this time.

SUBMISSIONS *Ragged Left* publishes original articles and illustrations. We edit them to meet our needs. You retain copyright but grant every STC publication royalty-free permission to reproduce the article or illustration in print or any other medium. Please talk with the editor for details of how to submit articles and illustrations.

The deadline for unsolicited submissions is the last Friday of odd-numbered months.

Other STC publications are hereby granted permission to reprint articles from *Ragged Left*, provided such reprints credit the author and the specific *Ragged Left* issue, and a copy of any publication containing such a reprint is sent to the *Ragged Left* editor.



Value of Technical Communication to the Organization

Generally, technical communicators believe the value of their work is demonstrated through the production of documentation that ensures the usability of the company's products for its customers. As the advocate for the user, technical communicators contribute in a very real way to the value of the product. But Linda raised the question of whether this role is perceived as valuable to the organization.

The presenters facilitated an exercise to examine organizational value. They invited participants to list 3 goals for their work for the next month; 3 top goals for the department or team; and 3 top goals for the company this year. Then participants considered how individual, departmental and organizational goals relate, and whether individual goals support company goals. The important point was made that unless there is alignment among these goals, professional communicators will not be able to achieve very much. In fact, if your tasks don't support company goals then when layoffs occur your job is likely to be cut.

Linda stressed that the fundamental organizational goal is to show a profit. The work technical communicators do becomes more important if it can be demonstrated that they are contributing to the bottom line by either saving money or increasing revenues. Examples of ways to increase revenues include lowering costs; improving efficiency; reducing the time to market or improving customer experience. Reframing technical communicator's work must be done in relation to these goals. For example, if a manual needs to be translated, the technical communicator needs to show that this investment will result in financial benefit or to suggest ways of doing it more economically.

Researching the financial impact of technical documentation is not a traditional technical communicator's task. But, similar to any writing job, the writer needs to do research

and to develop a network of experts. These experts may include the controller, managers, or department heads. The technical communicator needs to learn what the company goals are, who makes decisions and how they are made. Posing business or management type of questions to one's manager is the first step in becoming visible and involved in the company's decision making process. Although asking business type questions may be perceived as out of character for a writer, technical communicators need to know how the organization functions in order to make changes. Linda emphasized the point that as professionals, writers need to know their audience, the language they speak. Learning the language of managers to make oneself understood is simply good communication practice.

When the initial research is completed, the technical communicator will understand how and to what extent one's work aligns with organizational financial goals. The next step is looking at concrete ways to make changes. One possible step might be starting a conversation with management about doing a user study in order to save money. Finding out that millions of dollars can be saved on documentation that is not being used gets the management's attention. Going off-site to see how the product is used, and how customers do their job, helps you understand what kind of information is needed and how to present it as efficiently and as cost-effectively as possible. "There are no quick answers or solutions," Linda emphasized, but "we need to keep reassessing what we do and where we can begin conversations."

A Management Perception of Value

Joan presented a value model titled *The Value Model (original): Collaborative tasks result in higher value*. Based on a McKenzie Study, the model showed how organizations perceive work in general. The study's conclusion was: "Management Goal: Encourage Higher Value More Productive Work (based on McKenzie Study)". The graph model was constructed to show the criteria to determine



job value. The vertical axis indicating the number of people involved in the task ranged from individual to collaborative. The horizontal axis indicating the complexity of tasks, ranged from routine/repetitive tasks to complex/ integrated tasks. Repetitive jobs performed alone are perceived as being of the lowest value and are the first cut or outsourced. In contrast, collaborative, cross-functional and creative jobs are the most highly valued.

According to the study, both writers and editors fall into the routine end of the scale; editor's work is seen as more individual while writer's work is seen as more collaborative. Although some aspects of technical writing may have elements of the individual routine, it is also collaborative and creative. Clarifying the misperceptions and/or modifying the work one does is necessary if technical communicators want to change management's perception of their job. "Do they think of you as writing manuals, or as designing products?" Joan asked. "For consultants, it is essential to emphasize that the service they provide is collaborative, creative and flexible work," Joan emphasized.

The next activity was to write down all our tasks randomly regardless of their importance or length of time required to do them. Then we evaluated these tasks in relation to the model. Joan emphasized that this model is not the only one, but it is useful to help reframe the work we do.

Responding to Business Challenges with Creative Solutions

The final exercise – to explore ways business challenges could be met – applied the insights from earlier discussions. The problem: "If asked to cut costs by 15%, what are your solutions?" Although the first reaction might be to focus on the negative possibilities, the threat to one's job, for example, participants were urged to take the opportunity to focus on solutions and look on it as an opportunity to reframe one's job. Joan

suggested that grouping the possible solutions into people/processes/technology made the problem easier to resolve. A cost cutting solution involving people might include increasing the work load, firing a percentage of the workforce, or sending work off-shore. Solutions related to process might include: analyzing user needs, prioritizing, evaluating the information that goes out with the product, or reusing information. Solutions involving technology might include XML/CMS or structural writing.

Participants were encouraged to reframe their own technical communicator's job in relation to business goals, performing job tasks of higher value and meeting business challenges.

Linda concluded by saying that this subject is an on-going conversation. She asked how technical communicators can develop activities to support each other. The presentation closed with the question: How do we make time to step outside our daily work and think about where the value is?

Katheryn Allen-Katz is a new member of STC and is planning a career change into technical writing. She worked in agricultural research and taught EFL (English as a Foreign Language) for more than 18 years in Africa and the Middle East. She is particularly interested in cross-cultural issues in localization projects.

2007 Gordon Scholarship Winners Announced

by Patrick Lufkin, August 12, 2007

The Dr. Kenneth M. Gordon Memorial Scholarship has announced that Ayelet Prizant and Shiria Behiri have each been awarded a Gordon Scholarship in the amount of \$750. Both are students in San Francisco State University's Technical and Professional Writing Program.

Sponsored by the combined STC chapters of Northern California, Gordon scholarships are awarded at the beginning of each academic year. Award recipients are also offered a complimentary basic student membership in STC.

Continued on next page



To qualify, applicants must be currently enrolled in a technical communication program at an accredited college or university, and have completed enough work to demonstrate their potential for success in the field.

The scholarship is named for Dr. Kenneth M. Gordon. Dr. Gordon worked as a technical editor at the Lawrence Livermore Laboratory and was a popular, long-time member of the East Bay chapter of STC. He was president of the chapter from 1985–88, and also its newsletter editor. He is remembered as an early advocate for the Northern California Technical Communication Competition, and for having contributed greatly to the success of STC in Northern California in the early years.

The scholarship was created in 1992 when the East Bay chapter discovered that it had \$20,000 left over from having run a very successful 1990–91 technical communication competition. Dr. Gordon had recently died, and those involved decided to set aside \$10,000 of the proceeds to establish a scholarship in his name.

Since that time, the Gordon Scholarship has been funded with proceeds from the Northern California Technical Communication Competition. This year's competition is currently ramping up. If you would like to enter or help, contact the competition director, Richard Mateosian at xrm@pacbell.net. For more information on the scholarship, contact the scholarship chair, Patrick Lufkin, lufkin@ix.netcom.com.

Patrick Lufkin is a senior member of STC and Chair of the Gordon Scholarship.

Other STC chapters in Northern California

East Bay: www.ebstc.org

North Bay: www.stc-northbay.org

Sacramento: www.stcsacramento.org

San Francisco: www.stc-sf.org

Silicon Valley: www.stc-siliconvalley.org

User Assistance for an IDE

by Susan Salituro

Kathryn Munn, a writer for Oracle's Developer Tools division, works on user assistance for the JDeveloper IDE (Integrated Development Environment). Oracle considers JDeveloper the key to bringing a very important audience of software developers to their product line, providing three editions of the software for free and supporting three programming languages: Java, J2EE, and Oracle's proprietary ADF (Application Development Framework).

The team of twelve writers develops all of the product's documentation, including the ADF API Reference and an innovative, comprehensive set of online user assistance.

An audience analysis was the first step to creating the documentation for the latest version of JDeveloper. Luckily, the product has a significant audience of developers within Oracle, and interviews with them revealed that they want code examples above all, followed by conceptual material about ADF features and API reference materials. Based on this, the writers worked with JDeveloper engineers to create a sample application with downloadable source code, along with many other code examples.

Writers enjoy early involvement in the development process, participating in product specifications, project management, and usability testing. Forums and wikis within Oracle are an extremely important form of communication, both inside and outside the writing team. This gives the writers one more way of connecting with their primary SMEs (subject matter experts), internal developers. In addition, the usability process includes documentation testing.

Although the writers create API reference and conceptual material in structured FrameMaker for delivery in HTML and PDF, Dreamweaver is the primary authoring tool for user assistance topics. Some of the help

Continued on next page



consists of traditional help topics, including tasks and concepts describing the DIE's user interface. However, two additions make this system unique among IDEs:

- The application uses Java viewlets to display "show-me" animations. Writers use Adobe Captivate to capture tasks onscreen and save it out as an animation that can be played inside a viewlet. The user launches the viewlet by clicking a "Show Me: link from a help topic.
- "Cue cards" walk the user through tasks. If the user wants step-by-step guidance on a task, the user can click a link in the help topic and launch a cue card set. As the user advances through the cue cards, each cue card executes the action in the application. This feature replaces some of the functionality lost when the user interface went from a wizard-based design to a more traditional IDE design.

By using innovative approaches to designing user assistance for developers, the JDeveloper writing team has not only provided developers the assistance they need to quickly develop applications; they have also enhanced the usability of the application itself.

Susan Salituro is a Senior Member of the STC and former officer in the Aloha Chapter. She currently works at Pixar as an API Technical Writer.

President's Notes

by Richard Mateosian

This year's technical communication competition is well underway. We need one more judge who can run entries on a Macintosh. We can also accommodate a few more judges, because we have two-person judging teams for the most part. We have found three-person teams to be ideal.

Thanks to everyone who made the STC Board meeting in Berkeley such a success. Voting on the STC by-laws referendum is still open. This is your chance to say yes or no.

Attendance at our chapter meetings has taken a dip. If you used to come and have now stopped, please let me know why at xrm@pacbell.net. We want these meetings to meet your needs.

STC membership renewals are coming up soon. Under the new system, the sooner you renew, the sooner we get our share. So please watch for your statement from STC, and renew as soon as possible. If you don't plan to renew or have any questions about STC dues, let me know at xrm@pacbell.net. I'll try to address your concerns.

Adobe Technical Communication Suite and Adobe RoboHelp 7 Presentation

TIME: Tuesday, November 6th, 2007

PLACE: Adobe's San Francisco Offices

601 Townsend Street

San Francisco, CA

AGENDA:

5:30 - 6:30 - Hors d'oeuvres, meeting and greeting

6:30 - 7:30 - Presentation

Space is limited. First come, first served. Reservations online only. No walk-ins.

There will be a drawing for prizes provided by Adobe.

DESCRIPTION: Michael Hu and other Adobe personnel will present the Adobe Technical Communication Suite, which Adobe bills as the most comprehensive suite for technical communicators, instructional designers, and eLearning professionals. They will explain what this means for us now and in the future. They will explain how this suite will affect the content we create and how it will affect our customers. They will also tell us about Adobe RoboHelp 7.



Report

STC Board of Directors Visits the Bay Area

Report and Photos of STC Board Visit by Patrick Lufkin

Bay Area STC members recently got a chance to meet and celebrate with Society directors when the Board, led by Society President, Linda Oestreich, paid a rare three-day visit to the San Francisco Bay Area. Held August 16-18 at the Doubletree Hotel in the Berkeley Marina, the event included two days of strategic planning, a business meeting, and an evening of celebrating and socializing.

As the Society's main governing body, the Board provides the leadership needed to address the many issues facing the Society and the profession. Internally, the board makes financial and organizational decisions, determines the structure of the Society, sets fees and membership categories, charters new chapters and SIGs, and so on. Externally, the Board represents the Society and the profession to the world.

In recent years, the Board has increasingly concentrated its energies on external issues including developing a body of knowledge for the profession, improving how technical communicators are valued, and managing and marketing how the technical communication profession is perceived.

The Board meets four times a year, once at the annual conference, and then in different cities where the STC has a strong presence. The Board last met in the Bay Area in San Jose in the late-1990s.

Currently, our international Society is represented by a truly international board, with one member each from England, Israel, and Canada, as well as members from across the United States. On this visit, the Board was joined by key members of the office staff, including STC Executive Director Susan Burton. Thursday and Friday were devoted to workshops and planning meetings.

Saturday was devoted to a day-long business meeting, which was open to all interested STC members. As the meeting opened, the board welcomed its guests and made it clear that they could join in with comments as the need arose.

The meeting was interesting and often lively. In addition to budgetary and organizational issues, the discussion touched upon revamping the society's recognition programs, improving the quality of STC publications, and reassessing the value of competitions. The various directors gave status reports on their committees and task forces including those concerned with business development, communication, governance, outreach, education, recognition, finance and audit, and communities. As one of the attendees, I can vouch that the STC currently has a very able board, which is working hard to prepare the STC to meet the challenges of the modern economy.



Society Executive Director Susan Burton addresses rapt crowd.
Photo by Susan Becker

While business was important, for many, the high points of the event were the early evening mixer and the buffet dinner, both of which provided ample opportunity for locals and board members to meet, mingle, and share concerns.

The event was attended by 18 board members and STC staff and about 30 locals, including STC Fellows and Associate Fellows, past STC Presidents and board members, and chapter leaders from five of the Bay Area chapters. Gwaltney Mountford, who headed up the planning for the event, reports that Linda Oestreich and the board were very pleased with the welcome they received.



The event was the culmination of several months of planning by a team drawn from the hosting chapters. The committee, headed by Gwaltney Mountford, Society Associate Fellow, included Richard Mateosian (President, Berkeley STC), Helen Cheung (President, East Bay STC), Susan Becker (former President, San Francisco STC), and D. J. Cline (President, Silicon Valley STC). Others who helped make the event a success included Joe Humbert (event Web site), Jim Dexter (online reservations), Linda Urban (sponsorships). Elaine Pendergrast produced a fabulous brochure for the event.



Board President Linda Oestreich (left) chats with Society Fellow Dana Chisnell. Photo by Susan Becker.

The dinner's success was due in large part to underwriting by a number of corporate sponsors including Adobe Systems, Lasselle-Ramsay, Madcap Software, Farley Technical Services, Synergistech Communications, DJCline, Signature Print Services, and the Mountford Group. Their support of the Society and the profession is much appreciated.

Patrick Lufkin is a longtime member of STC. He is currently Membership Manager of the Management SIG and Chair of the Kenneth M. Gordon Memorial Scholarship.

Meetings

Our chapter holds a dinner meeting the second Wednesday of each month. See *Lessons Learned from Web Applications and User Centered Design* on page 8 and *Berkeley STC Meeting Location and Directions* on page 10.

Upcoming Meetings

Lessons Learned from Web Applications and User Centered Design

by Sarah B. Nelson and David Verba of Adaptive Path

Wednesday, October 10, 2007, 6-9:30pm
Highlands Country Club
110 Hiller Drive, Oakland, California

Recent developments in web applications, commonly referred to as Web 2.0, have taken advantage of existing technologies in new and sometimes surprising ways. This has allowed web developers to take a more sophisticated approach to the usability of their applications. Many lessons have been learned along the way. Sarah B. Nelson and David Verba will discuss the current state of web applications and provide new ways to keep users in the center of your work.

The evening will be divided into two parts: first, a presentation that introduces concepts and design principles associated with Web 2.0; second, a discussion of how these principles can be applied in technical communication.

Program

Sarah and David will cover both general principles and lessons that can be learned from the most recent round of web applications making the news today. You should leave with a language and vocabulary both to discuss and to understand several specific design issues.

After starting with a broad discussion of Ajax, Sarah and David will move on to other Web 2.0 topics. They will present four principles for interaction design, providing exam-



ples from current applications and showing why these principles make for better user experience. Digging deeper, they will present the common threads in Web 2.0 applications that can be applied to wider and different contexts, with an emphasis on the display of information.

Discussion

Next we will turn our attention towards the application of interaction design principles within the world of technical communication. Linda Urban will lead a discussion with David, Sarah, and the audience that will focus on how technical communicators can apply these principles to their work and ways that technical communicators can become more involved in interaction design.

Speakers

Sarah B. Nelson is a design strategist for Adaptive Path. She has ten years of experience in interactive media, designing kiosks, mobile and online experiences for clients in a variety of industries. Sarah has a particular passion for practice development, conducting research into methods for improving collaboration, supporting creativity, and encouraging innovation.

David Verba is Director of Technology for Adaptive Path, a leading user experience company. His many years of technical leadership and architecture experience cover a broad range of projects and strategies.

Using Learning Objects to Manage and Reuse Learning Content

by Ray Eisenberg and David Sanchez

Wednesday, October 10, 2007, 6-9:30pm

Highlands Country Club

110 Hiller Drive, Oakland, California

Program

This presentation focuses on how Autodesk has adopted a strategy to facilitate the efficient development, modification, and reuse of learning materials using a single-source asset-based approach to content development and delivery. Using a learning content

management system (LCMS) and a learning object approach based on information mapping principles, the presentation shows how Autodesk has been able to meet the demands of its over 6 million user customer base and deliver content to multiple constituents, in multiple languages, in different modalities from a single source repository.

Speakers

Ray Eisenberg is currently a Senior Manager in the Autodesk Learning department at Autodesk. He has spent the last 18 years in various capacities in Technical Publications and Training teams at Autodesk. In his current role, he is acting head of the Training Content Development team in the Autodesk Support and Learning Division. He is currently responsible for the development of technical training content for traditional instructor-led end-user customer training, and for e-learning. Prior to Autodesk, Ray was a lead technical writer with Ingres, and a CBT courseware developer with Blue Chip Courseware and Micro Courseware Corporation. Born in Manchester, England, Ray spent his formative years as a city planner for the city of London. He has a BA in Sociology, and a BA City Planning, and is currently close to completing his Masters in Education and Online Learning.

David Sanchez is currently Senior Learning Architect, Strategist, and Evangelist at Autodesk. He has 22 years of experience in training, education, curriculum and channel development in the technology and engineering fields. He has been in Autodesk Learning for over 12 years and is currently responsible for the learning ecosystem at Autodesk. He has led the single-sourcing strategy within Autodesk Learning and implemented the technology (LCMS) to facilitate the development, management, and delivery of learning assets to customers and partners. Prior to Autodesk, David consulted with large engineering firms to manage change during the adoption of technology. He also founded and managed Autodesk Authorized Training Centers (ATCs) in the Sacramento, CA area.



Single-sourcing through a CMS for a Small Writing Team, using AuthorIT

by Chris Muntzer

Wednesday, December 12, 2007, 6-9:30pm

Highlands Country Club
110 Hiller Drive, Oakland, California

Chris Muntzer leads a small team of writers who produce both hardcopy and Help from a single source CMS (content management system) using AuthorIT 6.0. Chris will share his expertise and discuss how to:

- Set up and maintain consistency with multiple writers when single sourcing through a CMS
- Analyze a project to break it down into reusable chunks of information
- Develop a localization strategy that synchronizes changes in the source and translated projects

Save the date:

Wednesday, January 9, 2008 for the STC Berkeley Holiday Party!

Meeting/Dinner Prices

STC Members Meeting and Dinner
\$21.00 per person at door
\$18.00 if reserved on our Chapter's Website by the day before the meeting

Students Meeting and Dinner
\$18.00 per person at door
\$15.00 if reserved on our Chapter's Website by the day before the meeting

Non-STC Member Meeting and Dinner
\$24.00 per person at door
\$21.00 if reserved on our Chapter's Website by the day before the meeting

Meeting-only prices (reserved and at door are the same):

STC Member \$12.00
Student \$10.00
Non-STC Member \$15.00

Special cost notes:

- All members of the San Francisco Chapter of the IABC are welcome to register for Berkeley STC General Meetings at the

member price (\$18 dinner/\$12 without dinner) by midnight on the day before the meeting.

- Nonmembers are always welcome to STC meetings at the non-member rates.

Meeting Agenda

- 6:00 Check-in, networking, and conversation.
- 6:30 Dinner.
- 7:15 Chapter business and announcements. Anyone can announce jobs that they know about.*
- 7:30 Formal program. Usually we have a speaker or panel of speakers on a topic related to the business or technology of technical communication.
- 8:30 Conversation, offline questions for the speaker, follow-up on job announcements
- 9:00 Clear the room. Move conversations to the sidewalk.

* **Attendees**, please announce open positions, and bring job listings for distribution.

Recruiters are welcome to attend meetings, place literature on a designated table, and talk with attendees one-on-one during the informal parts of the meeting. We ask them not to announce specific jobs during the formal announcement period, but they are free to stand up and identify themselves.

Similarly, we ask anyone else with commercial announcements to confine themselves to calling attention to the availability of literature on the designated table.

Berkeley STC Meeting

Location and Directions

Highlands Country Club

110 Hiller Drive

Oakland, California

Information at http://www.stc-berkeley.org/MonthlyMeeting/june2007_meeting/calendar.shtml#loc

By Car

From San Francisco

Cross the Bay Bridge to I-580 Eastbound. Remain in the right lane, until Highway 24 Eastbound (toward Berkeley and Walnut Creek). Continue eastbound until the Tunnel Road off-ramp. Exit will loop around to the



west, crossing back over Highway 24. Turn left at the stop sign. Follow Tunnel Road/ Caldecott Lane to traffic signal. Veer to the right, and follow Hiller Drive halfway up the hill. Highlands Country Club will be on the right-hand side of the street.

From Walnut Creek

Take Highway 24 Westbound through the Caldecott Tunnel. Stay in the right-hand lane, taking the first exit after the tunnel ends, the Tunnel Road exit, going towards Berkeley. Follow Tunnel Road to the complex intersection and stop light, at Tunnel Drive, Hiller Drive, and Highway 13. Veer to the right, and continue halfway up the hill on Hiller Drive. Highlands Country Club will be on the right-hand side of the street.

From I-80 and Berkeley

Take Ashby Avenue to the Highway 13 exit. Ashby becomes Tunnel Road at the Claremont Hotel. Continue on Tunnel Road (through the split-level section) to the stoplight just before the Highway 24 overcrossing. Remain in the left lane and make a sharp left U-turn around the Firestorm Memorial Garden, on to Hiller Drive. Continue halfway up the hill. Highlands Country Club will be on the right-hand side of the street.

From Hayward

Take I-580 Westbound to Highway 13 north. Continue on Highway 13 past the overcrossing of Highway 24. At the stoplight, turn right, then left, onto Hiller Drive. Continue halfway up the hill. Highlands Country Club will be on the right-hand side of the street.

Parking

Please park on the street. The club's parking lot is for members only.

Public Transit

Prefer to take BART? The Rockridge station is closest. Send email to president@stc-berkeley.org to ask about transportation from BART to the meeting.

AC Transit bus E from SF via MacArthur then Rockridge takes you as far as Tunnel Road & Roble Road, with a half mile walk uphill on Hiller Drive to the Hillside Country Club.

STC News

Chapter News

Leadership Positions Available

We are looking to fill several leadership positions! Contact Richard Mateosian if you are interested.

Membership Update

by Jim Dexter:

Total STC Membership 14,706
as of September 30, 2007

Total Chapter Membership 148

Welcome Vicki Levack, Jeanne Wiegelmann, and Pati Brown to our chapter!

Other Organizations

American Medical Writers Association (AMWA) of Northern California. Meets periodically at various Bay Area locations. www.amwancal.org

American Society for Training and Development, Mount Diablo Chapter. Meets monthly in Danville. <http://mtdiablostd.org/>.

American Society of Indexers, Golden Gate Chapter. www.asindexing.org/site/chapters.shtml#golden

Association for Women in Computing, San Francisco Bay Area chapter — www.awc-sf.org/

International Association of Business Communicators, San Francisco chapter. A network of professionals committed to improving the effectiveness of organizations through strategic interactive and integrated business communication management — <http://sf.iabc.com/>

National Writers Union (UAW). A labor union for freelance writers of all genres. — www.nwu.org

Northern California Science Writers' Association. Quarterly meetings & other events. www.ncswa.org

Ragged
Left



September/
October
2007