



Society for
Technical
Communication



Harnessing Student Power to Jet-Propel Your Community

Part II: Building on Basics



May 5, 2013: Leadership Day
60th Annual STC International Conference, Atlanta, GA

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Community Affairs Committee

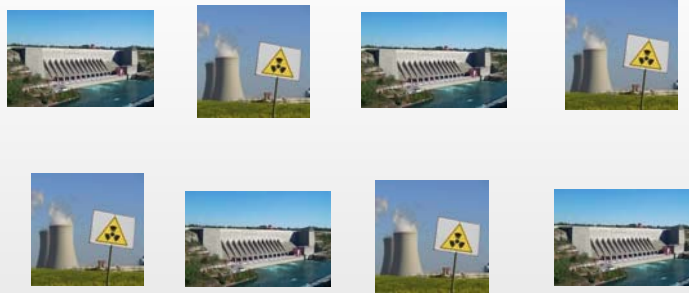
Agenda

- Objective
- Approach
- Preview of What We Have to Offer
- Decision on Approach: One Session or Splinter Sessions by Topic
- Execute Approach
- If "Splintered," Reconvene
- Wrap-Up
- Distribution of Materials (Toolkit)
- Q&A's, Discussion



Objective

Establish a nation-wide grid of student power ...



... and re-energize STC!



Approach

- Be interactive
- Be flexible
- You tell us what you want
- And that's where we go. 😊



Four Roads Diverged ...



- **Road 1: Face-to-face student mentoring programs** pairing professionals in geographic chapters with tech com students at nearby universities
 - Forming a partnership with an existing student chapter
 - Forming a new student chapter
 - Partnering without a formal student chapter
- **Road 2: Virtual student mentoring programs** pairing professionals in SIGs or remote geographic chapters with tech com students at universities
 - **BoK-specific** virtual mentoring partnerships pairing SMEs in the Academic SIG and other SIGs with students working BoK-related research/writing projects, centrally administered by the STC Office using MentorBoard
 - **General** virtual mentoring partnerships pairing STC professionals with students, using MentorBoard
- **Road 3: Leverage STC's new alliance with Sigma Tau Delta**, international collegiate English Honor Society for English majors
- **Road 4:** Distribute, preview, and work with a **comprehensive toolkit** on establishing and sustaining student mentoring programs (book and DVD)



Road 1: F2F Student Mentoring Programs: Overview of Presentation

- Learning about **successful mentoring programs** pairing STC geographic with student communities
- Becoming familiar with the **benefits** such programs represent for students, professionals, the communities, and the Society
- Learning the basic **ingredients** of a successful mentoring program and receiving a "turnkey" package including guidelines, tools, and a worksheet with which to initiate and administer a mentoring program
- Exploring the possibilities for forming mentoring programs pairing STC professional and student communities
- Paving the way to "win-win-win" partnerships!



Detailed Presentation on How to Establish and Sustain F2F Mentoring Programs



Road 1: F2F Mentoring Programs: 7 Key Steps and Checklist/Presentation

- ___ Find a student and professional to lead the program.
- ___ Review "turnkey " source materials and adapt the guidelines, promotional, and administrative forms to meet your specific needs.
- ___ Recruit mentors and mentees.
- ___ Pair them based on information on their applications.
- ___ Hold an activity-based kickoff meeting to introduce the mentor/mentee pairs and suggest activities and projects they may wish to pursue.
- ___ Have each M&M pair complete a mentor/mentee agreement form identifying objectives and activities to fulfill those objectives, as well as scheduling for future mentoring sessions.
- ___ Monitor the progress of the M&M pairs, encourage them to share experiences, and, if necessary, to encourage them to meet or, occasionally, intervene to resolve issues.



Step-by-Step Worksheet/Checklist with a "Built-in" Turnkey Toolkit: Everything You Need to Make this Happen!

Road 2: Virtual Student Mentoring: Overview, Presentation 1

- How a [successful trans-Atlantic virtual mentoring partnership](#) led to:
 - A new student mentoring program pairing the STC-France chapter with the University of Paris
 - A "two-way street" mentoring relationship that has become a long-term professional and personal friendship
- The role of [e-mail and social media](#) in virtual mentoring
- How to teach an old "dinosaur" new tricks ...



Detailed Presentation on Virtual Student Mentoring Programs from 39th CPTSC Conference

Road 2: Virtual Student Mentoring: Overview, Presentation 2

- **BoK-specific** ... successful pilot program at Appalachian State
- **General** ... Academic SIG's plans for a centralized STC program for virtual professional-to-student mentoring relationships beginning with the 2013-2014 academic year
- **New MentorBoard program** at STC Office is primed for action
- New program can provide **oversight for unaffiliated** "community-less" **STC student members-at-large**, including Sigma Tau Delta recruits



Detailed Presentation on STC's Emerging Virtual Professional-to-Student Mentoring Programs

Road 3: STC/Sigma Tau Delta Alliance: Overview, 2 Presentations

- About Sigma Tau Delta and its affiliates
- Background on STC/Sigma Tau Delta alliance
- STC outreach and **presentations** at Sigma Tau Delta international conference in Portland, OR, March 20-23, 2013
 - Recruitment of new STC student members from Sigma Tau Delta
 - Presentation on "Careers in Technical Communication for English Majors"
 - Presentation on "Student Mentoring Programs"



Full "Careers" and "Mentoring" Presentations for Visits to $\Sigma\tau\Delta$ Chapters and College Tech Com Classes

ΣΤΔ "Careers in Technical Communication for English Majors" Presentation: Agenda

- Technical communication
 - Skills
 - Disciplines
 - Career opportunities
 - Paths to careers in tech comm
- Society for Technical Communication
 - Values
 - Benefits of membership



Salary Charts



Bethany Bowles...
Orlando chapter and UCF, Sigma Tau Chi, CAC, Distinguished STC Student Service Award

Rachel Houghton ...
Willamette Valley chapter, former Society secretary, new STC Associate Fellow, being inducted Tuesday!



Competitive Compensation

Salary Comparison Table, Part 1

State	Technical Writers			Reporters, Correspondents			Public Relations Specialists		
	Employed	Mean \$/y	Median \$/y	Employed	Mean \$/y	Median \$/y	Employed	Mean \$/y	Median \$/y
Oregon	570	69.6K	74.5K	580	38.5K	32.4K	2,180	55.6K	52.2K
Maryland	2,000	70.0K	69.7K	600	39.0K	30.7K	2,900	70.7K	62.1K
New Hampshire	180	71.1K	65.3K	190	43.8K	38.6K	870	60.5K	55.2K
New Jersey	1,530	71.5K	67.7K	860	47.3K	42.9K	3,820	64.6K	58.2K
Connecticut	910	71.7K	72.2K	570	40.8K	34.6K	990	59.4K	56.6K
Virginia	2,880	76.3K	72.9K	960	41.9K	35.0K	7,300	69.3K	62.6K
Washington	1,610	79.5K	79.7K	740	44.4K	34.4K	4,990	59.3K	56.2K
Massachusetts	1,960	82.1K	81.5K	1,170	64.1K	52.4K	8,650	62.1K	56.7K
California	5,910	84.4K	80.1K	4,010	48.5K	38.7K	22,920	71.0K	62.6K
U.S.	45,120	67.3K	64.6K	45,270	43.6K	34.9K	212,510	60.4K	52.4K

Data is shown for the 9 states with the highest salaries in technical writing, plus the national average.



Competitive Compensation (Cont.)

Salary Comparison Table, Part 2

State	Technical Writers			Editors			Writers and Authors		
	Employed	Mean \$/y	Median \$/y	Employed	Mean \$/y	Median \$/y	Employed	Mean \$/y	Median \$/y
Oregon	570	69.6K	74.5K	1,050	52.8K	52.2K	630	56.4K	52.7K
Maryland	2,000	70.0K	69.7K	2,150	59.2K	55.2K	900	73.5K	66.6K
New Hampshire	180	71.1K	65.3K	330	51.0K	46.4K	240	51.3K	48.1K
New Jersey	1,530	71.5K	67.7K	3,450	64.6K	58.2K	1,070	57.5K	53.3K
Connecticut	910	71.7K	72.2K	990	59.4K	56.6K	380	63.8K	62.2K
Virginia	2,880	76.3K	72.9K	3,190	59.8K	55.2K	1,640	62.4K	57.0K
Washington	1,610	79.5K	79.7K	2,580	64.0K	55.5K	870	70.7K	66.3K
Massachusetts	1,960	82.1K	81.5K	3,860	65.8K	58.2K	960	65.9K	58.7K
California	5,910	84.4K	80.1K	10,930	60.3K	52.9K	6,500	93.7K	65.2K
U.S.	45,120	67.3K	64.6K	98,990	60.5K	52.4K	40,930	68.1K	55.9K

The mean and median salaries for tech writers are much closer than for other writers, reflecting dependable income.



ΣΤΔ "Student Mentoring Programs" Presentation: Agenda

- Adapting this STC presentation for mentoring programs within the English curriculum
- What is mentoring?
- Types of mentoring
- Face-to-face mentoring
- Virtual mentoring
- Why is it a good thing?



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Road 4: But Wait! ... There's More!! ... Call Now and Get a Free Turnkey Toolkit!!!

- [Printed reference guide](#) on STC student mentoring programs
- [STC, CPTSC, and ΣΤΔ presentations](#)
 - F2F and Virtual Student Mentoring Programs
 - Careers in Technical Communication
- [Articles on student mentoring](#) from conference *Proceedings*, *intercom*, and *MySTC*
 - Descriptions of successful student mentoring programs
 - Procedural guidelines, "recipes for success"
- [Administrative forms](#) from A to Z ... and much, much more!
- [Accompanying DVD](#) with the e-files for everything in the printed book (including the master printing .pdf with which to reproduce more books)



Decision Time ...

- [Stay together as a group](#) and do a high-speed flip-through of all these presentations and materials (a glimpse down all **4 roads** in the yellow wood ...
OR



- [... Split up into splinter groups](#) (F2F, virtual, ΣΤΔ, toolkit), each hiking down **1 road** deep into the forest



This is a Transition Slide ... ☺



- **Road 1:** Face-to-face mentoring programs pairing professionals in geographic chapters with tech com students in a nearby university: partnering with a student chapter, establishing a student chapter, or without establishing a student chapter*
- **Road 2:** Virtual mentoring programs using STC's new MentorBoard for pairing: BoK-specific and general mentoring relationships, coordinated by the Academic SIG**
- **Road 3:** Sigma Tau Delta alliance: recruiting English majors as STC student members: STC's presentations to ΣΤΔ on "Careers in TC" and "Student Mentoring Programs"*
- **Road 4:** Toolkit (printed reference guide & accompanying DVD)*

* Complete presentations and materials available in printed reference guide & accompanying DVD.

** CPTSC presentation on virtual mentoring available in printed guide and DVD; Academic SIG presentation on BoK pilot and plans for virtual mentoring in 2013-2014 will be available as supplementary handouts at Leadership Day (BoK pilot at Appalachian State was still in progress at press time for the toolkit)



Summary

- The many ways to tap student "power" to build your STC community and your Society
- Q&A's, discussion
- Distribution of turnkey toolkits



It Doesn't Get Any Better than This! ☺



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Thank you!

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