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

Bethany Bowles, Sally Henschel, Anna Lerew-Phillips, Dan Voss

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)

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**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, promotionals, 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 ΣΤΔ 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

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### Competitive Compensation

**Salary Comparison Table, Part 1**

<table>
<thead>
<tr>
<th>State</th>
<th>Technical Writers</th>
<th>Reporters, Correspondents</th>
<th>Public Relations Specialists</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Employed</td>
<td>Mean $/y</td>
<td>Median $/y</td>
</tr>
<tr>
<td>Oregon</td>
<td>570</td>
<td>69.6K</td>
<td>74.5K</td>
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<tr>
<td>Maryland</td>
<td>2,000</td>
<td>70.0K</td>
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<td>New Hampshire</td>
<td>180</td>
<td>71.1K</td>
<td>65.3K</td>
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<td>New Jersey</td>
<td>1,530</td>
<td>71.5K</td>
<td>67.7K</td>
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<tr>
<td>Connecticut</td>
<td>910</td>
<td>71.7K</td>
<td>72.2K</td>
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<tr>
<td>Virginia</td>
<td>2,880</td>
<td>76.3K</td>
<td>72.9K</td>
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<tr>
<td>Washington</td>
<td>1,610</td>
<td>79.5K</td>
<td>79.7K</td>
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<tr>
<td>Massachusetts</td>
<td>1,960</td>
<td>82.1K</td>
<td>81.5K</td>
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<tr>
<td>California</td>
<td>5,910</td>
<td>84.4K</td>
<td>80.1K</td>
</tr>
<tr>
<td>U.S.</td>
<td>45,120</td>
<td>67.3K</td>
<td>64.6K</td>
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</table>

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

<table>
<thead>
<tr>
<th>State</th>
<th>Technical Writers</th>
<th>Editors</th>
<th>Writers and Authors</th>
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<tbody>
<tr>
<td></td>
<td>Employed Mean $/y</td>
<td>Median $/y</td>
<td>Employed Mean $/y</td>
</tr>
<tr>
<td>Oregon</td>
<td>570</td>
<td>69.6K</td>
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<tr>
<td>Maryland</td>
<td>2,000</td>
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<td>New Hampshire</td>
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<td>Connecticut</td>
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<tr>
<td>Virginia</td>
<td>2,880</td>
<td>76.3K</td>
<td>3,190</td>
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<tr>
<td>Washington</td>
<td>1,610</td>
<td>79.5K</td>
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<tr>
<td>Massachusetts</td>
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<td>5,910</td>
<td>84.4K</td>
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<tr>
<td>U.S.</td>
<td>45,120</td>
<td>67.3K</td>
<td>98,990</td>
</tr>
</tbody>
</table>

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

ΣTD “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?

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!
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)

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**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! ☺
Thank you!

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