Coaching Online: STC’s Emerging Virtual Professional-to-Student Mentoring Programs

Sally Henschel and Anna Lerew-Phillips
Midwestern State University

Leadership Day
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Agenda

- Academic SIG mission
- Academic SIG initiatives
- Student-practitioner virtual mentoring
- Spring pilot TCBoK
- Student research projects in the TCBoK
- STC’s new MentorBoard
- Mentor expectations
- Contact information
Academic SIG mission

Building bridges between those who practice in the field of technical communication and those who teach and study in the field.

SIG student initiatives

- Student-practitioner mentoring programs
- Academic support for student research projects in the TCBoK
- Student poster competition
Virtual mentoring

Virtual mentorships between STC professionals and STC student members—particularly STC students members who are not affiliated or actively involved with a student chapter or geographic community.


Met at STC Summit in Atlanta (2009). Hit it off instantly, and decided to start a virtual mentoring relationship across the Atlantic.

Ray Gallon. STC-France president. He and Clio recruited mentees for the chapter’s mentoring program with the University of Paris.
Call for Mentors: Spring 2013

The Academy STC is piloting a virtual mentoring program pairing recognized professionals in the field and college students working on projects to create content for the STC Technical Communication Body of Knowledge (TCBOK).

The goal of the pilot is to organize, make accessible, and connect the information necessary to train for and practice within the profession of technical and scientific communication. If you are not familiar with the pilot, please visit the site.

The pilot leadership has identified critical areas that need development within the TCBOK, and college students have expressed interest in raising and creating this content—hopefully: under the guidance of a subject matter expert in the field.

If you would like to participate in a mentoring project with college students this spring, please take over the topic areas below, choose a topic of interest to you, and contact Sara Hornsby by 15 February 2013 to be paired with a student.

Topic Areas for Mentorship Spring 2013:
- Informationalization
- Publication standards (types)
- Publication standards (process)
- Constitution standards (example)
- Information management (database)
- Information management (content management)
- Information management (technical writer generated content)
- Medical writing

TCBOK Home

Getting Started
TCBOK has four main sections:
- About technical communication
- Managing your career in technical communication
- Publishing technical communication
- Advancing the profession through research

Visit all the pages in the 6.2 Index:
- Glossary of terms
- Online directory

See the TCBOK format demo (read-only) for a visual representation of TCBOK.

About the STC Technical Communication Body of Knowledge
Every profession has its body of knowledge, the challenge of ours is that it is dispersed in our publications such as Technical Communication and Interests, in many important books, in the academic programs that we teach, and in our profession is so interdisciplinary, across other professional organizations in our field and the many closely related fields.

The STC Technical Communication Body of Knowledge (TCBOK) will help you to find that knowledge.

More about the project:
Our project charter (pdf)
Virtual mentoring

Cindy Pao. Technical Documentation Specialist at Key Energy Services.

Anna Lerew-Phillips. Graduate student. Midwestern State University.


Student research

The Medical Writing Job Market: Experience Over Education

Summary

The focus of this research was to assess and analyze the importance of experience in the medical writing job market.

Questions

- What degree in medicine results in the best job opportunities in medical writing?
- How does experience impact job opportunities in medical writing?

Methodology

A survey of medical writers was conducted online using Qualtrics. The survey was distributed to members of the Society of Medical Communications (SMC) and the American Medical Writers Association (AMWA). The survey collected data on education, experience, and job market outcomes.

Results

- Individuals with 5+ years of experience had a 50% higher likelihood of being employed in medical writing.
- Individuals with a master's degree had a 30% higher likelihood of being employed in medical writing compared to those with a bachelor's degree.

Conclusion

Experience outweighs education in the medical writing job market. It is important for medical writers to gain experience through internships, volunteer work, and other opportunities to increase their chances of finding employment.
Student research

Storm B. Stuart

MentorBoard

**Stacey O’Donnell.** STC Business Development Manager.

**Sally Henschel.** Academic SIG Student Liaison.

**Dan Voss.** CAC Student Outreach Task Force.
Mb profile

Mb mentee search
Virtual mentoring FAQ

1. What am I expected to do as a mentor for a TCBoK project?
   - Meet with student mentee to establish schedules and expectations.
   - Mentor the student during his or her research process, and provide the student any needed advice to adequately research and cover the topic.
   - Review the student’s topic drafts and make suggestions for improvement.

2. Are mentoring relationships limited to TCBoK projects?

3. How do I create a MentorBoard account?

Virtual Mentoring

STC MentorBoard
http://mentorboard.jobtarget.com/stc

Body of Knowledge (TCBoK)
http://stcbok.editme.com/
Contact

Sally Henschel
sally.henschel@mwsu.edu

Anna Lerew-Phillips
anna.lerew-phillips@mwsu.edu

Academic SIG
http://www.stc-academic.org/