# 56th Annual Conference of the Society for Technical Communication 2009

Atlanta, Georgia, USA 3 – 6 May 2009

ISBN: 978-1-61567-345-2

### Printed from e-media with permission by:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2009) by the Society for Technical Communication All rights reserved.

Printed by Curran Associates, Inc. (2009)

For permission requests, please contact the Society for Technical Communication at the address below.

Society for Technical Communication 9401 Lee Highway Suite 300 Fairfax, Virginia 22031

Phone: +1 (703) 522-4114 Fax: +1 (703) 522-2075

stc@stc.org

#### Additional copies of this publication are available from:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571 USA

Phone: 845-758-0400 Fax: 845-758-2634

Email: curran@proceedings.com Web: www.proceedings.com

## **Contents**

# **Applying Research and Theory to Practice**

Technically Missing: Professional Writing and the Student Technical Communication Newsletter  John Strange	1
Developing and Conducting Assessment of a Technical Communication Program Wayne Schmadeka	8
Building brand value through technical instruction - a case study in the use of a qualitative analysis method <i>Paul Linnell</i>	13
The Two-Click Mandate: A Case Study  Karen Lowe	24
Too Much to Do: Designing Academic Courses in Document Design  Maury Maryanow	33
Usability Beyond the Classroom: How Real-World Experiences Shape Academic Perspectives  Laura Palmer, Ph.D.	35
Developing and Delivering Content	
Use Cases for User Assistance  Michael Hughes and Terri Whitt	37
Quick Reference Guides: Short and Sweet Documentation  Tom Johnson, Ben Minson	42
Expediting feature content development within an agile model  Steve Lawrenson	47
Ten Tips for Tastier Tasks	53

# **Developing Your Skills and Promoting Your Profession**

Taking Tech Comm into K-12 Schools  Marjorie T. Davis	57
Getting Started in Freelancing  Ruth E. Thaler-Carter	62
Managing People, Projects, and Business	
Employee Performance Evaluation  Richard L. Hamilton	64
How Much Offshoring is Too Much? Francisco Abedrabbo	70
Finding and Working Well with Freelancers/Contractors  Ruth E. Thaler-Carter	74
Producing and Publishing Information	
Blogging: A New Role for Technical Communicators  Tom Johnson	76
DITA + wiki = the open-source DITA2Wiki Project  Lisa Dyer	80
How to Run a Successful DITA Pilot Project  Mark E. Wallis	82
The Benefits and Pitfalls of Social Networking Sites  Gregory L. Koch II & Roger A. Renteria	83
Author Index	