Society for Technical Communication Summit (SUMMIT'17)

Gain the Edge to Get Results

STC's 64th Annual Conference

Washington, DC, USA
7 - 10 May 2017

ISBN: 978-1-5108-5244-0

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© (2017) by Society for Technical Communication
All rights reserved.

Printed by Curran Associates, Inc. (2018)

For permission requests, please contact 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: 845-758-2633
Email: curran@proceedings.com
Web: www.proceedings.com

Table of Contents

2017 Society for Technical Communication Summit iv
Overview iv
Conference Committee iv

Arcelay, Rosie
Workflows: Your Treasure Map to Great Content 1

Bonsignore, Alisa
Introverted Entrepreneurship 6

Bowerman, Kate; Joan Carter; Melissa Kulm; and Karen Marginot
Work Global, Live Local 8

Breker, Melissa
Collaboration, Communication, and Credibility: Building Stronger Content Teams 13

Costa, Vivianne
A Layman's Crash Course on Analytics in Help Content 19

Coules, David
Disrupt Your Own Self: Streamlined Publishing Through the Cloud with HTML5 26

Cressey, Eric
User Experience Strategies for Winning Application Programming Interface (API) Documentation 31

DeLuca, Todd
How May I Help You? Why Service is a Smart Way Forward 35

Elle, Edna
Accessibility Made Easy: Automating and Optimizing Accessible Outputs from DITA XML38

Gardner, Michelle M.
Walking in Your Users' Shoes: Create Journey Maps for an Improved User Experience . . 49

Guren, Leah
Six Super Success Hacks 54

Harvey, Michael
Documentation Support for an Internet of Things (IoT) Product: A Case Study 57

Jones, Adam
Avoiding the $36 Comma: Clever Editing Strategies Can Reduce Translation Costs 62

Kerr, Debbie
Learning Styles and the Cancer Experience 67

Kleinsmith, Mark
Video Provides the Edge. 75

Kramer, Meredith
To Manage or Not to Manage: That is the Career Path Question 79

Kreger, Jessica
Proving Return on Investment (ROI): Agilely Cutting Costs in Help 82

Maddox, Sara
A Tech Writer, a Map, and an App 84

McCue, Shannon A.
Case Study: Finding Your Documentation Utopia in an Agile Environment. 88

Mincey, Chrystal R.
Knowing Your Client's Language 92

Navarro, Elizabeth
Everyone's an Editor 94

Parkinson, Mike
Perfect: How to Turn Words and Data Into Powerful Graphics 99

Perlin, Neil
We're Going Mobile! Great! But What Does That Mean?. 103

Peters, Ear
Section 508: Are You Ready for Americans with Disabilities Act (ADA) Compliance Standards?. 106

Pfeilsticker, Steve
Supporting Customer Advocacy with Intelligent Knowledge Management 112

Prabhakar, Rahul
How Social Media Can Be Part of Your Set of Technical Communication Skills Tools. . 118

Prentice, Scott
Regular Expressions for Tech Writers. 123

Proff, Allie
My Android Dreams of Electric Cats: Are You Capturing Your User's Emotive Analytics?129

Ruggeri, Kathleen and Lisa Adair
Improve Content Quality with One Process Change 136

Saxena, Shikha
The Art of Writing in Agile 141

Keith Schengili-Roberts

Is Darwin Information Typing Architecture (DITA) Right for You? Scenarios for Considering a Move to DITA. 150

Semp, Monique

Leveraging Structured Authoring/DITA Techniques When All You Have Are Unstructured Tools 156

Simon, Kelley

Creating a Free Intranet Using Drupal 166

Stevenson, Sean

Getting to Compliant: Responding to Government Requests for Proposal (RFPs) for the Technical Communicator 172

Strimling, Yoel

So You Think You Know What Your Readers Want? 177

Tincher, Louise

The Wonderful World of Proposals. 186

Todd, Becky

Engineering Content Champions. 189

Vega, Laurian C.

Novices ***and*** Expert Users, Not Novices ***or*** Expert Users. 193

Wilson, Jane

Creating User Documentation in an Agile World 198

Woelk, Ben

Follow the Yellow Brick Road: A Leadership Journey to the Emerald City. 202