Society for Technical Communication Summit (SUMMIT'18)

Communicate the Future

STC's 65th Annual Conference

Orlando, Florida, USA 20 - 23 May 2018

ISBN: 978-1-5108-6455-9

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.

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

	ociety for Technical Communication Summitvi
	erviewvi
Co	nference Committeevi
Access	ibility: Future-Proofing Your Web Content1
Sha	adi Abou-Zahra
_	Your Future: STC Experience Builds Professional ship Skills7
Bet	thany Aguad, Crystal Brezina, Nick Ducharme, and Alex Garcia
Give in	to the Power of the Dark Side: Marketing and TC are
Converg	ging!13
Bei	rnard Aschwanden
	Tomorrow: Project Management and Technical Inications Fundamentals16
Bei	rnard Aschwanden
Teachin	ng Technical Writing to Engineers—What Works?19
No	el Atzmiller
	tion Professionals23
Da	rcy Beery and Stacy Barton
Won't Y	ou Please, Please Help Me Find a Path to Leadership?.29
Alis	sa Bonsignore
Case St	eudy: Grab the Wheel and Drive Your Content to DITA 31
Sus	sanna Carlisi, Tom Aldous, and Adobe

Your Mind is the Most Valuable CMS: Deeper Working Independent of Technology37
Kim Chmielewicz
Policies and Procedures—Communicate the Future39
Dawnell Claessen, Emily Kowal, and Ann Marie Queeney
Moving Content through the Workflow: Frustrations and Fixes 41 Erica Cummings
Using Regular Expressions with Madcap Flare: Putting Your Searches on Steroids45
Robert Delwood
Dethrone the Content King! Culture is the True King
Can You Hear Me Now? Podcasting as a Teaching Tool 56 Jennifer Goode
Scoped Out! 59 Sarah Kiniry
Science-Based Page Design for Technical Communicators 68 Tina M. Kister
UI/UX Design Crash Course 83 Jessica Kreger
They're Coming! Combining Teams and Cultures85 Larry Kunz
All I Know About Collaboration I Learned from Rock & Roll 89 Aiessa Moyna

From Open Source Volunteer to Full-Time Tech Writer Gale Naylor	32
Creating and Training Your Own Al Instance Using DITA	96
PICTURE PERFECT! How to Turn Words and Data into Powerfu Graphics10	
Mike Parkinson	
Lessons Learned: What Harry Potter Professors Teach Us About Instructional Design10 Jamye Sagan	06
From Technical Writer to Content Strategist11 Melanie Seibert	13
A Method for the Madness: Managing Complex Documentation Projects11 Jennifer Shumate	18
An Information Experience (IX) Maturity Model for Organizational Transformation12	25
Artificial Intelligence and Content12 Val Swisher	29
How Tech Writers Will Support SMEs in Writing Technical Content13 Søren Weimann	31
The Introvert in the Workplace: Becoming an Influencer and Leader13	34