CALL FOR PROPOSALS

STC’S 51ST ANNUAL CONFERENCE
MAY 9–12, 2004
BALTIMORE, MARYLAND

NAVIGATING THE FUTURE OF TECHNICAL COMMUNICATION

Writing, editing, indexing...single sourcing, localizing, translating...documentation on paper, online, on demand...technical communication encompasses all of these tasks and more. Today's practitioners are steering the course for the future of technical communication. They are breaking boundaries and setting new paradigms. They are moving forward, while staying true to the past, providing the information people need, when they need it, but not compromising on quality and usability.

The challenges in our profession today are numerous and exciting. We need to provide information that is accessible to an ever-growing range of audiences. We have to define what technical communication is to the business world and convince employers of the value that we add. We should take the time to mentor the next generation of technical communicators. We will decide the course of our profession for the next fifty years and beyond.

You are invited to help navigate the future of technical communication by presenting your ideas, studies, experiences, and expertise to your fellow communicators. Join us at STC’s 51st Annual Conference in Baltimore, Maryland, for an exciting exchange of ideas.

The three-day conference organizes its sixty- or ninety-minute educational sessions, called technical sessions, into six stems ranging in content from management, writing, and editing to the latest in technical tools, usability findings, and information design.

A fourth day presents half-day or full-day post-conference workshops and tutorials covering the same range of topics in greater detail, at an additional charge.

STEPS FOR SUBMITTING A PROPOSAL

If you would like to submit a proposal, please do the following:
1. Select a conference stem for your proposal (see page 2).
2. Select a presentation format appropriate to your subject matter (see page 3). Prepare all the supporting materials indicated for your format.
3. Fill out the enclosed application form (see pages 4 and 5).
4. Make five copies of the application form and supporting materials. Mail the original plus four copies to the Society office; keep one copy for yourself.

PROPOSALS DUE AUGUST 1, 2003
SELECT A CONFERENCE STEM FOR YOUR PROPOSAL...

MANAGEMENT (MG)

Whether or not “manager” is part of your job title, you manage. And the number of aspects of your work that you manage is limitless. Without management or structure, work can be aimless and unproductive. Sound management techniques allow you to effectively and efficiently plan, direct, control, and delegate, to consistently meet your goals with a high degree of success.

Impart your knowledge and experience to your STC colleagues. Let the following list help you generate ideas for submitting a proposal:

- Planning projects, and tomorrow’s trends and skills
- Leading projects and people
- Managing the work: tools, procedures, content, quality, budgets, schedules, vendors, Six Sigma, outsourcing, and Web sites
- Managing the organization: locally, remotely, globally, and culturally
- Managing the people: individuals, teams, training, abilities, performance, hiring, and firing
- Managing your own business: whether you consult, contract, or own a company with employees, you need solid information about starting up, contracts, business plans, and marketing

Stem Manager: Rich Maggiani, richpdi@aol.com

PROFESSIONAL DEVELOPMENT / STC-RELATED SESSIONS (PD)

Professional development is all about staying on top of your game. Tools and skills change rapidly, and in today’s job market, it can be a case of adapt or face unemployment! This stem focuses on how to take charge of your career, with special emphasis on managing time, learning new skills through volunteer activities, embracing changing job responsibilities, and creating new opportunities. Proposals are encouraged in the following topics:

- Developing your career strategies
- Creating a vision for your professional life
- Making the move to management
- Finding career options within your field
- Kicking your career into high speed
- Exploring independent consulting and contracting
- Locating online learning opportunities
- Managing time more effectively
- Assessing your professional needs and desires
- Creating success in a new position
- Making the change between academia and industry
- Discovering technology fields suitable for communicators
- Making your STC membership work for you
- Revolutionizing the field — what’s coming?
- History or future of the technical communication profession

Stem Manager: Karen Steele, Metasolv Software, Inc., ksteele@metasolv.com

THEORY, RESEARCH, EDUCATION, AND TRAINING (TE)

This stem focuses on theoretical and practical approaches to teaching technical communication in education and industry. Students and specialists interested in the development and delivery of content in academia and training are invited to submit proposals on related topics, which may include the following:

- Research tools and methods
- Adaptive learning
- STC-sponsored research
- Technical communication programs
- Professional certification
- Instructional theory
- Instructional technology
- Pedagogical approaches to online learning
- Distance education
- Learning and retention
- Student needs and expectations

Stem Manager: Dia Burroughs, LSI Logic Storage Systems, Inc., dia.burroughs@lsil.com

TOOLS AND TECHNOLOGY (TT)

It’s hard to design and write high quality information without the proper tools. The future of technical communication requires a much greater tool knowledge than how to use a word processor. What tools do you use to design, track, and write your documents? We invite you to submit a proposal to report on the latest and greatest tools or new techniques for the tried and true tools.

We welcome proposals on topics such as the following:

- New techniques for the basic tools: Word, FrameMaker, Acrobat, and online help authoring
- Multimedia tools: animation, audio and video
- Web tools: the multitude of HTML editors, JavaScript, cascading style sheets, and Web graphics
- New tools that look to the future: XML editors, single sourcing, content management, voice recognition, database publishing
- Tools for expanding career horizons: project management, usability testing, interface design

Stem Manager: Michael J. Albers, University of Memphis, malbers@memphis.edu

USABILITY AND INFORMATION DESIGN (UID)

Information design uses content organization and visual design to shape information so that it is clear and accessible. Usability looks at the needs and goals of users as they access the information and shapes the design to meet those needs. In this stem, we’re shaping the future of technical communication and shaping the communication itself.

Consider proposing presentations on topics such as these:

- Meeting needs of diverse users, such as those with special needs
- User-centered techniques for design and testing
- Information architecture for complex information products such as Web sites
- Usability as a specialty or as part of every technical communicator’s role
- Developing skills for usability and information design

Stem Manager: Dia Burroughs, LSI Logic Storage Systems, Inc., dia.burroughs@lsil.com
• Products using information design such as forms, surveys, wayfinding, brochures, or job aids
• Readability and perception
• Visual communication and graphic design

Stem Manager: Caroline Jarrett, caroline.jarrett@effortmark.co.uk

WRITING AND EDITING (WE)

Writing and editing are the core skills for almost everything we do as technical communicators. The Writing and Editing stem encompasses a wide range of concerns that remain at the core of even the most high-tech deliverables we produce. We encourage proposals for presentations on a variety of subjects, including these and related topics:

• Improving basic skills of writing and editing
• Identifying and applying best practices of writing and editing
• Establishing standards for specific genres
• Monitoring and maintaining quality in communication
• Presenting information to culturally diverse and international audiences
• Writing effective online help systems
• Preparing documents for print or on-screen (Web and CD) media
• Constructing indexes and other navigation aids

SELECT A PRESENTATION FORMAT...

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<td>Paper</td>
<td>Oral presentation based on written paper in Proceedings, brief audience Q &amp; A. The stem manager will group 2–4 papers into a 90-minute session and assign a moderator.</td>
<td>20–30 minutes per paper/90 to 200+</td>
<td>A draft of the paper for publication in the Proceedings (six pages), preferably with reference citations. Alternatively, you may submit an outline of the paper you propose to publish.</td>
<td>Required: Paper Up to six pages per presenter OR up to six pages submitted by all presenters as a group.</td>
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<td>Panel discussion</td>
<td>Opening and closing statements by panelists (3–10 minutes), panel discussion led by moderator, audience Q &amp; A (15–30 minutes).</td>
<td>90 or 60 minutes/90 to 200+</td>
<td>Submitted by moderator: detailed session plan including main points, sample discussion questions, schedule, names of moderator and all panelists.</td>
<td>Optional: Paper Up to six pages per presenter OR up to six pages submitted by all presenters as a group.</td>
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<td>Progression</td>
<td>8–12 speakers each present an oral presentation (5–10 minutes), and moderate audience discussion (15–20 minutes). Repeated to 2 or 3 different groups of roundtable participants.</td>
<td>25 minutes repeated 2–3 times; 60 or 90 minutes total/10 participants per round</td>
<td>Detailed session plan including main points, sample discussion questions OR draft or outline of a six-page paper, preferably with reference citations.</td>
<td>Optional: Paper Up to six pages per presenter.</td>
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<td>Workshop</td>
<td>Instructional presentation, hands-on audience activities (minimum of 30 minutes audience participation).</td>
<td>90 minutes/60 to 110</td>
<td>Detailed workshop plan including objectives for participants, schedule of presenter and participant activities, samples of handouts, maximum audience size.</td>
<td>Optional: Paper Up to six pages per presenter OR up to six pages submitted by all presenters as a group.</td>
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<td>Demonstration</td>
<td>Instructional presentation, hands-on demonstration observed by audience, brief audience Q &amp; A.</td>
<td>90 or 60 minutes/60 to 200+</td>
<td>Detailed session plan including objectives, schedule of activities, samples of handouts.</td>
<td>None</td>
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*Visit the STC Web site at www.stc.org/51stconf for samples of the required supporting materials for each presentation format. You can also download the Preparing Your Conference Presentation booklet for more guidelines about preparing conference materials.
APPLICATION FORM
FOR SUBMITTING PROPOSALS
STC’s 51st Annual Conference
May 9–12, 2004: Baltimore, Maryland

Please fill out this form online at www.stc.org/51stconf, or print or type the information on this form. Attach additional sheets if necessary.

PRESENTATION TITLE

SUBMITTED BY
First Name
Last Name

CO-PRESENTERS (List names)

PRESENTATION DESCRIPTION FOR THE PROGRAM (30 words maximum)

INTENDED AUDIENCE (10 words maximum)

SUGGESTED STEM
☐ Management (MG)
☐ Professional Development/STC-related Sessions (PD)
☐ Theory, Research, Education, and Training (TE)
☐ Tools and Technology (TT)
☐ Usability and Information Design (UID)
☐ Writing and Editing (WE)
☐ Post-Conference Workshops and Tutorials (PC)

POST-CONFERENCE WORKSHOPS AND TUTORIALS
To be held on Thursday, May 13, 2004
☐ Half Day Workshop
☐ Full Day Tutorial

SPECIAL AUDIOVISUAL REQUESTS
I understand that I must bring my own computer equipment to the conference, or rent computer equipment locally. In addition to the standard equipment (podium, lectern with attached microphone)* provided in each conference room, I request the following:
☐ Flip chart
☐ Overhead projector
☐ 35mm slide projector
☐ VHS videocassette player with monitor
☐ AV device to project computer displays
☐ Other

Mail the original and four copies of this application form and all supporting materials, postmarked by August, 1, 2003, to:
901 N. Stuart St., Suite 904, Arlington, VA USA 22203-1822

* Progressions will receive only flip charts.
## APPLICATION FORM (Continued)

### PROPOSAL SUBMITTER/PERSON TO RECEIVE CORRESPONDENCE

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| Are you an STC member? | Yes | No |
| First-time presenter?  | Yes | No |
| Will you moderate the session? | Yes | No |

### CO-PRESENTER (if applicable)

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| Are you an STC member? | Yes | No |
| First-time presenter?  | Yes | No |

### APPLICATION STATEMENT

My application conforms to all requirements stated in the Call for Proposals and on this form. I have included the original and four copies of this form and of all supporting materials. I understand that if my proposal is accepted:

- I will make this presentation at the conference, or I will find a suitable replacement presenter if I am unable to attend the conference.
- I will pay my own conference expenses, which include registration for either the full conference or the day of the presentation.
- I will submit a paper to the Proceedings, if the format of my session is a paper.
- Post-conference presenters will register for at least one day of the conference or his/her stipend will be reduced by $100.00.

Signature: ______________________________ Date: __________

Printed Name: ____________________________
SUBMISSION REQUIREMENTS
Submit four copies of your proposal, plus the original. Each copy must include the application form and the required supporting materials for your presentation format. Keep one copy of the proposal for your records.

You may submit more than one proposal; submit separate application forms and supporting materials for each proposal. Visit the STC Web site at www.stc.org/51stconf for samples of the required supporting materials for each presentation format. You can also download the Preparing Your Conference Presentation booklet for more guidelines about preparing conference materials.

You will be notified of the program committee’s decision by early December 2003.

PROPOSAL AND PRESENTATION REQUIREMENTS
• Obtain co-presenters’ permission before you put their names on the application form.
• All presenters named must register for the conference and participate in the presentation.
• All proposals will be competitively evaluated. Submit a complete and detailed proposal so the program committee can evaluate it fairly. Application forms without the required supporting materials will not be considered.
• The program committee may accept your proposal unconditionally, accept it conditionally subject to revision of your material, or reject it.
• The program committee may, at its discretion, change the conference stem and presentation type from the structure you have suggested in your application form.

PROCEEDINGS PUBLISHING REQUIREMENTS
• If you submit a proposal for a session, and you choose the format “paper,” you will be required to contribute a paper to the conference Proceedings. If you submit a proposal for a session and you choose the format “panel discussion,” “progression,” or “workshop,” contributing a paper is optional (but encouraged). If you choose the format “demonstration,” no paper will be published.
• If you are contributing a paper, you must conform to the length guidelines for your format (see page 3). When submitting the proposal for your session, you must also submit either an outline of your Proceedings paper or a draft copy of the paper itself.
• If there are multiple presenters in a paper session, panel discussion, or workshop session, the presenters for that session will be invited to either submit one six-page paper each or one six-page paper as a group. Progression session presenters are invited to submit one six-page paper each.
• In order for a paper to be accepted, it must expand on the information presented in the session. The papers should be complete and stand on their own in the manner of periodical or journal articles. The program committee reserves the right not to accept any papers that do not fit the criteria.

COPYRIGHT TRANSFER REQUIREMENTS
In order for the paper to be published in the Proceedings, each author will be required to transfer copyright ownership to STC. This transfer will not prevent authors from reusing their articles. If authors wish to use their articles elsewhere, STC will either
(1) grant the author(s) a non-exclusive, royalty-free license to use the material; or
(2) reassign the copyright back to the author(s) while retaining a non-exclusive, royalty-free license to the material. Reassigning the copyright means that STC will retain the right to reprint the paper in the future (in other STC publications, as well as non-STC publications) without paying royalty fees. Because the license is “non-exclusive,” the author retains the right to allow others to use the article and to request royalty fees for its use. This procedure helps STC distribute information to the technical communication community in the most efficient manner.

If you have questions regarding this policy, please contact the Society office at stc@stc.org.

AUDIOVISUAL EQUIPMENT
STC will provide each meeting room with a podium and a lectern with attached microphone. (Progressions will receive only flip charts.) STC will provide a limited number of overhead projectors, 35mm slide projectors, computer projection devices, and VHS videocassette players. You may request these devices on your application form. Presenters are responsible for providing their own computer equipment.

QUESTIONS? PLEASE CONTACT:
Society for Technical Communication
Attn: Conference Proposals
901 N. Stuart Street, Suite 904
Arlington, VA USA 22203-1822
(703) 522-4114
(703) 522-2075 (fax)
stc@stc.org
OR
Julie A. Bommarito, Program Manager
6358 S. 35th Street, Apt. 3
Franklin, WI 53132-8712
Julie.A.Bommarito@jci.com

YOUR PROPOSAL MUST BE POSTMARKED BY AUGUST 1, 2003, TO BE CONSIDERED FOR STC’S 51ST ANNUAL CONFERENCE