

STC TC Communicator

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May's STC TC Meeting

Promote Technical Communication in Your Organization with Wendy Ross

Do your employer and peers know what you do and why? Do they understand and respect the value you bring to your organization? If you are pleasantly surprised to hear them summarize your role as "writing the instructions," then this program is for you. Join Wendy Ross from Bosch to learn how she has promoted her role as Technical Communicator at her company. [Read More...](#)

Tuesday, May 10, 2016

Meal and networking 5:30 - 6:30 PM

Speaker's Web Presentation 6:30 - 7:30 PM

Amherst H. Wilder Foundation
Wilder Center/Community Services Center
451 Lexington Pkwy. N, Saint Paul, MN 55104

[Directions](#)

[Register Here](#)

In this program, Wendy will present the program she gave at her place of work that explains how her Technical Communication team was seen and respected. She will define technical communication, explain her team's deliverables and services, and discuss their challenges, opportunities, and long-term goals.



Wendy Barnhart Ross, MA, PMP

April Meeting Recap

Information Architecture Bottom Up, with Mark Baker

Using examples from service manuals, Mark Baker discussed how we organize materials and information, presenting to us the ubiquitous Table of Contents. He analyzed various TOCs and identified the thinking behind each of them.

When it comes down to it, how do we *expect* information to be organized? Convention, based on print, says we look for information linearly. But, according to Mark, convention has been turned upside down and we no longer read from start to finish.

The fact is that about 48% of our reading is exclusively in electronic form.* When taking information in electronically there is a tendency to search by scanning rather than reading. Seekers land on a webpage directly where the information is found, not where the information is indexed. And that is why every page is page one, Mark says, and every page must stand on its own, contextualized and yet part of a recognizable pattern in the ecosystem of topics.

For more information, see Mark's blog at <http://everypageispageone.com>. Mark tweets as [@mbakeranalecta](#).

*Pew Research: A Snapshot of Reading



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