

About the Management SIG

- Have you been downsized, right-sized, reorganized, reclassified, out-placed, replaced—or voluntarily become a contractor in a new field?
- Have you got a knotty management challenge you'd like some help addressing or some “lessons learned” to share?
- Are you wondering what this year's STC Conference offers managers of communication projects and people?
- Are you faced with surviving in the increasingly chaotic world of technical publications management?

This year, technical communicators are handling more complex projects with fewer resources or have migrated into other communication fields – becoming curriculum developers, project managers, publicists, marketing collateral and web page designers, even information technology techies. Others are *reviving* previously used skills and talents to address challenges for new clients in new fields and industries. Others have migrated from managing departments to managing projects and their own careers and businesses. The Management SIG supports all members by providing tools for communication and networking including the SIG web site, listserv, related presentations, and publications.

Mission of the STC Management SIG

To facilitate exchange of information and accumulated expertise related to the challenges and trends faced by technical communication management professionals; to support members who manage communication projects, people, and/or departments; to provide resources for member interaction including forums and networking opportunities; to mentor and support new or aspiring technical communication managers or those interested in acquiring and applying management skills to their work.

Management SIG Sponsored Activities at the Conference

Management SIG Business Meeting	Sun. 5 – 6	Judith Herr, SIG Manager
Lessons Learned from Offshore Outsourcing	MG3H Mon 2-3:30	B. Huettner, Moderator
SIG Networking Luncheon	Tues. 12:15	Luncheon attendees
“As the World Turns” SIG-sponsored progression	MG5A Tues. 8:30 – 10	M. Markley, Moderator
Project Management: The Realities	MG11D Wed. 2:00-3:30	E. Bailey, Moderator
Other Management Stem sessions	Throughout Conference	See Schedule

Management SIG Contacts

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For additional information and networking,

<http://www.stcsig.org/mgt>

SIG Manager Judith Herr

"The way you know you're having an adventure is when you wish you were home in bed." Mark Twain

The theme for STC's 51st Annual Conference, *Navigating the Future*, reminds me of the travels in Mark Twain's books. His characters frequently set out unwillingly and with trepidation to unknown territory, but usually all ends well. This year, many of us find ourselves applying our technical communication and management skills, talents, and experience to new assignments in reorganized (or our own) companies. It feels to us like setting out on adventures in uncharted territory and we are bold and vulnerable.

Fortunately, Management SIG leaders and members continue to offer advice, expertise, and support to us in our virtual community – reminding us of the capabilities we bring to change. As Dr. Spock writes in the opening to *Baby and Child Care*, *"Trust yourself. You know more than you think you do!"*

Join us on the journey!

Judith Herr volunteered at her first East Bay STC chapter meeting and became the arrangements chair. Active in STC ever since, she is the SIG Manager and an Associate Fellow. Judy yearns to earn the title of Renaissance Woman.

Web Weaver Elizabeth Bailey

With membership in STC, you receive publications, conferences, seminars, jobs databases, and surveys. Even more important, you get special interest groups (SIGs) that focus on topics that are important to you. Within the Management SIG, our community of practice offers a variety of benefits to managers.

The web site in particular provides information gathered from topics on the discussion list and from active members who offer information to be shared with others outside of the listserve. For more information on our discussion list, see out Hot Topics page at

<http://www.stcsig.org/mgt/HotTopics.htm>.

Our site focuses on three broad categories of issues:

- **Project management:** scheduling and budgeting, information planning, teams, adhering to a plan, evaluating effectiveness
- **People management:** career ladders, job descriptions, hiring, performance planning, coaching, and appraising
- **Business management:** determining the services and products to offer (internally and externally), establishing strategies for pricing or funding, marketing of technical communication services

We also have a book group page where you can offer reviews of books you have read. You can find this page at <http://www.stcsig.org/mgt/BOOKS.HTM>. The web pages try to provide the most current STC events available—however, we do rely on our members to offer reminders so we can keep this list current.

Within our learning exchange pages, at <http://www.stcsig.org/mgt/Learning.htm>, we provide worksheets, tip sheets, and other resources prepared by our members to share with others. Currently, this information is sorted by project management, people management, and business management. We also offer links to other resources within this section. If you have additional reference material to share, please send it to the webmaster for consideration and posting. But make sure to remove all confidential information from documents before submission, or provide a release to share this information with others.

We encourage you to participate in the SIG in any capacity—participating in the discussion list, offering book reviews, compiling hot topic discussions for publication in our newsletter or on our site, or even suggestions for making changes to the web site. You can help us build and grow individual and workplace bodies of knowledge within this community. Encourage and mentor your team members and colleagues and invite them to offer their knowledge and support to others.

If you are interested, get involved!

Elizabeth Bailey is an STC Associate Fellow and is expanding her horizons with a Master's of Instructional and Performance Technology from Boise State, to be completed this Fall. Active in STC since the late 80s, she has held a number of roles and won numerous awards including a Director Sponsor award that titled her a "Goddess."

Listserv, Membership, and Surveys:

Joaquim Baptista

I have managed the technical issues of the stcmgmtpic-l list since May 2002. My responsibility has been keeping the list running -- a simple task, because

- Judith Herr and De Murr, among others, do an excellent job as "list moms," providing thoughtful initial answers to many questions.
- The courteous behavior of list members means that I am not forced to prevent anyone from posting. (I receive less than one help request each month, typically requiring less than one hour to solve.)

This year I have assumed further responsibilities as membership manager. I am also involved in elaborating surveys targeted at the members of both the SIG and the listserv. Watch for the survey results in the management SIG newsletter!

Joaquim Baptista is a Computer Science major from Portugal. He embraced technical writing in 1997 at Altitude Software. Joaquim moved from lone writer to manager of seven and now is a team leader of two in Portugal.

Help Wanted, Newsletter Editor

Brenda Huettner

We're always looking for help with our quarterly newsletter, *Management*. You could submit content, volunteer to help edit, or suggest columns or topics that would be of interest to our readers. These sort of one-time efforts make a great difference to our SIG, and help us deliver information that you find useful and timely.

This year, we're looking for a managing editor to take over the newsletter. Because we publish quarterly, the workload is lighter than with other editorial jobs. As managing editor, you'd be responsible for recruiting a team and determining content. Do you want to do layout or have someone else do it? Will you have themed issues, or a set content? You'll need to set a schedule and recruit content. Of course, the SIG resources are available to help find authors, columnists, proofreaders, or whatever else you need. It's a terrific opportunity to really show off your skills!

Brenda Huettner has been a member of the Management SIG since it was founded. She is a member of the Southern Arizona Chapter, and an STC Associate Fellow.

Come to the SIG Progression!

Looking for ways to control your projects? Are you in a leadership role on a project involving multiple writers? Check out the SIG-sponsored progression, *As the World Turns: Refocusing on Managing People, Projects, and Careers* (MG 5A). This fun, casual format lets you choose up to three different topics in a single time block. It will be held on Tuesday from 8:30-10:00 AM. The Moderator will be Michael P. Markley, Sakson & Taylor, Inc.

Topics and Speakers:

Managing Projects: I Need to Know What?
Elizabeth Bailey, *WebConcepts Unlimited*

Managing Up
Beau Cain, *San Jose State University*

The Future of Technical Communication: Five Important Steps We Need to Take as a Profession
Barbara A. Giammona

Useful Skills in a Soap Opera World
John V. Hedtke

Working Virtually: Using Listserves, Blogs, Chat, and E-mail to Make It Happen!
Judith M. Herr, *Well Chosen Words*

Reading Between the Lines: Evaluating Resumes, Cover Letters, and Writing Samples
Brenda P. Huettner, *P-N Designs*

Top Ten Things You Should Consider for the First Doc Project You Manage
Michael P. Markley, *Sakson & Taylor, Inc.*

Using Forms to Manage the Localization Process
Martha McGee, *Hewlett-Packard Company*

Avoiding Contractor/Client Nightmares--Best Practices for Contractor Management
Sherry J. Michaels, *Michaels & Associates, LLC*

Offshoring and the Tech Pubs Manager
Fred Sampson

Hitting the Ground Running: Five Steps for Recovering Unhappy Clients
Jeff Simon

Keeping Everyone on the Same Page: A Simple Scheduling Tool
Sherri E. Smith

The Nomadic Life is Worth Living
Elaine Winters

Management Stem Manager Rich Maggiani

Join us in Baltimore!

This year's conference seeks to be the best conference yet. The Planning Committee limited the number of proposals accepted and, as a result, the quality of the presentations is high. As a result, all three days of the conference are filled with engaging and interesting sessions. As the Management Stem Manager, I can personally vouch for this.

Sessions cover a wide variety of topics: metrics, process and project management, outsourcing, team and relationship issues, planning for the present and future, planning locally and globally, communication skills, and what I expect will be a dynamic session on leadership.

And a sincere, heartfelt thank you to the seventeen Management SIG members who served as reviewers for the proposals, and whose insights were invaluable. They, and others like them in other stems, are the unsung heroes of this conference

Rich Maggiani is a Senior Member in the Vermont chapter, and this year's Management Stem Manager.

In Love with the Listserv: De Murr

I love our listserv. It is my favorite benefit of the Management SIG. I love reading the questions and the insightful comments, suggestions, and offers of aid that are supplied by our members. I think it represents the best of our organization and our members. I particularly like the topics that get several of us offering suggestions and recounting real life experiences.

Judith Herr, our SIG Manager, recently surprised me with the fact that only half of our members are signed up for the listserv. I realize that most of us are overwhelmed with email, especially the spam, but some things are just worth getting.

I use Microsoft Outlook as my email tool, and it is easy to filter my messages. Most of the filters are set up to moving the Viagra commercials to the Deleted Items folder. But I do use the filter for other things. For example, I have Outlook set up to automatically move my Management SIG email into a special folder. This action does two things for me. First, it helps to keep my mailbox from filling up, slowing down the number of times I get the dreaded "Your mailbox has exceeded its size limit" message. And, secondly, it allows me to review the messages together and really understand the entire thread.

So, may I suggest that you join the listserv if you aren't already a member? After all, you have already paid for it by joining the SIG. If you really do hate the distraction of getting our messages, set your email software up to automatically move the SIG messages into their own folder. You can then review once a week and delete the threads that don't interest you. But I am willing to bet that you too will come to love these discussions.

De Murr is an STC Fellow and past manager of the Management SIG. She currently manages the technical publications group at Walt Disney Imagineering.

Business Meeting Agenda

Please join us at the Management SIG Business Meeting on Sunday, May 9th, from 5 to 6 p.m. This is where we'll determine the direction of the SIG for the upcoming year, and distribute the many opportunities to our SIG volunteers.

AGENDA

1. **Welcome**
2. **State of the SIG Reports**
 - SIG Manager
 - Web Weaver
 - Membership Manager/List Administrator
 - Newsletter Editor
 - Other Activities
3. **Issues, Straw Votes, Action Items**
 - Restrict Access to web site, listserve?
 - Preferred communication vehicles?
 - Teleconference or regional SIG meetings?
 - Posting of jobs, announcements on list?
4. **Prioritize activities for SIG for 2004-2005.**
What transformation means to the SIG
5. **Help Wanted**
 - Newsletter Editor
 - SIG Brochure
 - SIG outreach – speakers bureau – continuing education
 - Articles for newsletter
 - Contributions to SIG web site
 - Generate/enliven listserve discussions
 - Conference session proposals
 - Other
6. **Are we having fun yet?**