

Devil Mountain Views

Newsletter of the East Bay Chapter of STC
January/February 2005

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Beau Cain has already had a very busy start to his term as Region 8 Director. Catch up on his latest news from the STC front.

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Annual Member Survey

Becky Rude discusses the results of this year's member survey.



SOCIETY FOR TECHNICAL COMMUNICATION



Award of Excellence
2003–2004
STC International
Newsletter Competition

Accentuate the Postive; Eliminate the Negative



by [Joy Montgomery](#)
 STC Senior Member
 EBSTC Nominating Committee Member
 Gordon Scholarship Committee Member

About Joy:

- Procedure Analysis & Documentation Specialist
- Short Story Writer
- Communication Coach
- Small Business Owner: www.structural-integrity.com

This is the first installment of a two-part article on resume writing. This first article discusses adjustments you can make to your resume to make sure it is seen in the best light. The second article offers tips for surviving the resume screening process and getting an interview. This information is excerpted from Joy's soon-to-be-published book. Please contact Joy for more information on the book.

Adjustments to Your Thinking

Adjusting your thinking can help you with your next resume and make your next job search a pleasure. This list may seem small, but it could make a huge difference in how your resume is received.

Adjustment 1: It is *not* possible to write a perfect resume or a perfect cover letter. Get it done and get it out!

Adjustment 2: Your resume is not a history; it is a marketing document and a disqualifier. Put your best foot forward and let them know what you can do now!

Adjustment 3: Do not hesitate to aim higher or even change course. A "can-do" attitude can make that next door that opens an elevator ride up from the one that closed.

Adjustment 4: You can structure your honest, relevant resume to your advantage. Make the sale in the first half of the first page.

Adjustment 5: The client will tell you what to put in your cover letter. They tell you what they need and you tell them how you fit that need. Simple? Yes!

Adjustment 6: A resume will not get you a job; it might get you an interview. Letting them know that you fit the requirements with your written submission is just the first step. The next step is through their door, where you get to make the actual sale.

Adjustment 7: Resume screening may not find the best person. It finds people who LOOK like they might be the best person. It's up to you to make sure that you LOOK like the best person on those pieces of paper. ▲

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Volunteer Editing and Writing

by [Dara Golden](#)
DMV Contributing Editor

Dara Golden is the former Interim Editor of [Connection](#), the Silicon Valley Chapter's newsletter.

This is the first article in a two-part series. The first article focuses on editing volunteer newsletters, while the second article focuses on writing for volunteer newsletters.

Motivating Volunteer Writers

How is editing a newsletter different from editing co-workers' documents? First, the writers are volunteers. They can quit writing for you at any time. Second, often you never meet the writers face-to-face and interact only by email.

How to keep writers wanting to write:

1. **Edit politely.** While you may need to be brutally honest in your editing, you do not need to be brutal. Asking "I'm reading this as X, but I don't think that was your intent. Does Y sound better?" is much nicer than "Awkward, rewrite!"
2. **Edit, don't rewrite.** One responsibility as editor is to let the voice of the author come through, not your own voice, tone, or writing style.
3. **Educate, don't lecture.** If you have a style guide in place and the author hasn't followed it, suggest the author review the style guide for future submissions. Additionally, if the author requires some basic grammar assistance, don't chide, but make helpful suggestions.
4. **Make review copies available.** If you've extensively edited an article, let the author see it before it is published. Edits can misstate the author's point, although it may not seem that way to you.
5. **Remember that English may be a second language or the writer may be inexperienced.** Do not get frustrated with the author. Sometimes the best articles come from less skilled writers who just need help expressing themselves.
6. **Work with the authors.** Treat them as you'd like to be treated. You depend upon them for input and ideas. Do treat them professionally.
7. **Help and advise when necessary with new writers.** There are times when a writer needs handholding. It might be the first article they've written, or the topic may be more extensive than they anticipated. Check in with them and ask how it's going, and offer help if wanted. It also never hurts to check in with established writers and ask how it's going.
8. **Maintain contact.** When the newsletter is published, let the authors know. Many authors want to read what they've written and tell their friends, co-workers, and family. That brings more readers to your site (if online) or more potential long-term readers (if in print). Also, if there is a request for a reprint, let the author know. Tell the writers you appreciated them writing for you and, when truthful, say you'd welcome working with them again.

Working Together

Volunteer writers have particular ideas about their articles. You do not want to publish blank pages; a writer does not want an article to be changed so much that it is no longer recognizable as his or her work. As an editor, you want to publish the best possible newsletter, but not at the expense of alienating the people who provide the content. ▲

Literacy Project Update: Technical Writing Outreach Meets CAHSEE in Oakland



by [T. R. Girill](#)
STC Fellow

T. R. Girill currently manages the East Bay STC's Technical Literacy Project. For more details about this initiative, check the [EBSTC](#) web site.

Return to the Media Academy

The Technical Literacy Project continued its skill-building work with underperforming Oakland high-school students this fall.

From October 6 through November 3, 2004, I conducted five pairs of weekly hour-long workshops on writing effective technical descriptions at Media Academy High School, one of five small schools that have divided the staff and real estate of Oakland's former Fremont High School (High Street at Foothill Blvd.). This is the project's sixth year working with Media Academy students. By the end of this cycle, we had totaled just over 2,000 student-hours of in-class literacy development.

The CAHSEE Challenge

The 50 multi-ethnic grade-11 students (in two classes) who participated this year were (mostly) the same students who had studied instruction writing with the project in the fall of 2003, as sophomores, before campus violence prevented the usual spring follow-up. The Media Academy is officially one of the Bay Area's five lowest Academic Performance Index schools (399, down from 444 last year). Only 40% of students there who tried the California High School Exit Examination (CAHSEE) last spring passed.

Technical writing tools and techniques are just what such students need. School district analysis of their CAHSEE attempts revealed that of the half dozen skill areas covered on the language arts part of the test, "writing strategies and conventions" was where they performed the worst. The Media Academy thematically uses "writing for a larger audience" (mostly journalism) to address this weakness. Our technical writing workshops focus here even more, with

- overt guidelines (on posters and handouts) that spell out basic text-organizing, content-delivery, and audience-support techniques,
- description rebuilding exercises that also promote underlying cognitive development (thinking more critically and abstractly about text), and
- direct encouragement for students to revise their own drafts (on both homework and tests) to find and improve their own weak spots.

The next CAHSEE offering fell on November 11, just one week after our last fall session. About 80% of this test involves reading and writing nonfiction (popular science), non-narrative prose. So I stressed the relevance of technical writing techniques to qualifying for a high-school diploma, as well as to success in life after school, in every workshop session.

Adventures in History

Each year brings new adventures when teaching at the Media Academy. The bell schedule always defies logic. The door hardware was thicker than ever before, the better to quell thefts. And school director **Michael Jackson** was hosting U.S. history (not language arts) classes. So I adapted the project's [basic examples](#) to fit into a history-of-American-technology framework. For instance, as we exercised description-writing techniques we also explored accounts of

- Benjamin Franklin's 1748 electrostatic motor (whose description survived for 250 years in a personal letter),
- Thomas Edison's 1877 first phonograph (surprisingly, a precursor of the compact disk), and even
- the invention of Post-It notes in Minnesota in 1980 (just a few years before these students were born).

You Can Contribute If you are interested in literacy outreach, please contact [T. R. Girill](#) to explore ways that you can contribute to this ongoing project. ▲

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Ask Elaine: New Year's Resolutions for Writers



by [Elaine Parrish](#)
DMV Copyeditor/EBSTC Senior Member

If you have an editing question you'd like to see addressed in a future column, please submit it to [Ask Elaine](#).

A new year is upon us. Where did the time go? Here we are nearly halfway through the first decade of the new millennium, and I'm still not even sure what we're calling it. Although the *Oxford Dictionary* officially terms it *the noughties*, I don't think the rest of us have yet decided. The zeros? The twenty-ohs? The double-ohs? D1-2K?

A Fresh Start in 2005

Well, whatever we decide to call this decade, there's nothing like a brand-new year to inspire me to make a fresh start and vow to make this my **best year ever**. I love my writer clients, and in 2005 I'm determined to do the best job I can to help them produce writing projects with the highest possible quality.

No doubt you, as a writer, would like to help your copyeditor achieve the same goal. To assist you, I've prepared a list of ten New Year's resolutions that writers may want to consider before turning a project in to be copyedited. Of course, this list reflects my own personal preferences. Every copyeditor has his or her own wish list for writers—ask your copyeditor to tailor one just for you!

On behalf of all copyeditors, here's to a great partnership with you, our valued writer clients, in 2005!

Ten New Year's Resolutions for Writers

To make my copyeditor happy, I resolve that I will:

1. **Never use *i.e.* (*id est*, "that is") when I mean *e.g.* (*exempli gratia*, "for example").**
Nine times out of ten, a writer who uses *i.e.* really means *e.g.* It's almost always better to spell out the words than to use these little Latin shortcuts anyway, but if you must use one of them, make sure it's the one you want.
2. **Never put an apostrophe in *its* unless I mean "it is."**
The possessive *its* doesn't take an apostrophe any more than the possessives *my*, *mine*, *your*, *yours*, *his*, *her*, *hers*, *their*, or *theirs* do.
3. **Never put an apostrophe in a simple plural.**
Despite the signs you may see in the produce section, more than one apple is *apples*, not *apple's*.
4. **Always consider pronunciation when deciding how to punctuate possessives of nouns ending in the letter *s*.**
A project done by two students is the *students'* (not the *students's*) project (because the possessive is pronounced *stu-dents*, not *stu-dent-sez*.) However, a project done by Mrs. Jones is Mrs. *Jones's* project (because the possessive is pronounced *Jone-zez*).
5. **Never, ever trust my software's grammar check feature.**
Machines are all about numbers, but their intelligence regarding the intricacies of human language is sadly lacking. (Case in point: In the fourth sentence of the first paragraph of this article, my word processing program wanted me to write "...the rest of we...")

6. **Never use “comprised of.”**
Remember, the whole comprises the parts. So Disneyland *comprises* (not *is comprised of*) four kingdoms. When you’re tempted to write “comprised of,” try “composed of” instead.
7. **Never initial cap any old noun just because it seems important.**
Although You may think this Software is the greatest Thing ever made, It doesn’t need to be spelled with initial Caps unless It is a true proper Noun.
8. **Never make just “a few little changes” in copy that’s already been copyedited, without running the changes through the copyediting process again.**
It’s astounding how quickly typos and other errors or inconsistencies can pop up when you add or change even a small amount of text.
9. **Always give my copyeditor sufficient time to do a thorough copyediting job.**
Your copyeditor, no matter how fast or how good, can’t give your writing the attention it deserves if he or she is pushed to meet an impossible deadline.
10. **Always keep the lines of communication open between us.**
You and your copyeditor are not opponents. You’re both on the same team and have the same ultimate goal: to make sure your writing is the best it can be.

Now It’s Your Turn Writers: Here’s your chance to turn the tables on those of us who edit your copy by pointing out things that **we** should undertake as our New Year’s resolutions! What suggestions/criticisms/pet peeves would you like your copyeditor to know about? (If your copyeditor has done a fantastic job of polishing your prose, I’d like to hear about that too.) Send your ideas to me at textcetera@prodigy.net and I’ll print them in a future column. ▲

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Director's Report: Looking Back, Looking Ahead, Looking Around



by [Beau Cain](#)
Region 8 Director-Sponsor

This time of year, I feel like examining my recent past and seeing how it might help me foresee the near future, perhaps like the Roman deity of portals, Janus, whose two faces looked into the past and into the future simultaneously. Here's my attempt at that for December 2004 and January 2005. I hope you'll read it and consider whether I, as Region 8 Director, am delivering what you expect of me.

Looking Back Since I took office as Director of Region 8 in May 2004, I've done the following:

- attended Board of Directors meetings in Baltimore and Montreal
- met chapter leaders and volunteers at the STC SoCal Leadership Forum in Chatsworth
- directed the resolution of the 2004 Regional 8 conference (my trial by fire, I sincerely hope) with guidance from hearteningly dedicated and humbly knowledgeable volunteers and leaders
- deliberated how to produce a technical communication competition with STC NorCal chapter presidents at a charming French bistro in Berkeley
- represented the Board and presented at the Region 5 conference in Salt Lake City
- addressed chapters and councils about the Transformation Initiative and about the current Rechartering in Berkeley, San Francisco, Sacramento, and Honolulu
- presented at chapter meetings in Berkeley, East Bay, Orange County, Sacramento, San Francisco, San Luis Obispo, Santa Cruz, and Silicon Valley

Along with gratitude for all the kindness my colleagues lavished on me during my travels, I feel most impressed by the dedication and competence of the leaders and other volunteers who gave their time, effort, and expertise to keep our operations running. More than anything else, I'm looking forward to collaborating with these and other leaders and volunteers throughout the rest of my term of office.

Looking Forward The rest of my term of office is two and a half years long, which seems rather a lot to prognosticate. So instead, I'll write about what I'm looking forward to for the next six months, which should take us as far as the upcoming [52nd Annual Conference](#) in Seattle in May 2005.

By the time this article is published, I'll have enjoyed both the San Francisco Chapter and Silicon Valley Chapter's end-of-year holiday gatherings. Both are significant. This will be the first time in a few years that Silicon Valley Chapter has offered a chapter meeting in December, and it will be a social event rather than a presentation, a very rare event for the Silicon Valley Chapter. I hope the event proves popular enough to produce again next year.

More poignant is San Francisco chapter's holiday gathering, which will be their last one at the intriguing London Wine Bar. The chapter has been meeting in the cellar of the historic watering hole for many years. The

current president of the Silicon Valley Chapter, **Marie Highby**, tells of romantic rendezvous there that she and her husband Paul enjoyed years ago. I'm sure there are other stories of pleasant evenings shared with friends at the London Wine Bar.

Susan Becker, San Francisco Chapter president, I salute you and your chapter's officers as an era passes on your watch.

January 11th, I expect to present at the Los Angeles Chapter's meeting, and also to present a half-day workshop for the Houston Chapter January 29th. As well, I'll be semi-sequestered with your Board of Directors in Houston the weekend of January 21st for my third Board meeting. However, it won't be as onerous as it may sound. I was a member of the Houston Chapter for seven years, and I'm certain there will be some happy reunions with long-time friends while I'm there.

March 12th is the date for STC NorCal's Leadership Event III, which I may be MCing. If this one is as successful as the first two, then STC NorCal will move into the future providing improved inter-chapter collaboration among the six STC Northern California chapters.

Looking Around

After that, the only clear STC plans that I have are to remind chapter officers on a more timely basis to submit Chapter Activity Reports, PR Award, Newsletter Award, and Chapter Achievement Award applications, and nominations for Distinguished Chapter Service Awards and Associate Fellowship. Pursuing recognition is a good way to ensure that our chapters provide value for their members. I've set repeating reminders in my computer's calendar program, so that should help keep us on schedule in the future.

Things I'd like to do between January and May 2005, either as Region 8 Director or as a technical communication professional:

- attend the next STC SoCal Leadership Event
- present workshops on Oahu and Hawaii
- meet with officers of the Sierra-Panamint and Southern Nevada chapters
- make a significant contribution to the Board committee to examine regional conferences
- become better acquainted with leaders of the Australia and New Zealand chapters
- publish my first book, *Building Books With Microsoft Word*
- see all my friends and colleagues at the Society's 52nd Annual Conference in Seattle

Have I learned enough in my first six months to help me be successful in my second six months? Am I addressing my constituents' needs as I serve the Board of Directors? Let me know what you think.

I thank you for helping me bring 2004 to a satisfying close, and I wish everyone a happy New Year! ▲

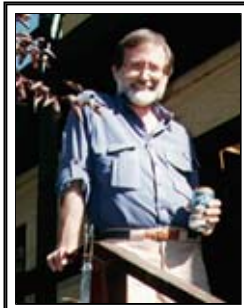
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Membership Survey Results



by [Becky Rude](#)
EBSTC President



Larry Gottlieb,
winner of \$25
Borders certificate

The second annual member survey results are in! In October 2004, the EBSTC council conducted a Web-based survey of its members. Essentially, we wanted hard data with which to make decisions affecting the chapter. Among other issues, we wanted to learn about preferences for program topics and dinner meeting costs, demographics, what keeps members away from meetings, and what motivates members to become involved in the chapter.

The survey was designed using the free services of [Zoomerang](#). We received positive feedback that people enjoyed taking the survey because it was easy and fast. An invitation to complete the survey was sent to all emailable members.

Everyone's a Winner

Coincidentally, the response rate was identical to that of last year—**27%**.

Thank you to everyone who completed the survey. You helped shape our chapter for the coming year.

The lucky winner of our drawing is **Larry Gottlieb**, whose prize is a \$25 gift certificate to Borders.

What the Survey Tells Us

Following is a summary of the main points of the survey results. View the complete [2004 survey results](#) (HTML). View the [2003 survey results](#).

What's important to you?

Your answers indicate that we must continue to hold regular chapter meetings, get our local jobs database up and running, and continue to produce a quality newsletter.

- **Chapter meetings** and **STC publications** tied for the number one STC benefit you value most (18%).
- **Local jobs database** (12%) and **STC jobs database** (11%) are the number two and three STC benefits you value.
- **Chapter newsletter** (10%) is the fourth most valued benefit.

Top three reasons you belong to STC

The top three reasons you belong to STC highlight the need to have informative programs and to continue to hold regular chapter meetings.

- To stay current in the field (26%)
- Networking opportunities for jobs (14%)
- To meet others in the field (14%)

Why don't members attend meetings?

Contrary to chapter discussions in recent years, no one (0%) responded that cost is a reason for not attending meetings.

- Not enough personal time (24%)
- Not interested in programs (21%)

What program topics do you want?

Because program topics are a main reason you attend or don't attend meetings, we must continue to provide high quality speakers.

This year there were no prominent winners in the ranked program topics. Two topics (listed below) stood out slightly from the list of ranked topics. Many of the specialized writing topics were similarly ranked so **Melody Brumis**, V.P. of Programs, came up with a creative way to provide several speakers at the January meeting by having rotating round table discussions. We have scheduled the top three topics and will plan many other interesting topics.

1. Trends in technical communication – scheduled for February
2. Project management – held in December
3. Alternative careers for tech communicators – scheduled for January

What We're Doing Right

The survey showed that we're doing many things right. Here are some examples:

- 20% of the respondents said they attend 9 to 11 meetings a year, 25% attend 3 to 5 meetings a year.
- 38% said their favorite meeting format is *lectures*, which is generally our meeting format.
- Most respondents like the meeting length and time or voted within the immediate range of our current schedule.
- 38% said they don't volunteer with the chapter due to time constraints, and 22% they are *not* interested in volunteering no matter what. This data suggests that we're probably doing the best we can recruiting volunteers.
- Although members live and work all over the East Bay, 54% prefer that we hold chapter meetings in the *Danville/Dublin/San Ramon* area. This means we're holding meetings in the correct location!

Who Are the EBSTC Members?

Here's a quick snapshot of the members who completed the survey:

- 70% are employed full time (last year it was 51%).
- 8% are unemployed (last year it was 18%); only 7% of those members have been unemployed for 4–6 months (last year it was 44%).
- 40% hold a bachelor's degree; 28% hold a master's degree.
- 55% have worked in the technical communication field for 11 or more years.
- 71% are female.
- 53% are over the age of 50.

Again, thank you to everyone who completed the survey. ▲

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Editor's Message



by [Becky Rude](#)
 DMV Managing Editor

As 2004 came to a close, I was thinking about our chapter's future, particularly in relation to STC's transformation effort, and wondering what's in store for us. Although our chapter has had difficulty filling some volunteer positions, we've been fortunate that we can carry on with the essential activities.

One of these essentials is publishing our award-winning newsletter that keeps members updated on the latest chapter and Society news and on trends in our profession.

Kudos to Our Newsletter Staff

I'd like to recognize our newsletter staff as they have greatly added to our chapter's presence in the Society and have provided our members with significant value for their membership dues. Most of this team has been together for several years now, which is unusual in a volunteer organization, but it's probably one of the reasons we produce a quality newsletter.

Elaine Parrish – Elaine has been with the newsletter since 1998. She is currently our copy editor and works tirelessly to ensure the highest quality of editing. You've probably read her informative and highly entertaining column *Ask Elaine*, a collection of articles that addresses editing issues. Elaine is also expanding her skill set and helping us with the layout.

Hasmig Vasgerdsian – Hasmig has been associate editor for several years. She is now semi-retired, but enjoys working on the newsletter and keeping current on technical communication issues. Hasmig makes time for the newsletter despite a very busy schedule caring for her grandchildren, traveling, and doing part-time technical communication projects.

Angelina Nachimuthu – Angelina was associate editor for several years and switched to doing the web layout last year. She already had experience with Dreamweaver and HTML, but wanted to expand on those skills. Angelina has had no trouble picking up these skills and producing an attractive, interesting layout. This past summer Angelina had a new baby, so with two young children she took a break from DMV, but will soon return. Her schedule is packed with raising two children, working full-time, and working on the newsletter.

Laura Phillips – Laura is the newest member of the newsletter team as our second associate editor. She was an STC member for a few years, but had never attended a meeting because of her work schedule. When she got time to attend a meeting, she was inspired to become more involved with the chapter and volunteered to work on the newsletter this year. Laura recently changed jobs, but is still committed to working on the newsletter. In our last issue, Laura wrote a great [article](#) on how to reinvent yourself in this tough job market. We look forward to more such articles from Laura!

Sue Phelan – Sue has held many positions in our chapter. Last year she turned her passion for photography into a way to serve the chapter when she became our chapter photographer. She attends most meetings and snaps away to create a record of events for the newsletter. The photos add so much interest to the newsletter as members who can't attend meetings can connect to the chapter through the photos.

Dara Golden – Although Dara isn't officially a member of our chapter, she has certainly earned honorary member status with all the articles she's written for the newsletter over the past year. Dara is mom to a little boy, which keeps her very busy, but she is also our contributing editor and keeps on top of the profession by researching and writing excellent newsletter articles. Her commitment to her career is pretty amazing given that she could easily stay busy with other activities.

A Few Good TCs

Thank you to this outstanding group of volunteers. You are an inspiring example of what a few good technical communicators can do with a little time and a lot of commitment. Keep up the good work!

Enjoy this issue and please [let me know](#) how you like the articles. **And remember, we're still looking for a good managing editor to lead our excellent staff!**

Becky ▲

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President's Message



by [Becky Rude](#)
EBSTC President

Merry New Year

As **Eddie Murphy** says in one of my favorite holiday movies ([Trading Places](#)), *Merry New Year!* It's that time of year when we all reminisce about the previous year, sort through what we did right, and make resolutions vowing to do better in the coming year.

Resolutions to Survive By

I'd like to share my short list of things I've vowed in the past and will resolve to do in 2005. I think sticking to them has helped me survive in tough job markets. I hope one or two of them strike a chord with you and help you to think about your future as a technical communicator (or any profession for that matter).

Resolutions for 2005
I will take charge of my career development. I will not wait for my employer to take the lead.
I will learn one new skill that adds to my employability.
I will do one activity that pushes my comfort level.
I will make time to leave the office at least once a week for lunch.

To show you real-life examples, I'll describe how I met these resolutions in 2004.

Taking charge of my career development

This past year I wrote a proposal asking my employer to pay the registration fee for the [WritersUA](#) (aka WinWriters) conference and to give me paid time off. I offered to pay the remainder of the expenses. My employer agreed to give me paid time off; I ended up paying all the costs, but was happy to attend one of the premier conferences in our field. I believe that the expense to attend the conference was an investment in my future.

Learning one new skill

This past year I accepted a position as manager of the Technical Publications department in my company. This was a newly created position in a startup company, which has provided endless opportunities for learning new skills such as managing people, writing policies and procedures (that are actually used), estimating time for the entire department, and creating visibility for our department.

Pushing my comfort level

As I detailed in the [September issue](#) of DMV, I decided to run for chapter president even though I was uncomfortable with the idea of speaking in

front of a group. Being chapter president has given me self-confidence, the chance to meet many new members, and opportunities to promote our profession.

Making time for lunch

This may sound silly at first glance, but by making time to get out of the office at least once a week, I believe that you can relieve stress, explore your surroundings, and get a fresh perspective on your work.

This fall a co-worker invited me to go to a spinning class (riding stationary bikes to music) one day and I've been attending class almost every week since then. It's a challenging workout and a great stress reliever.

Have a Productive New Year

Make your own resolutions or use some of mine. You should also check out [Elaine Parrish's resolutions](#) for keeping your editor happy. Have a happy, healthy, and productive 2005!

If you have any suggestions, concerns, or questions, please send me an [email](#).

Becky ▲

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Chapter Meeting Information

Upcoming Meetings

Attending meetings is a great way to learn new things and connect with technical writers around the East Bay.

East Bay programs are usually held at Crow Canyon Country Club in San Ramon. For details on meeting location and reservations, see the [meetings page](#) on the chapter web site.



Melody Brumis, V.P.
of Programs for
EBSTC

Date	Speaker	Topic
January 6	Various – see list at right	<p><i>Cool Careers for Technical Communicators</i></p> <p>Looking for a job? Thinking about a career change? Dreading it? Our January program promises not only to help you find jobs you never knew existed, but to make it fun! In a table progression, you'll get to meet and learn from STC-ers who have already transitioned into these cool careers.</p> <ul style="list-style-type: none"> ■ Grant writing – Nan Breedlove ■ Graphic communications – Mel Cox ■ Instructional design and training – Judy Herr ■ Marketing communications – Beau Cain ■ Medical writing – Mimi Wessling ■ Web design – Janet Bran <p>These presenters will offer their well-studied insights, and audience members can ask questions and offer their own insights. Be there to take full advantage of our shared knowledge!</p>
February 3	<p>Panel – see list at right</p> <p>Hosted by James Garcia, Project Manager</p>	<p><i>Trends in Technical Communication</i></p> <p>Come hear our panel of NorCal experts discuss the future of our field. Our panelists are all presidents of their respective chapters.</p> <ul style="list-style-type: none"> ■ San Francisco – Susan Becker ■ Silicon Valley – Marie Highby ■ Berkeley – Joe Devney ■ North Bay – Rolfe Dlugy-Hegwer ■ Sacramento – Cindy Kite ▲

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Meeting Report: December 2004

by [Rich Valentine](#)

EBSTC Member

"Project Management for Technical Communicators"

Sometimes technical writers are asked to create documents with cliff-edge deadlines and bare-bones source materials. This situation often stems from poor planning or handling of the project. **Tim Bombosch** offered a solution to this dilemma during our December meeting: Become the project manager.

Making the Grade

Technical writers already have great skills for leading projects: They are good communicators, know how to meet deadlines, and can work closely with people to move a project forward.

You can get formal project management training by taking courses from the [Project Management Institute](#), and become a "Project Management Professional" (PMP) for a fee. However, you don't need to take courses to be a project manager. In fact, any writing project you are hired for qualifies you as a project manager—even if it's just you and the computer doing the work.

The End Justifies the Project

Projects are generally completed by following five phases:



Tim Bombosch

1. Initiate (formally start the project).
2. Plan (research and set attainable goals).
3. Control (measure progress).
4. Execute (put the project into action).
5. Close (end the project, and get formal acceptance from management).

Tim stressed that it's during the planning stage that you jointly agree with your management on what is the accepted close. This will save you lots of pain (and potential lawsuits).

Tim listed several attributes about projects, and what makes them different from other routine tasks:

- Projects are NOT repetitive actions. They have a definite start and finish, and produce a unique product or service.
- Projects are always a struggle between time, resources, and quality; but remember that throwing money at issues doesn't always solve problems.
- Projects are NOT always linear. Sometimes plans change over time. When this happens, the only thing you can do is manage the change, and alter the plan accordingly.
- Projects teach valuable lessons that should be recorded, so both you and management remember these lessons for the next project.

It Pays to Deliver

Becoming a project manager is rewarding because you can often control the project's schedule, quality, and cost. It can also lead to increases in salary and promotions, and it lets you define yourself as something more than a writer on your resume. And although it is usually more work, acting as a project manager can give you the satisfaction of successfully implementing an entire effort, not just the documentation.

So if you have the opportunity to manage your project, take it. Not only will it help you improve quality and increase job satisfaction, but you will be rewarded with new skills and chances for advancement. The sooner you learn to manage projects, the better you will be able to manage your career.

References

Use these references to learn more about project management:

- [Managing Your Documentation Projects](#) by JoAnn T. Hackos
- [Project Management Institute](#)
- Tim Bombosch at bombosch@hotmail.com ▲

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Congratulations to New Members

Welcome to our new, transfer, and reinstated members! We hope you can come meet us at a chapter meeting.



- Helen Cheung
- Eleanor Croze
- Suzanne Gerke
- Jacqueline Hachey
- Joel Lipkin
- Richard Mateosian
- Pavi Sandhu

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Networking

- [Northern California STC Chapters](#)
- [Professional Development SIG](#)

Northern California STC Chapters



There are six active Northern California STC chapters. Each chapter meets on a different Wednesday or Thursday so you can attend all the meetings. Contact the respective presidents for more information or visit the chapter web site.

Wednesdays	Chapter	President
Week 1	Sacramento	Cindy Kite
Week 2	Berkeley	Joe Devney
Week 3	San Francisco	Susan Becker
Thursdays	Chapter	President
Week 1	East Bay	Becky Rude
Week 3	North Bay	Rolfe Dlugy-Hegwer
Week 4	Silicon Valley	Marie Highby

Professional Development SIG

The EBSTC Professional Development SIG supports and encourages our personal evolutions as we transform ourselves to remain marketable.

Monthly Meetings

It's easy to remember when we meet because it's exactly a week after our chapter meeting.

What	EBSTC Professional Development SIG meeting
When	Second Thursday of the month at 11:45 A.M.
Where	Willow Tree Restaurant, 6513 Regional Street, Dublin, 925-838-9111

Join the SIG Yahoo Group

Because the group is private, you can't find it using the search function. If you'd like to join, send us an [email](#). ▲

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Society News

- [52nd Annual Conference](#)
- [Renew Your Membership](#)
- [Scholarships in Technical Communication](#)

52nd Annual Conference

Mark your calendars! STC's annual conference is the world's largest gathering of technical communicators. Among the many highlights of the conference are educational sessions, workshops, vendor exhibits, and displays of the winning entries of the Society's international competitions.



Technical communication professionals also benefit from numerous networking opportunities and employment resources. In addition, STC chapters organize regional conferences to address the specific needs of technical communicators in a particular geographic area.

Renew Your Membership

Don't forget to renew your membership. All members received an email or letter with instructions for renewing. It's easy to renew online by going to the [renewal page](#) on the STC web site.

Beginning in January 2005 you will have more choices for STC membership than you've had in the past. **Don't forget to choose East Bay as your chapter affiliation!**

STC is offering the following membership options:

Type	Description	Cost
Classic Membership	<ul style="list-style-type: none"> • Paper versions of <i>Intercom</i> and <i>Technical Communication</i> • Access to the online versions of <i>Intercom</i> and <i>Technical Communication</i> • Full access to the members-only area of the STC Web site • Choice between membership in one chapter and one SIG, or three SIGs 	\$145.
Retired members	<ul style="list-style-type: none"> • Same benefits as the Classic Membership • Must be retired and have been an STC member for ten years 	\$72.50
E-Membership	<ul style="list-style-type: none"> • Same benefits as the Classic Membership, but no paper versions of publications 	\$135.
Limited Membership	<ul style="list-style-type: none"> • Same benefits as the Classic Membership, but no membership in chapters or SIGs 	\$125.

Student Membership	<ul style="list-style-type: none"> • Same benefits as e-members, but no voting rights • May join an unlimited number of SIGs and up to two chapters (one student and one professional) 	\$50.
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An article on the new membership categories appears in the November 2004 issue of *Intercom*. If you have any questions regarding the new membership categories, please contact the Transformation Committee at transform@stc.org.

Scholarships in Technical Communication

Each year STC offers scholarships to full-time graduate and undergraduate students pursuing careers in technical communication. Applications for awards for the academic year 2005–2006 are now being accepted.

Four awards of \$1,000 each will be granted toward school tuition and expenses. Two awards are granted to graduate students, and two to undergraduates.

Deadline February 15, 2005

More information [Scholarship information and application](#)

Or contact:
 Society for Technical Communication
 Attn: Scholarships
 901 N. Stuart Street, Suite 904
 Arlington, VA 22203-1822
 (703) 522-4114 ▲

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Employment News



by [Mel Cox](#)
EBSTC Co-Manager of Employment

As part of my personal job search, I am a member of a few different email “groups” that send out job postings. It is possible to subscribe and receive email notification either in a digest form (one email a day with all of that day’s listings), or individually (many emails per day). Personally, I prefer to get the individual emails because I’m able to keep more current on job listings, and also because the digest form usually strips out any attachments that might be included.

Currently, the number of job postings seems to be down from what I was seeing six months ago. That seems to be especially true of technical writing jobs. Previously, I was able to pass on as many as ten or more openings for technical writers per week. Lately, that number has dropped by about half. I am also seeing fewer postings on such venerable sites as [CareerBuilder](#) and [Craigslist](#). And the postings I do see are extremely specific as to the skills and experience required.

One of the emails I received forwarded the following report from East Bay Works dated November 2004.

Employment and Unemployment of Residents (of the Bay Area)

“Note: The data used in all of this report on employment and industry analysis is not seasonally adjusted.

All three major Metropolitan Service Area’s (MSA’s) in the Bay Area continued to see a decline in unemployment rates, reaching 4.9% for the East Bay, 4.2% (San Francisco) and 5.3% (San Jose) in October 2004. This compares to 5.6% for California and 5.1% for the nation during the same period. The unemployment rate was 5.2% in Alameda County and 4.4% in Contra Costa County.

The East Bay and San Francisco’s decline came despite increases in their labor forces. However, San Jose, though showing signs of leveling off, continues to lose its workforce, losing 18,400 from October 2003 to October 2004 and a total of 61,300 since October 2002. The East Bay is the only one to have increased employment (by 15,600) between October 2001 and October 2004, with 27,300 more employed in the last 12 months. San Francisco added 20,700 and San Jose experienced an increase of 4,700 during the last 12 months.”

So while it looks like we are making some gains in employment in both San Francisco and the East Bay, in San Jose/Silicon Valley, the major employment location for technology workers and therefore the major employment location for technical communicators, we are still losing jobs.

The employment outlook for those of us in the technical communications field remains bleak. This is not a comforting sign as we move into the holiday season and the new year. The best news seems to be that housing prices are up, and that those of us who are fortunate enough to own our homes could probably sell them for enough profit to move away from the Bay Area and buy another house outright somewhere else.

The full text of the report cited above, and other monthly and quarterly reports, may be viewed at the [East Bay Monthly](#).

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Educational News

Cal State Dominguez Hills Offers New Extension Courses

Technical Writing and Business Communications, two writing programs in great demand, will be offered by the [College of Extended and International Education at California State University](#), Dominguez Hills, beginning in spring 2005.

Technical Writing Certificate

Technical writing is an exploding field with opportunities in every industry. Taught by technical writing practitioners, this new online certificate of completion program consists of three nine-week courses beginning on January 17. Students will learn how to write powerful copy for procedures manuals, formal reports, proposals, and presentations from the convenience of their office, home, or dorm room.

More information is available on the [Technical Communication page](#) on the web site.

Business Communications Certificate

The Business Communications Certificate of Completion Program will provide a no-nonsense approach to becoming a more effective communicator in the workplace.

Offered on Saturday mornings beginning on February 5, this 12-week, three-course program will help students identify their audience, organize thoughts, and state ideas clearly, concisely, and diplomatically. Standard and workplace-specific correspondence, reports, memos, electronic communication, collaborative models of writing, and the basics of oral presentations will be covered.

More information is available on the [Business Communications page](#) on the web site.

For More Information

For more information on these programs, contact [Babette Wald](#) at 310-243-3730.

College address:
College of Extended and International Education
California State University, Dominguez Hills
1000 E. Victoria Street
Carson, California 90747 ▲

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Book Review: *JavaScript & DHTML Cookbook*

by [Ron Stone](#)
EBSTC Member



[JavaScript and DHTML Cookbook](#)

Danny Goodman. 2003. Sebastopol, California: O'Reilly & Associates, Inc. [ISBN 0-596-00467-2. 522 pages, including index. \$39.95 USD (softcover).]

Overview

This book is a collection of strategies and methods for web developers who are looking for guidance on creating web page features with JavaScript and Dynamic Hypertext Markup Language (DHTML). An emphasis on scripting best practices provides readers with informative background information for different task situations and browser types. The scripting techniques reflect standards that are interpreted among many recent-version browsers: the World Wide Web Consortium document object model recommendation (W3C DOM) and the ECMA International ECMAScript standards. Attention is also given to a number of special cases such as coding for non-scriptable browsers or for browsers requiring signed scripts.

Structure and Organization

Fifteen chapters cover a variety of scripting topics frequently used by web developers. Each chapter introduces one or more main topics and then provides a number of “recipes” that can be easily found in the book’s table of contents. The more than 150 recipes in the book are organized as follows.

1. A brief description of a scripting problem or situation, such as “creating expandable menus,” is given.
2. A solution is presented, referencing JavaScript libraries and resources.
3. Guidelines for the practical use of the solution are discussed, providing sample scripts and insightful explanations.

In addition, browser codes such as “NN4” (Netscape 4) and “IE4” (Internet Explorer 4) are listed at the beginning of each recipe to indicate browser compatibility issues for the given solutions.

Chapter Summaries

The first four chapters introduce fundamental JavaScript topics. Some of the recipes from the first chapter on strings include testing the equality of two strings and converting between Unicode values and string characters. A chapter on numbers and dates includes recipes for converting between numbers and strings, formatting numbers for text display, calculating a date value, and validating a date object. Chapter 3 guides readers through recipes for sorting a simple array and sorting an array of objects, among others. Web developers looking for ways to optimize scripts for better error handling and processing speed can find recipes in Chapter 4.

Chapters 5 through 8 focus on various browser issues. Chapter 5 lists a variety of strategies for detecting different types of browsers. Methods for setting and positioning a main browser window or creating a new window, with some discussion about judicious uses of pop-up window scripting techniques, can be found in Chapter 6. Chapter 7 elaborates on uses of framesets, including a recipe to keep a web site from being “framed” by another site’s frameset.

Don't forget, as an EBSTC member of the [O'Reilly User Group Program](#), you can buy any of this publisher's books at 20% off. Just enter the code DSUG when ordering online at [O'Reilly](#)

Chapter 8 discusses methods for scripting dynamic web forms, offering various recipes for form field control and validation.

Chapters 9 through 12 concern various means of interactivity: managing events, page navigation techniques, managing style sheets, and visual effects for stationary content. Readers looking for information about DHTML event handlers and events in terms of browser version compatibility will find this information located in the tables provided in Chapter 9. Chapter 10 describes various recipes for script-enhanced navigation, for customizing web pages with user-specific content. The chapter on style sheets offers tips on style sheet selection, and the chapter on visual effects includes recipes for generating rollovers and transition effects.

Chapters 13, 14, and 15 describe some topics for writing advanced scripts: positioning HTML elements, creating dynamic content, and dynamic content applications. The book also references a web site and includes three appendices: *A. Keyboard Event Character Values*; *B. Keyboard Key Code Values*; and *C. ECMAScript Reserved Keywords*. The index is a detailed and comprehensive list of the book's techniques, and includes entries for scripting symbols such as ">=".

Conclusion In brief, the *JavaScript & DHTML Cookbook* is a useful reference for readers ranging from the casual scripter to the experienced web developer. ▲

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About Devil Mountain Views

STC Information *Creating and supporting a forum for communities of practice in the profession of technical communication.*

For information about STC, go to the [Society's web page](#).

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703-522-4114
stc@stc.org

DMV Basics The East Bay Chapter newsletter is named after a local landmark, Mount Diablo, in Northern California. With a few exceptions, all distances in California are measured from that point, called the Mount Diablo Meridian. The East Bay Chapter serves the cities along the 680 corridor and the east/west part of 580. City-wise it's Vallejo to Pleasanton, Tracy to Oakland and Fremont. We have members from each of those places.

PUBLICATION POLICY

We are always interested in sharing technical communication trends and information with our readers. For details, contact the [Managing Editor](#).

PUBLICATION SCHEDULE

Devil Mountain Views is published bimonthly, five times a year (September, November, January, March, May) with occasional e-news.

ARTICLE SUBMISSION DEADLINES

Sep/Oct 2004 issue – Aug 2, 2004
Nov/Dec 2004 issue – Oct 2, 2004
Jan/Feb 2005 issue – Dec 2, 2004
Mar/Apr 2005 issue – Feb 2, 2005
May/Jun 2005 issue – Apr 2, 2005

WRITER'S TEMPLATE

If you are submitting an article, please download our [template](#) to use as a guideline for writing your article.

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Articles may be reprinted provided credit is given to *Devil Mountain Views* and the author, and a link to the article is sent to the [Managing Editor](#). If the newsletter is printed, please send two copies to the mailing address listed below.

MAILING ADDRESS

Becky Rude, Managing Editor, 665 Oak Circle, Pleasanton, CA 94566.

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Product Types: Only advertisements for products or services related to technical communication can be placed on the EBSTC web site and Devil Mountain Views.

Format: Ads must be in either GIF or JPG format.

Dimensions & Rates: The following rates are valid for one month on the EBSTC web site or one issue of the newsletter.

336 X 280 = \$150
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160 X 155 = \$80

120 X 60 = \$50

Ad Location: The EBSTC webmaster and the managing editor determine the appropriate ad placement. Ads may be placed on any page in the web site or newsletter or on a sponsors page. Ads will be included in the "Printer Friendly" version of the newsletter.

Payment: Payment must be received by the [East Bay Chapter treasurer](#) before the ad is run. Payment can be made by check.

Inquiries: If you have questions or want to start your ad, please contact the [Managing Editor](#).

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Devil Mountain Views also reserves the right to edit articles to fit its stylistic standards and space constraints. Articles are edited, copyedited, and proof-read before publication. The newsletter also reserves the right to not print articles deemed unfit for publication.

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DMV History **Note:** We will update this section as our chapter archives are updated. If you were a Managing Editor during a time frame that is missing from the history, please [let us know](#).

Year	Notes
2004–2005	Managing Editor: Becky Rude
2003–2004	Managing Editor: Becky Rude Guest Managing Editor: Gwaltney Mountford Award of Excellence in the STC International Newsletter Competition.
2002–2003	Managing Editor: Ashwini Tharval Best of Show, Most Improved, Distinguished Technical Communication awards in the STC International Newsletter Competition.
2001–2002	Managing Editors: Ashwini Tharval and Becky Rude. The newsletter is launched online in Web format. Award of Merit in the STC International Newsletter Competition.
1999–2001	Managing Editor: Teresa Washburn Award of Excellence in the STC International Newsletter Competition.
1997–1999	Managing Editor: Kelly Walker Award of Excellence in the STC International Newsletter Competition.
1996–1997	Managing Editor: Melody Brumis Newsletter name changed to <i>Devil Mountain Views</i> . Susan Moxley won the contest held to rename the newsletter. In July 1996, a spoof issue called <i>East Bay Flame</i> is published.
1995–1996	Managing Editor: Bruce Robinson An offshoot, the <i>Twig</i> , is published by President Gwaltney Mountford to supplement the <i>East Bay Log</i> .
1994	Newsletter name changed to <i>East Bay Log</i> .
1962	The <i>Pacifica News</i> was published in the fall in the year the <i>Pacifica</i> chapter was founded. (The chapter was renamed to <i>East Bay</i> in 1982 under President T.R. Girill.) ▲

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East Bay Chapter






Northern California



















East Bay STC Member Preferences Survey

The data presented below represents the results of a member satisfaction survey conducted by the East Bay Chapter of the Society for Technical Communication in late 2004.

Email invites:	149
Completed:	40
Percent responded:	27%

1) How often do you attend STC chapter meetings?	%	# Responses
Never 	30%	12
1-2 meetings a year 	15%	6
3-5 meetings a year 	25%	10
6-8 meetings a year 	10%	4
9-11 meetings a year 	20%	8
Total		40

2) If you do not attend chapter meetings, what is the primary reason?	%	# Responses
Location 	3%	1
Time of day 	6%	2
Cost	0%	0
Meetings are too long	0%	0
Food is not to my liking	0%	0
Not interested in programs offered 	21%	7
I don't have time 	24%	8
No reason, I'm just happy being an STC member 	15%	5
Not applicable 	15%	5
Other, please specify 	18%	6
Total		34

3) What factor would cause you to attend more meetings (you may select more than one answer)?	%	# Responses
Different location 	11%	8
Different time 	6%	4
Less cost 	9%	6
Shorter meetings 	6%	4
Better or different food 	6%	4
Different programs 	19%	13
More time in personal life 	24%	17
Not applicable 	11%	8
Other, please specify 	9%	6
Total		70

4) Would you dial in to meetings if that option is made available (for a small price to cover cost of conference bridge)?

	%	# Responses
Yes 	18%	7
No 	51%	20
Maybe 	31%	12
Total		39






5) What is your favorite meeting format?

	%	# Responses
Demonstration 	21%	8
Lecture 	38%	15
Panel discussion 	15%	6
Progression 	5%	2
Workshop 	18%	7
Other, please specify 	3%	1
Total		39






6) How long should chapter meetings be (Current length is 3 hours)?

	%	# Responses
1 hour 	3%	1
1.5 hours 	8%	3
2 hours 	26%	10
2.5 hours 	26%	10
3 hours 	36%	14
3.5 hours 	3%	1
Total		39

7) What time do you prefer that we start chapter meetings?

	%	# Responses
Noon (lunch)	0%	0
5:30 PM 	21%	8
6:00 PM 	29%	11
6:30 PM 	18%	7
7:00 PM 	11%	4
Other, please specify 	21%	8
Total		38

8) How much are you willing to spend for meetings?

	%	# Responses
\$5-\$9 light snacks at a meeting place 	21%	8
\$10-\$15 light appetizers at a restaurant 	26%	10
\$16-\$20 better appetizers at a restaurant 	8%	3
\$21-\$25 dinner at a restaurant 	39%	15
\$26-\$30 dinner at a restaurant 	5%	2
Total		38

9) What are the top 3 program topics that you would like to see this year?

	%	# Responses
Project management 	7%	9
Information mapping 	2%	2
Information architecture 	3%	4
Online training 	2%	3

Translation issues ■	2%	2
Portfolio and resume review ■	3%	4
Human factors ■	3%	4
Usability ■	3%	4
Metrics ■	1%	1
Managing people ■	4%	5
Editing ■■	5%	6
Marketing or corporate communications ■	3%	4
Magazine writing ■	3%	4
Proposal or grant writing ■	4%	5
Creative writing ■	2%	3
Writing for the Web ■	3%	4
Writing white papers ■	2%	3
Documenting APIs ■	3%	4
Animation, multimedia or video production ■	2%	2
Graphic design ■	2%	2
Web design ■	2%	3
Advanced cascading style sheets ■	3%	4
XML ■	2%	2
Single sourcing ■	4%	5
Balancing work and life ■	2%	2
Job hunting techniques ■	4%	5
Trends in technical communication ■■	9%	11
Stress management	0%	0
Ergonomics ■	1%	1
FrameMaker ■	2%	2
RoboHelp ■	2%	2
RoboDemo ■	2%	2
Dreamweaver ■	2%	2
Other, please specify ■	4%	5
	Total	121

10) What length of time would be best for you if EBSTC holds a weekend training session on a topic voted on by the chapter?

	%	# Responses
Half-day ■■■■■■	62%	23
Full day ■■■■	27%	10
Not interested ■	11%	4
Other, please specify	0%	0
	Total	37

11) If EBSTC holds a day or half-day training, what 3 topics would interest you the most?








	%	# Responses
Project management ■	5%	5
Information mapping ■■	8%	8
Information architecture ■	2%	2
■		

Online training	2%	2
Translation issues ■	1%	1
Portfolio and resume review ■	2%	2
Human factors ■	2%	2
Usability ■	5%	5
Metrics ■	3%	3
Managing people ■	4%	4
Editing ■	5%	5
Marketing or corporate communications ■	3%	3
Magazine writing ■	5%	5
Proposal or grant writing ■	3%	3
Creative writing ■	2%	2
Writing for the Web ■	4%	4
Writing white papers ■	4%	4
Documenting APIs ■	4%	4
Animation, multimedia, or video production ■	3%	3
Graphic design ■	3%	3
Web design ■	2%	2
Advanced cascading style sheets ■	4%	4
XML ■	3%	3
Single sourcing ■	3%	3
Balancing work and life ■	1%	1
Job hunting techniques ■	1%	1
Trends in technical communication ■■	7%	7
Stress management ■	2%	2
Ergonomics ■	1%	1
FrameMaker ■	3%	3
RoboHelp ■	4%	4
RoboDemo	0%	0
Dreamweaver ■	2%	2
Other, please specify ■	3%	3
Total		106

12) Please select the 3 STC benefits that are the most important to you.

	%	# Responses
Chapter meetings ■■■■	18%	21
Chapter website ■	4%	5
Chapter newsletter ■■	10%	11
STC publications (Intercom, TechComm) ■■■■	18%	21
STC annual conference ■	5%	6
Regional conference ■	4%	4
STC jobs survey ■	6%	7
STC jobs database ■■	11%	13
Local jobs database (when we had one) ■■	12%	14

SIG opportunities	6%	7
Other, please specify	4%	5
Total		114
13) Please select the top 3 reasons for why you belong to STC.	%	# Responses
Networking opportunities for jobs	14%	17
Job search help	7%	8
Educational opportunities	10%	12
Chance to relax and have fun	3%	3
To receive the publications	9%	11
Adds prestige to my resume	8%	9
Chance to volunteer	3%	4
To meet others in the field	14%	16
To stay current in the field	26%	31
Network of experienced people to troubleshoot issues	5%	6
Other, please specify	1%	1
Total		118
14) If you do NOT currently hold a volunteer position with the East Bay chapter, what is the PRIMARY reason?	%	# Responses
I haven't heard about openings	5%	2
Not enough time	38%	14
No interest in giving free time	14%	5
No one asked me	0%	0
Positions don't fit my interests	0%	0
I don't see the benefit to me	0%	0
Not applicable	32%	12
Other, please specify	11%	4
Total		37
15) If you do NOT currently hold a volunteer position with the East Bay chapter, what PRIMARY factor would cause you to volunteer?	%	# Responses
Smaller time commitment	8%	3
Mentoring from an experienced person	17%	6
Volunteer recognition	0%	0
Learning specific skills	17%	6
I'm not interested in volunteering	22%	8
Not applicable	31%	11
Other, please specify	6%	2
Total		36
16) How would you like to be recognized as a volunteer (Note: you may select more than one answer)?	%	# Responses

Recognition at chapter meetings		15%	8
Gift certificate		17%	9
Special gift chosen for me		0%	0
Certificate of recognition from chapter		17%	9
Personal thank you from the council		6%	3
Volunteer of the Year/Month award		11%	6
Not applicable		28%	15
Other, please specify		6%	3
Total			53

17) In what general area do you live?

	%	# Responses
Concord/Pittsburg	13%	5
Danville/Dublin/San Ramon	18%	7
San Francisco	0%	0
San Jose	3%	1
Silicon Valley	0%	0
Livermore	13%	5
Oakland	13%	5
Pleasanton	10%	4
Stockton/Modesto	0%	0
Vallejo/Fairfield	3%	1
Walnut Creek	13%	5
Other, please specify	18%	7
Total		40

18) In what general area do you work?

	%	# Responses
Concord/Pittsburg	13%	5
Danville/Dublin/San Ramon	18%	7
San Francisco	8%	3
San Jose	3%	1
Silicon Valley	5%	2
Livermore	10%	4
Oakland	5%	2
Pleasanton	5%	2
Stockton/Modesto	0%	0
Vallejo/Fairfield	3%	1
Walnut Creek	10%	4
Unemployed	5%	2
Other, please specify	18%	7
Total		40

19) Where do you prefer that we hold chapter meetings?

	%	# Responses
Concord/Pittsburg	8%	3
Danville/Dublin/San Ramon	54%	21

San Francisco	3%	1
San Jose	0%	0
Silicon Valley	0%	0
Livermore	0%	0
Oakland	5%	2
Pleasanton	8%	3
Stockton/Modesto	0%	0
Vallejo/Fairfield	3%	1
Walnut Creek	15%	6
Other, please specify	5%	2
Total		39

20) What is your employment status?	%	# Responses
Full-time	70%	28
Part-time	5%	2
Contract	18%	7
Unemployed	8%	3
Total		40





21) If you are unemployed, how long have you been unemployed?	%	# Responses
0-3 months	0%	0
4-6 months	7%	2
7-11 months	0%	0
1-2 years	7%	2
More than 2 years	3%	1
Not applicable	83%	24
Total		29

22) What is your educational level?	%	# Responses
High school	0%	0
Bachelor's degree	40%	16
Master's degree	28%	11
PhD	3%	1
Some college	18%	7
Some post-graduate work	13%	5
Total		40












23) How long have you worked in the field of technical communication?	%	# Responses
0-2 years	10%	4
2-5 years	13%	5
6-10 years	23%	9
11 or more years	55%	22
Total		40

24) What is your gender?	%	# Responses
Female	71%	27
Male	29%	11
Total		38

25) What is your age group?	%	# Responses
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20-29 years		5%	2
30-39 years		15%	6
40-49 years		28%	11
50 years and over		53%	21
Total			40

26) Which of the following best describes your current or most recent job function (Note: you may select more than one answer)?

		%	# Responses
Writer		25%	20
Editor		23%	18
Illustrator/graphic designer		3%	2
Planner		3%	2
Human factors specialist		1%	1
Manager		14%	11
Instructor		3%	2
Researcher		3%	2
Web designer/writer		9%	7
Business analyst		10%	8
Student		0%	0
Other, please specify		8%	6
Total			79

*Special thanks to Sherry Smith for putting this data together.