

2014-2015 JMU STC Officers



Kelly Roden, President
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Kelly Roden is a senior WRTC major with minors in Computer Information Systems and Spanish. She is looking forward to the upcoming semester as president of JMU STC! When not in class or enjoying the wonderful opportunities STC has to offer, she is working as a Curriculum Writer Intern at Eadvantage, a service-disabled veteran-owned small business. For this semester, she aims to bring a wide array of career development and networking opportunities to JMU STC members and hopes to be a source of knowledge and support for members as they strive to become exceptional technical communicators.

Emily Hudson, Vice President
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Emily Hudson is a senior WRTC and Spanish double-major from Richmond, VA. She is active in Kappa Alpha Theta and Big Brothers Big Sisters while also working at the University Writing Center. She is so excited for an awesome year in STC!



Sydney Long, Secretary and Treasurer
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Sydney Long is a sophomore in the Honors Program. She is a WRTC major with a minor in Creative Writing. As the Secretary and Treasurer of JMU STC and a Copywriter for the chapter's quarterly newsletter EmD@sh publication, she hopes to strengthen her skills in writing and editing documents.



Mackenzie Kelley, Public Relations Manager
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Mackenzie Kelley is a senior WRTC and SMAD double-major with a minor in British Media and Communication. She hopes to contribute her graphic design and print communication expertise to STC's newsletter EmD@sh. In her free time, Mackenzie loves being active with sports or working on her honors thesis on animal communication. After graduation, she plans on pursuing technical writing and media in graduate school, and hopefully traveling all over the world someday.



EmD@SH™
Production Staff

Project Manager
Mackenzie Kelley

Contributors
Emily Hudson
Kelly Roden
Sydney Long

Follow STC Social Media

Follow JMU STC on social media for important updates and chapter news. Don't forget to check out our website too!

TWITTER:
@JMU_STC

FACEBOOK:
facebook.com/JMUSTC

WEBSITE:
<http://orgs.jmu.edu/stc/>

EmD@SH™ is produced four times a year. We invite you to submit articles that you wish to be considered for publication. By submitting an article, you permit us to run it in an issue of this newsletter and other STC publications. Please let us know if your article appears in other publications.

Submit your article or ideas to the EmD@SH™ Editor. For reprint policy, go to <http://orgs.jmu.edu/stc/portfolio>.

For more information:

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The newsletter of the JMU Student Chapter of the Society for Technical Communication

JMU STC Can Benefit You!

Would you like to develop your skillset of technical communication? Are you interested in learning practical skills such as networking, preparing for interviews, and negotiating your salary or benefits? Have you always been curious about web design or Adobe programs like Photoshop or Illustrator? If so, then you should join the JMU Student Chapter of the Society for Technical Communication (JMU STC)!

JMU STC is a student chapter of the national, professional organization, the Society for Technical Communication (STC). As a student chapter, we strive to provide our members with valuable information that will benefit them as students in technical communication. JMU STC holds bi-monthly meetings where guest speakers present on a wide range of topics, including sharing past internship experiences, marketing yourself, composing cover letters, using Adobe programs, interviewing, designing portfolios, researching, understanding the value of a WRTC major, and more.

As a member of JMU STC, you also have the chance to be involved with one of our many committees! There are four committees: Bylaws, Hospitality, Fundraising, and

Publications. As a part of the Bylaws Committee, you will be responsible for reviewing the JMU STC bylaws and proposing amendments to it. The Hospitality Committee welcomes new members and encourages involvement within the chapter. Fundraising actively works to raise money for JMU STC. Lastly, the Publications Committee is in charge of writing, editing, and producing our quarterly newsletter, EmD@sh, and creating other informational literature for JMU STC.

If you are looking to expand your knowledge base even further in the field of technical communication, then you should consider becoming a student member of the national organization STC online. While you do not need to become an official online member of STC to be involved in JMU STC, becoming a member of the larger organization yields numerous benefits, including access to the following:

- Online publications *Intercom* and *Technical Communication*
- Free archived seminars
- Salary database
- Job bank

The online publication *Intercom* is STC's monthly magazine that discusses new issues and topics within the world of technical communication.



Society for
Technical
Communication

Photo courtesy of <http://stc.org/>

continued on page 2 (JMU STC Can Benefit...)



Society for
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In This Issue

Page 1

All of the wonderful benefits that come with STC membership are explained in **JMU STC Can Benefit You!**

Page 2

The **President** of JMU STC discusses the upcoming year of JMU STC meetings and exciting events. **JMU STC Can Benefit...** continues.

Page 3

An interview with new the **Director of WRTC Traci Zimmerman** gives insight into plans for the department, and **EmD@SH™** gives **10 Benefits of Joining JMU STC.**

Page 4

EmD@SH™ announces the **new JMU STC officers** for the 2014-2015 academic year.

A Message from the President

I am excited to be JMU STC president for the 2014-2015 academic year. This semester we have a lot of exciting meetings planned!

For the month of September, Career and Academic Planning's WRTC liaison Dr. Marcus Anderson will come on September 23rd to talk about resumes, just in time for the career fair!

In October, we are fortunate to have Mrs. Deborah Pugh, the JMU media support coordinator, present on the new MADlab on October 8th, and Dr. Jennifer Jacovitch speak about the differences between Photoshop and Illustrator and the best applications for each on October 29th.

On November 4th we will welcome the Instructional Design & Online Education Librarian Mrs. Liz Thompson as she presents about research skills, and on November 18th we will have an internship roundtable, where students will talk about their past internship experiences. Finally, we will conclude the semester with a semester wrap-up meeting on December 2nd. Come hungry for this last meeting because there will be free pizza for everyone!

If you have any questions about our meetings or have any ideas for a meeting topic, then please contact me at rodenka@dukes.jmu.edu. I look forward to seeing everyone at our meetings this fall semester!



Kelly Roden
2014-2015 JMU STC President

JMU STC Can Benefit...

(continued from page 1)

Technical Communication is published quarterly, and showcases qualitative and quantitative research by some of the most influential writers in the field. Both publications will help keep you abreast of current news and trends in the field.

Becoming a student STC member also allows you to view free archived seminars online, with topics such as "10 Tips for a

Better Survey," "The Art of Questioning," and "Getting Started with HTML5." The salary database, which offers average hourly rates and salaries for different jobs within the field of technical communication, can help you find job opportunities and negotiate your salary for work or even an internship. The job bank offers members an exclusive opportunity to

Photo courtesy of www.stc.org

apply for job openings in the field before the general public can apply.

If you are interested in these benefits, you can obtain a student STC membership for \$75 a year. Compared to post-graduate professionals who pay STC classic membership dues ranging from \$225-\$425 per year, signing up for an STC student membership in college allows you to take advantage of membership benefits without the added cost. Joining STC is also easy! Simply visit www.stc.org and click on the membership tab. Click "Join Now!" and follow the instructions to sign-up. Don't forget to register as a student member and select JMU STC as your chapter.

Joining JMU STC is not only personally rewarding, but it will look great on your résumé, especially if you are a member of STC or one of our committees!

Be sure to attend our meetings, like us on Facebook (facebook.com/JMUSTC), and follow us on Twitter (@STCJMU) to stay updated and to take advantage of all the benefits JMU STC has to offer.

by Kelly Roden

Traci Zimmerman Named New WRTC Director

In the fall of 2013, Traci Zimmerman assumed the role of Interim Director of the WRTC program, but she became the official Director this year. She began working at JMU in 2000, eight years before WRTC became its own program.

"For those first eight years, I was in a much smaller department that had no major or graduate program," she said. Now, Zimmerman views her role in the department as not only the most difficult job she's ever had, but also one that gives her the opportunity to "make an immediate, positive difference in the lives of [its] faculty, staff, and students."

When asked what her job entails, Zimmerman explained, "I work actively to support the School and strengthen its reach and potential as well as to understand how WRTC can best support the mission and vision of the College and the University."

According to Zimmerman, WRTC is undergoing an exciting period of growth. She ex-

plains that key individuals in the field outside of JMU reviewed the program and said that "our major had the potential to be a 'nationally prominent' model." She is amazed at how far the major has come since 2008, and she is committed to its continuous improvement.

"WRTC is a great place to be right now," Zimmerman concluded, "As an independent School with a revised undergraduate and graduate curriculum, an excited and invested Alumni Council, and a diverse, talented, energetic, and downright 'fun' faculty and staff, we have the space and climate to enact the words of our logo: 'Envision. Create. Communicate.'"

by Emily Hudson



Photo courtesy of www.jmu.edu/wrtc

STC's mission is to create and support a forum for communities of practice in the profession of technical communication.

10 Benefits of Joining JMU STC

1. Get exclusive access to the STC organization's website, where you can find out more about jobs in the Technical Communication field, salaries based on location, and much more.
2. Free pizza on the first and last meetings of each semester!
3. Network with JMU faculty and professionals already in the business.
4. Learn how to write a glowing resume or cover letter and even how to prepare for an interview.
5. Become versed in programs such as Adobe Photoshop or InDesign.
6. Grasp the concept of website building through the use of HTML, CSS, or Java Script.
7. Create your very own blog by learning how to use WordPress.
8. Develop valuable skills and confidence in negotiating salaries or making retirement plans for the future.
9. Gain a leg up in the competition by having more technical communication experience.
10. Acquire great resume experience by joining a committee that will allow you to make a difference in the STC community.

by Sydney Long