

2015-2016 JMU STC Officers



Sydnie Long, President
longsr@dukes.jmu.edu

Sydnie Long is a junior honors student and WRTC major with a minor in creative writing, interested in pursuing a career in the publishing or editing fields. In addition to classes and JMU STC, she works part time as a student assistant for the history department. As the new president of JMU STC and the only returning officer, she is excited for the new responsibilities and hopes to help the new officers become acquainted with the organization. Her goals for the upcoming academic year are to increase membership in the organization and continue to provide opportunities for students to learn or improve their technical and professional skills.

Maranda Scott, Vice President
scott2ml@dukes.jmu.edu

Maranda Scott is a senior from Columbia, Maryland. She is a SMAD major with an IACC concentration and a minor in WRTC. is an active member in Sigma Sigma Sigma and the co-chair of our local philanthropy Leslie George Eating Disorder Awareness. In her spare time, she enjoys running and photography. She is so exited for the upcoming year with JMU STC, and can't wait to see what the year will have in store for her and the other officers.



Melanie Farrell, Treasurer
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Melanie Farrell is a junior WRTC major with a double minor Nonprofit and Advocacy Studies. She is an active member of Kappa Alpha Theta as well as a peer tutor at The University Writing Center. Outside of academics, she enjoys participating in the alternative break program at JMU. Melanie is looking forward to a great year in JMU STC!



Morgan Howell, Secretary
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Morgan Howell is a junior WRTC major with a minor in SCOM – Health Communications from Richmond, VA. She is involved with Alpha Delta Pi and Young Life on campus. When she's not at JMU, she can be found hiking through Shenandoah or hanging in her Eno. She is looking forward to a great year with JMU STC!



Alexandra Maben, Public Relations Manager
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Alex Maben is a senior from Winchester, VA. She is pursuing a double major in SMAD and English with a minor in WRTC, and she is interested in a career in web development or editing. In addition to working on **EMD@SH**™ for JMU STC, she works as a web development and digital design intern for Xtreme 15 Airbrush Tanning in Harrisonburg, VA. Alex is looking forward to a great year in JMU STC, and she can't wait to see what the year brings!



Follow STC Social Media

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

TWITTER:
@JMU_STC

FACEBOOK:
facebook.com/JMUSTC

WEBSITE:
<http://jmustc.wordpress.com>

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

Submit your article or ideas to the **EMD@SH**™ Editor. For our reprint policy, go to <https://jmustc.wordpress.com/emdash>.

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STC 2015

EMD@SH

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

What Does STC Offer Prospective Members?

Do you want to have a leg up on your competition when you enter the job market? Joining James Madison University's Student Chapter of the Society for Technical Communication (STC) will give you the advantage you are looking for. By joining STC, you will have the chance to make new professional contacts, improve your technical skills, and meet new friends with a shared interest. The Student Chapter of STC offers benefits for all majors and minors at JMU, not just those in the technical communication field. According to the national STC website, the mission of STC is to "[advance] the theory and practice of technical communication across all users and media so that both businesses and customers benefit from safe, appropriate, and effective use of products, information, and services."

As a member, you will have the opportunity to attend meetings and workshops on a range of helpful topics, including a seminar on Photoshop and Illustrator; how to write a great resume; and an informative meeting on job benefits and salary negotiations. The club also arranges for guest speakers to come to meetings throughout the year, and these visits offer a chance for our members to network and explore possible internship and job opportunities for the semester,



Society for
Technical
Communication

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

the summer, or beyond graduation. As a member of STC, you will also have the opportunity to participate in a number of club activities, like joining our Relay for Life team where you can help us raise money in the fight against cancer.

JMU STC also has leadership opportunities. Officer positions are available each spring for the next academic year. These positions include president, vice president, treasurer, secretary, and public relations officer. The president's responsibilities include organizing topics and guest speakers for the bi-monthly club meetings and heading the administrative council. Our vice president manages guest speaker gifts, arranges the meeting snacks, and assists the president. The treasurer is responsible for managing the yearly budget, receipts, and reimbursements. The secretary takes notes during our officer meetings and keeps track of meeting attendance. Our public relations officer is in charge of our social media websites, as well as the publication of our quarterly newsletter, **EMD@SH**™. Being an officer is a great opportunity to develop and strengthen your leadership skills, gain experience with programs such as InDesign and Illustrator, and strengthen your resume. There are also a number of committees that you will have the opportunity to participate in as a member.

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A student describes the benefits of joining JMU STC and the leadership opportunities that it provides interested members.

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EMD@SH™ announces the **new JMU STC officers**.

A Message from the President

I'm so excited to be the new president of JMU STC for the 2015-2016 school year. After serving as our organization's secretary for three semesters, it's certainly a change in responsibilities that I look forward to tackling. As the only returning officer from last semester, I'm eager to introduce our other new officers. Maranda Scott will serve as our vice president, Morgan Howell is our secretary, Melanie Farrell is our treasurer, and Alex Maben is our public relations officer. Each new officer brings new ideas and perspectives to our organization, and I can't wait for you to meet them.

This year we have a lot of new meeting topics planned, as well as many old favorites making comebacks. If you like special interest writing, our meetings in community and business and industry writing will suit you. We also have an InDesign workshop, an interview skills meeting, and Cindy Allen to give you the lowdown on all you need to know about internships. Our resume and cover letter meetings with Marcus Anderson of CAP are just in time for the career fair at the end of September. And, of course, free pizza at the welcome back and wrap-up meetings at the starts and ends of both semesters.

I hope you'll join us for these meetings, fundraisers, and more this year, and I look forward to a great semester.



Sydnie Long
2015-2016 JMU STC President

What Does STC Offer...

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If you would like to find out more information on the JMU Student Chapter of the Society for Technical Communication, you can speak to any of our officers, find us on Facebook, or visit our webpage at www.beinvolved.jmu.edu/organization/stc. You can find meeting notes and additional information at www.jmustc.wordpress.com. We hope to see you at our first meeting!

by Maranda Scott

Join a Committee!

Bylaws Committee

The Bylaws Committee is responsible for reviewing the chapter bylaws, presenting suggested amendments to the membership, and reporting findings to the Administration Council.

Hospitality Committee

The Hospitality Committee is responsible for welcoming new members, encouraging involvement and interaction among members, providing a welcoming environment for guest speakers, and encouraging interaction between members and speakers.

Publications Committee

The Publications Committee is responsible for overseeing the production of **EMD@SH**TM, creating flyers, and maintaining the JMU STC website.

Fundraising Committee

The Fundraising Committee is responsible for actively seeking ways to raise money for JMU STC. This committee will be in charge of finding suitable fundraising events, organizing the events, recruiting event volunteers, and communicating with the company or event managers.

Development Committee

The Development Committee is responsible for member recruitment, retention, and social interaction. This committee will actively seek ways to encourage and retain membership, design activities and events to enhance the chapter, and provide opportunities to connect with fellow members outside of chapter meetings.

STC Spotlight featuring... Kelly Roden

Kelly Roden graduated from WRTC in May 2015 with a Technical and Scientific Communication concentration and Spanish minor. Her experience in Microsoft Office, Adobe programs, writing and editing, and HTML5/CSS 3 have helped her achieve her job as a compliance analyst at Northrop Grumman. Her involvement in WRTC and STC have significantly helped with the work she's doing, which includes writing internal procedures as well as a monthly newsletter. Some of her most valuable experiences here have been her WRTC editing class and writing for JMU STC's **EMD@SH**TM publication, which has even earned her compliments on the work she does at her job. Aside from technical and professional skills, Kelly has learned many life skills, such as networking, communication, and the importance of selling yourself.



If there were anything she wished she learned more about it would be Excel, which she believes is an extremely useful program that goes beyond math functions, to organizing documents as well.

Her advice for future WRTC grads and STC members is to always ask questions, which she believes is the best way to learn. Her other piece of advice is to encourage students to get more involved with STC, an organization with great people and opportunities to gain valuable knowledge and experience. Participating in a committee or even running for an executive position are some excellent ways to expand your skills.

by Sydnie Long

10 Perks of JMU STC

By joining JMU STC, you will:

1. Get exclusive access to the national organization's website where you can explore the technical communication field, find insider information, and have access to STC-only webinars and job opportunities.
2. Network with JMU faculty and guest speakers from the technical communication industry.
3. Learn programs such as Adobe Photoshop or InDesign.
4. Be exposed to the world of website creation through HTML, CSS, JavaScript, or WordPress.
5. Develop valuable self-marketing skills and the confidence to navigate through the business world—from salary negotiations to retirement.
6. Learn the trick to creating a perfect resume or cover letter, and then how to prepare once you have set up an interview.
7. Have the chance to collaborate with a new group of people who have the same interests as you.
8. Be a step ahead of your competition by gaining valuable contacts and technical communication experience.
9. Eat free pizza at the last meeting of each semester; other snacks are offered throughout the year.
10. Boost your resume by joining one of STC's committees: Bylaws Committee, Hospitality Committee, Publications Committee, Fundraising Committee, or Development Committee!

by Alexandra Maben

