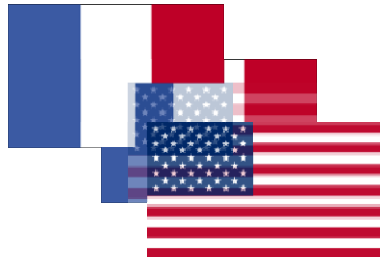


Proposal for STC's 2010 Summit (Academic SIG Progression)

1. Title: **Reaching Across the Atlantic—an International Mentoring Initiative**
2. This presentation describes a trans-Atlantic mentoring initiative involving the STC-Orlando and STC-France chapters, the University of Central Florida, and the University of Paris Diderot (Paris 7). The co-presenters launched their own international bilingual mentoring relationship at last year's conference and are using it as a means of piloting a broader initiative. The goal is to set up a mentoring program between the STC-France chapter and the University of Paris 7 modeled on the one between STC-Orlando and UCF. The possibility also exists for international exchanges and cooperation between professional technical communicators within the two chapters as well as tech com students within the two universities.
3. Title of Proposed *Proceedings* Article: Un Programme de Mentorat International? Mais Oui, C'est Possible! Absolument!



4. A. Clio Fouque (Clio)
B. Daniel W. Voss (Dan)
5. A. Fouque. Web writer (SEO) apprentice at UCatchIt (until 10/8/09), then web writer and trainer (blended learning) at Hypertexte (from 11/2/09)
B. Voss. Communications manager, Tactical Missiles, Lockheed Martin Missiles and Fire Control, Orlando, FL (also adjunct instructor with Webster University, Central Florida)
6. A. Fouque. 28 rue du Cotentin, 75015 Paris, France
B. Voss. 1684 Monticello Street, Deltona, FL 32725

7. A. Fouque. M: +33 648 147 551
- B. Voss. W: 407-356-6508. H: 386-218-5729
8. A. cliofouque@gmail.com
- B. daniel.w.voss@lmco.com
9. A. Fouque:
- 2009, March 21, at the STC France Chapter's Annual Conference in Paris: Group Presentation of a Research Project, "Choosing Adequate Visuals for Technical Documentation."
 - 2009, April 16, at the STC France Chapter's Annual General Meeting: "Presentation of My Atlanta Experience" [STC 2009's Summit]
 - 2009, July 3, at the University of Paris Diderot (jury of professors): Group Presentation, "A Critique of the UFR EILA [the University's] Website [Information Architecture Project]."
- B. Voss:
- See **publishing history. Highlighted items** are on the topic of mentoring.
10. A. **CLIO FOUQUE** was born in France but has spent most of her life traveling, from New Caledonia to the U.S., via Reunion Island and Australia. After completing a masters degree in English from the University of Reunion Island (with a full year abroad in Arkansas, U.S.) and two masters degrees in tourism management from the University of Brighton in the UK, Clio worked for several years as a writer and customer advisor in various tourism companies and groups (including Air France Flying Blue) before entering the technical communication field. Currently a graduate student in technical communication at the University of Paris Diderot closing in on her fourth masters degree, Clio has acquired a broad skill set ranging from e-learning and web design to marketing writing, information architecture, and knowledge management. She is completing a long-term internship at UCatchIt, a small company where she is both a writer and editor for search engine optimization (SEO) web content. Following graduation, she will assume a full-time technical communication position at Hypertexte, focusing on web writing, e-learning, and training. She has presented at STC France's annual conference as well as at the STC France chapter's Annual General Meeting and at the University of Paris. Clio is particularly interested in helping to connect French- and English-speaking professionals and students.
- B. **DAN VOSS** has 31 years' experience in aerospace at Lockheed Martin Missiles and Fire Control (LMMFC) where he is currently Communications manager for the Tactical Missiles mission area, and he has also taught high school and college. He is a Fellow in the Society for Technical Communication and is a member of STC's Orlando Chapter, where he has been extensively involved in educational outreach initiatives. With Bonnie Spivey, he developed a highly successful

mentoring program between the STC Orlando Chapter and the University of Central Florida. Dan managed STC's AccessAbility SIG for 2 years and remains active. He has presented at 20 international and 9 regional STC conferences, with consistently high participant evaluations (including successful workshops on ethics, editorial training, integrated strategic communication, the ethics of visual communication, and other topics). With Lori Allen, he co-authored *Ethics in Technical Communication: Shades of Gray* (Wiley, 1997) and has published numerous articles. With Shirley Hancock-Andersen, he co-authored the original STC Ethical Guidelines in 1994. Dan earned three of Lockheed Martin's top awards for communication and excellence for his leadership on a successful major proposal and marketing campaign, and is the only non-engineer to receive the LMMFC's Author-of-the-Year Award.

11. Photo.



Publishing History – Dan Voss

Highlighted items are on educational outreach and mentoring.

Textbook

Published *Ethics in Technical Communication: Shades of Gray*, coauthored with Lori Allen of Metropolitan State College at Denver, John Wiley & Sons, 1997. This 434-page college textbook provides an overview on ethics and value analysis, identifies and discusses ten values central to technical communication as a profession, and includes nine detailed case histories illustrating ethical conflicts in technical communication, featuring a “hands-on,” role-playing approach. In addition to its use in undergraduate and graduate level technical communication programs, the book has seen significant distribution within the Lockheed Martin Corporation, where it was instrumental in Mr. Voss’ recognition as **Author of the Year** in the Electronics & Missiles Company’s 1998 Awards for Performance Excellence, or APEX, program—the only time in 46 years that honor has not gone to an engineer.

Articles in Professional Journals

<u>Journal</u>	<u>Date</u>	<u>Title</u>
STC <i>Tieline</i>	Apr 1995	“Orlando Chapter Coaches Teachers on Effective Ways to Teach Writing”
STC <i>Intercom</i>	Feb & Mar/ Apr 1997	“When the Customer <i>Isn’t</i> Right: Handling Conflicts When Clients Behave Unethically” (2-part article)
IEEE <i>Transactions</i>	Mar 1998	“Ethics for Editors: An Analytical Decision-Making Process”
ATA <i>Chronicle</i>	Feb 2001	“Serving Special Needs in Technical Communication”
STC <i>Intercom</i>	Jul/Nov 2001	“Meeting Special Needs in Technical Communication, Parts I & II”
STC <i>Technical Communication</i> (cover story)	Aug 2001	“Cruel Pies: The Inhumanity of Technical Illustrations”
STC <i>Technical Communication</i>	Nov 2001	“Leveraging Resources—How an STC Chapter Can Support Education for its Community and Professional Development for its Membership”
STC <i>Technical Communication</i>	Feb 2002	“Hiding Humanity: Verbal and Visual Ethics in Accident Reports”
STC <i>intercom</i>	Nov 2003	Accepted for publication: “STC Grant: Creating a

IEEE PCS <i>Newsletter</i>	Apr 2006	New Awareness of Technical Communication” “IEEE and STC Ethical Guidelines Call for Fairness on Disabilities and Accessibility
STC <i>Technical Communication</i>	Feb 2007	“Ethical and Intercultural Challenges for Technical Communicators and Managers in a Shrinking Global Marketplace”
<i>Memo to Members</i> STC Orlando Chapter	2001-Present	Multiple articles in chapter newsletter
<i>Achieve!</i> STC AccessAbility SIG	2002-Present	Multiple articles in AccessAbility Special Interest Group newsletter

Papers and Presentations

<u>Conference</u>	<u>Year</u>	<u>Location</u>	<u>Format</u>	<u>Title</u>
PCOC 11	1989	Tennessee	Paper	Editorial Training
ITCC 37	1990	San Fran	Paper	Editorial Training
PCOC 12	1990	Tennessee	Wrkshp/paper	Editorial Training II
Fla 7	1991	Orlando	Wrkshp/paper	Editorial Training II
ITCC 38	1991	NY	Wrkshp/paper	Editorial Training II
PCOC 13	1991	Tennessee	Paper	STOP: Don't Start Without It (Proposals)
Fla 8	1992	Orlando	Workshop	Start with STOP (Proposals)
ITCC 39	1992	Atlanta	Workshop	Start with STOP (Proposals)
PCOC 14	1992	Tennessee	Workshop	Start with STOP (Proposals)
STC 40	1993	Dallas	Paper	A Slippery Slope (Ethics)
Fla 10	1994	Orlando	Workshop	Sharpening the Focus (Ethics)
STC 41	1994	Twin Cities	Workshop	Sharpening the Focus (Ethics)
Fla 11	1995	Orlando	Paper	Three Whiz-Bang Online Ways to Promote Professional Development
STC 42	1995	Wash, D.C.	Paper	Three Whiz-Bang...
Fla 12	1996	Orlando	Multitopic presentation	Golden Hits of STC Conferences: A Potpourri of Titillating Technical Communication Tidbits”
STC 43	1996	Seattle	Workshop	Grayscale: A Workshop in Ethics and Technical Communication
STC 44	1997	Toronto	Workshop	Shades of Gray: Using Value Analysis and 10 Core Values to Resolve Ethical Conflicts in Tech Comm
STC 44	1997	Toronto	Multitopic pitch	Golden Hits of STC Conferences...
STC 45	1998	Anaheim	Workshop	The Case of “Project Good-Bye, Dolly”: Analyzing and Resolving Ethical Dilemmas in Technical Communication
STC 45	1998	Anaheim	Paper	Use Your Fog Lights: Ten Values for Technical Communicators (w/ panel discussion, "Handling Ethical Dilemmas on the

STC 46	1999	Cincinnati	Workshop	Job"
STC 46	1999	Cincinnati	Workshop	Ethics in Action: A "No Talk" Workshop Dilbert Goes Corporate...or How to Handle the Thorny Thickets of Corporate America without Selling Your Soul
IPCC 99	1999	New Orleans	Workshop	Ethics in Action: A "No Talk" Workshop
IPCC 99	1999	New Orleans	Paper	Use Your Fog Lights: Ten Values for Technical Communicators
STC 47	2000	Orlando	Paper	Integrated Strategic Communication: More than the Sum of its Parts (w/ panel disc)
STC 47	2000	Orlando	Paper	The Ethics of Special Needs: A Matter of Fairness (w/ panel discussion)
<u>Conference</u>	<u>Year</u>	<u>Location</u>	<u>Format</u>	<u>Title</u>
STC 47	2000	Orlando	Paper	Reaching Out—How an STC Chapter Can Support Education in its Community and Professional Development for its Membership (w/ progression)
STC48	2001	Chicago	Paper	Serving Special Needs in Technical Communication (w/ panel discussion)
STC 48	2001	Chicago	Workshop	The Bucket Brigade: A Hands-On Workshop on Mobilizing Communications Resources to Extinguish Company or Client Fires
STC 49	2002	Nashville	Paper	Integrated Strategic Communication: More than the Sum of its Parts (w/ workshop entitled The Tina/Xena Transformation: A Recipe for Professional Empowerment
STC 49	2002	Nashville	Workshop	Sweetening “Cruel Pies” with a Dose of Humanity: Adding the Human Element to Technical Illustrations that Depict Grim Statistics
STC 49	2002	Nashville	Progression	Moderated Progression: Let's Take the “Dis” out of Disabilities: A Progression on How to Harness Technology to Meet Special Needs in Technical Communication and to Ensure User Accessibility in Communication Products. Hosted table on The Ethics of Special Needs: A Matter of Fairness
STC 50	2003	Dallas	Paper	Hiding Humanity: Verbal and Visual Ethics in Accident Reports (w/ workshop)
STC 50	2003	Dallas	Paper	Integrated Strategic Communication: More than the Sum of its Parts (w/ workshop entitled From Tina to Xena II: Strategic Communication in the Corporate Jungle)
STC 50	2003	Dallas	Paper	In World Cup Soccer and in Overcoming Disabilities, “Impossible” is Just Another

IPCC 03	2003	Orlando	Paper accepted; workshop canceled	Word for “Work Harder” (w/ progression entitled From <i>Disabled</i> to <i>Enabled</i> : Meeting Special Needs to Ensure Accessibility; moderated progression and hosted table entitled The “Starfish Chamber”: Working for a World Where Everyone Counts) Integrated Strategic Communication: More than the Sum of its Parts (w/ workshop entitled The Tina/Xena Transformation: Achieving Professional Empowerment by Shaping Knowledge and Adding Business Value to Your Organization)
STC 51	2004	Baltimore	Paper	The Use of Humor, Metaphor, Psychology, and Sheer Zaniness to Defuse Volatile Situations, Lower Your Blood Pressure, and Support Stress Management in Technical Communication: Real-World Applications of M4A4Z4 Theory (w/ workshop)
<u>Conference</u>	<u>Year</u>	<u>Location</u>	<u>Format</u>	<u>Title</u>
STC 51	2004	Baltimore	Paper	Meet the Future: Leveraging Multimedia for Professional and Educational Outreach (w/ presentation and demonstration)
STC 51	2004	Baltimore	Paper	“Operation Butterfly” and Other Adventures in Cooperation Between Industry and Academe: When Rip Van Winkle and Shirley Temple Join Forces, the Sky’s the Limit! (w/ presentation and demonstration)
STC51	2004	Baltimore	Paper	Secondary Disabilities: The Vicious Circle (w/ progression)
STC 52	2005	Seattle	Paper	Bridging the Gap Between Industry and Academe (with presentation on mentoring)
STC 52	2005	Seattle	Paper	From Starfish to Butterfly ... the Amazing Story of the AccessAbility SIG (with panel discussion)
STC 52	2005	Seattle	Paper	Same Methods, Different Disciplines: The Historian and Linguist as Technical Communicators (with presentation)
STC 53	2006	Las Vegas	Paper	Integrated Strategic Communication: The Anatomy and Physiology of a \$5B Proposal (with presentation)
STC 53	2006	Las Vegas	Paper	Ethical and Intercultural Challenges for Technical Communicators and Managers in a Shrinking Global Marketplace (with progression)
STC 53	2006	Las Vegas	Paper	Don’t Reinvent Any Wheels—Check Out This Turnkey Toolkit for Chapter and SIG

STC 53	2006	Las Vegas	Paper	Leaders (with presentation) IEEE and STC Ethical Guidelines Call for Fairness on Disabilities and Accessibility (with presentation)
STC Space Tech Chapter	2007	Melbourne, FL	Presentation	Integrated Strategic Communication: The Anatomy and Physiology of a \$5B Proposal
STC 54	2007	Minneapolis	Presentation	The Ethics of Disabilities: It's a Matter of Fairness (progression): with 4 handouts of previous papers
STC 55	2008	Philadelphia	Presentation	How to Leverage an Integrated Strategic Communication Campaign in Multiple Media to Win New Business (progression)
STC 55	2008	Philadelphia	Presentation	Teaching Outside Academe – Building Bridges Addressing Business Opportunities and Challenges (progression)
STC 55	2008	Philadelphia	Presentation/ Workshop	A Delicate Balance: Using Value Analysis to Identify and Resolve Ethical Conflicts in Technical Communication
STC 56	2009	Atlanta	Progression	Moderated progression for Academic Special Interest Group (SIG), Potpourri I and II; also conducted tabletop presentation on Bridging the Gap Between Industry and Academe

<u>Conference</u>	<u>Year</u>	<u>Location</u>	<u>Format</u>	<u>Title</u>
STC 56	2009	Atlanta	Progression	Conducted tabletop presentation on ethics (A Delicate Balance) in Management SIG progression, Best Practices in Management

PCOC = Practical Conference on Communication (STC E. Tenn Chapter)
 Fla = Florida Technical Writing Conference (STC Orlando Chapter)
 ITCC = International Technical Communication Conference (STC International)
 STC = Society for Technical Communication (STC) International Conference
 IPCC = IEEE International Professional Communicators' Conference