

Learn, network and share

Read about this year's TCUK conference



Communicator

The Institute of Scientific and Technical Communicators
Winter 2015

**Localise content
through web design**

**The world of
analytical engineering**

**Learn more
about networks**

**Are technical
communicators grumpy?**





President's view

So much has been happening lately – my head has only just stopped spinning after a great TCUK in Glasgow – that it's hard to know where to start. Instead of spending time trying to put everything in chronological order, or work out what's the most important thing that I need to tell you first, I'm just going to dive in.

We have new Council members

Welcome to Stephen Crabbe, who was formally elected to the ISTC Council at the AGM on 30 September in Glasgow. Stephen has a keen interest in ISTC books, and also brings a wealth of experience in education for technical communicators as he teaches related courses at Portsmouth University. We also welcome Rick Gould, who was co-opted at the AGM (which means he has been appointed by Council and will formally stand for election next year). Rick is particularly interested in the areas of certification and professionalism, and will be working mainly with David Farbey, who leads that area.

Derek Cooper was also co-opted at the AGM. Derek is taking over the position of TCUK Chair from David Farbey, releasing David to concentrate on Professional Development and Recognition. Thank you for coming forward, Derek – I'm already looking forward to TCUK 2016.

As a Council, we are looking forward to making the new members welcome at our next face-to-face meeting.

Finally, we have had interest from one or two others who are still considering the level of commitment they can make. I would encourage anyone who is wondering whether they



could become more involved to get in touch. We encourage you to 'try it out' by attending a meeting (most of which are virtual) and deciding where you feel most comfortable to contribute. If you don't want to get that formally involved, contact the leads of any of the relevant areas: we're always looking for volunteers to help out in a more *ad hoc* fashion. Please refer to the ISTC directory on page 13.

We have new logos

If you read the President's View this time last year, you may remember me exhorting you to proclaim your membership (if you are a Member or a Fellow) by proudly displaying the ISTC logo and an accompanying statement of meaning.

Always ready to make life as simple as possible, we have a new set of logos that remove the need to explain what the logo means. Two versions are available: a small one in portrait orientation and a larger one in landscape. The logos are available from the ISTC website (you will need to login) and can be used on your website, business cards and so on.

Why do the new logos say 'Certified Member' and 'Certified Fellow'? Again, it's part of making it clear that we are not just a club. We don't accept just anyone to the Member or Fellow categories: you have to earn the right. As a minimum, your CV is reviewed when you apply to join, and if you are a Fellow, you continue to earn the right through your CPD record. The new logos proclaim that the ISTC has certified that you have reached the required standard for Member or for Fellow.

We have new winners

As you'll see from elsewhere in the journal, we had a large number of entries for the Technical Communication UK Awards.

Congratulations to all our winners, and it's good to see that the announcement has generated some discussion. Who knows: maybe we'll break the record for the number of entries next year.

Two other awards have been made in 2015: the Horace Hockley award and the Mike Austin award.

The Horace Hockley award is for contributions to our profession, and this year we are pleased to announce that the recipient is Dr Hans van der Meij, who you may know as a contributor to *Minimalism Beyond the Nurnberg Funnel*. His work extends far beyond that, though, and research into technical communication is vital if we are to grow and develop as a profession. Congratulations!

The Mike Austin award is for someone who has contributed to the ISTC over a number of years – and this year I'm very pleased to announce that it has been awarded to Theresa Cameron for her tireless work in promoting the ISTC internationally, and in making sure our voice is heard. Congratulations to Theresa, who was able to attend TCUK to receive her award in person, and who has written about the experience (see page 7).

So what's next?

We have our main annual face-to-face Council meeting on 14 November, when we prioritise our tasks for next year and make sure that we're all pulling in the same direction. I'll let you know how we do. In the meantime, by the time you're reading this you'll be looking forward to the Christmas break, so I'd like to take this opportunity of wishing you well for 2016. **C**

Alison Peck FISTC

E: president@istc.org.uk