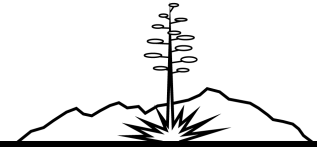


# THE BORDER LINE



News from the Society for Technical Communication, Southern Arizona Chapter  
April 2001, Volume 5, Number 8

## Welcome new members!

The Southern Arizona chapter welcomes the following new members:

- **Caitlin Gannon**
- **Eric Harkness**
- **Marilyn Johnson**
- **Patricia Susin**, transferred from the Northeast Ohio chapter (Cleveland)

The chapter has 66 members.

## Join us April 24 Using an Intranet to Manage a Development Project

Don't ask what you can do for your company's intranet, ask what it can do for you. What can your company's intranet do to help you manage the development of your next publication?

Whether it's a hard copy manual, online Help file, or Web site, find out how your intranet can help you. Bill Hiscox will present ways to use a company's intranet to share project-related documents, to schedule meetings, and to keep interested parties up to date on the project status.

Bill Hiscox has been employed by Global Atmospheric for 18 years. He has been responsible for the design, development, and commercial release of applications that manage and control the U.S. National Lightning Detection Network and display real-time lightning on PCs and UNIX-based workstations.

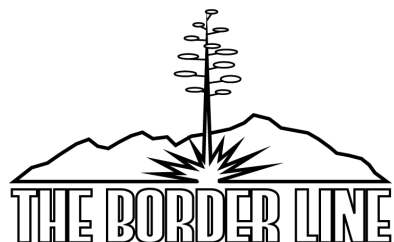
He has managed development projects that involve local and remote engineering resources, multiple technical communicators, and the simultaneous release of multiple products.

### Meeting details

<b>When</b>	Tuesday, April 24
<b>Where</b>	Viscount Suites Hotel 4855 East Broadway Boulevard
<b>Registration</b>	5:30 p.m.
<b>Dinner</b>	6:00 p.m.
<b>Program</b>	7:00 p.m.
<b>Cost</b>	\$16 members, \$18 nonmembers \$5 program only

To register or to get more information, contact Anna Mary Mackey at [ammackey@leshercomm.com](mailto:ammackey@leshercomm.com). RSVP by 4 p.m., April 19. *Specify your choice of chicken or vegetarian Caesar salad.*

No-shows will be billed. Walk-ins are always welcome but are not guaranteed a meal.



### About the newsletter

*The Border Line* is the official publication of the Southern Arizona chapter of the Society for Technical Communication.

Contributions are welcome. Send mail to [stb@rightfax.com](mailto:stb@rightfax.com), or phone 320-7029. Include your name and telephone number.

For the publication of your first article, you'll be attending the Southern Arizona STC program of your choice as a guest of the chapter (workshops excluded).

Your submission should be factual, original, not previously published, and relevant to the field of technical communication; for example, describing tools, techniques, or tips for communicators.

The newsletter editor determines the submissions that are appropriate for publication. We reserve the right to edit your text to conform to the style guidelines and space restrictions of the newsletter.

The deadline for time-sensitive submissions is the first Friday of each month.

### Electronic version via e-mail

To save paper, printing, and postage costs, *The Border Line* is available via e-mail in PDF format.

To sign up for this service, send a message to: SarahBonati@Captaris.com.

## Clip 'N Save

### Southern Arizona STC Upcoming Events

April	Chapter election and member survey
April 24	Using an Intranet Site to Manage a Development Project
May 17	What Employers Look For, and How to Present Your Skills and Experience

For up-to-date meeting information, go to <http://www.stc-saz.org/>

### Phoenix STC Upcoming Events

April 10	Contract vs. Captive: Which is Better for You? with Brenda Huettner
April 21	Writing for Computer-Based and Multimedia Training, a seminar with Jane Smith Co-sponsored by the American Society for Training and Development
May 8	Dine and Whine, with six topics and facilitators
May 21	XML Publishing with FrameMaker A meeting of the FrameMaker User Network and Adobe Acrobat Phoenix STC special interest group For details, go to <a href="http://www.digipubcorp.com/fun.html">http://www.digipubcorp.com/fun.html</a>
June 12	Chapter awards and honors dinner with Jim Morgan presenting When Pride Is Good

For up-to-date meeting information, go to <http://www.stc-phoenix.com/>



## Leaders light the way

By J. Suzanna Laurent, region 5 director-sponsor  
suzanna.laurent@mciworld.com

### ***The Art of Recruiting Volunteers***

When you need help with something, how do you go about finding volunteers? If you say, "I asked for volunteers, and no one offered to help," I can make several suggestions right away because this is the most frequently asked question I have as director-sponsor. The next question I hear the most is "How can I keep volunteers?"

Whether you are a chapter or project leader, a committee manager, or even a team leader looking for talented people to help, these tips should provide you with ideas about how to successfully recruit and keep those volunteers.

### **Why People Volunteer**

In order to effectively persuade people to work with us, we need to get to know and understand them better. It is through this understanding that we see volunteers as individuals and treat them as such as they interact with us — some help only once, while others are committed for a lifetime. From Sue Vineyard's book *Secrets of Motivation: How to Get and Keep Volunteers and Paid Staff*, here are six characteristics she relates about today's volunteers:

- When individuals perceive that they are likely to learn something from a position, they are more likely to respond positively to a request to volunteer.
- Adults overwhelmingly (98 percent) believe that a great deal of satisfaction is gained by volunteering and 76 percent think it is important to include volunteer activities in their lives.
- Most volunteers give an average of three to five hours a week.
- Time is one of their most valued commodities. Volunteers love to combine volunteering with other commitments so they can do good work, socialize, and model values to their children and co-workers all at the same time.
- Relationships are highly valued, so opportunities to work with those people they enjoy often are snapped up.



- Volunteers prefer to be creative as they solve problems. They believe in what they can do and want people to let them do it without red tape or hassles.

### **Conveying What You Need**

In order to tap into volunteers, first you must know what needs to be accomplished. What responsibilities and deadlines are inherent in the project? How much time will it require? What guidelines are available that explain how to do the job? Is there ample funding for the project? How many people will be working on the project, and who will lead the team? What goals or awards will it help the organization achieve?

Once you have all of this information compiled, you are ready to find a volunteer. The challenge is to motivate volunteers to become involved and to work effectively to complete their project. By sharing this information with them, telling them what you expect of them, and sharing common goals and visions, you can often inspire them to volunteer!

### **Motivating People to Volunteer**

First, a quick idea about what motivating is not: it is not dishonest, manipulative, arm-twisting, bribing, threatening, or offering what you can't provide! Most of us have probably tried these things in the past, and they may work for a while, but they don't leave you or the volunteer in the best frame of mind. Now that we know these things don't work well, what works best? Try these ideas, because they could work for you.

Remember that volunteers who get their needs met participate and stay committed longer. Try to assign people to committees or projects that will help them meet their goals or learn skills they want to acquire. The work must provide value to the volunteer.

See ***Volunteers***, next page



## ***Volunteers, continued ...***

Do you have people in your organization who want to learn more about Web site development, public relations, or leadership? Perhaps they need to learn how to manage projects better, develop stronger organizational skills, or use their time more efficiently. All of these skills can be acquired or sharpened by participating, then transferred to the office — and they also shine through on a resume.

Recognition is another powerful motivator. Rewarding successful performance along the way is a great catalyst! Everyone needs to feel appreciated. Sometimes a few well-chosen words of thanks can make all the difference. Rewards can include all kinds of things, verbal thanks in front of their peers, a certificate or plaque, nomination for an award, or a letter of appreciation sent to their employer that outlines their involvement. Be creative, but make sure they know they are appreciated!

Listening is an important way to support volunteers and one of the most effective ways you can help them achieve their goals. Invite people to

come to you with any concerns they have after they begin work. The purpose of good listening is to get a better understanding of what is going on and what needs to be done to help them solve their issues. If you listen well, you can hear what is really being said!

A great resource for more information on this topic is the *STC Chapter Handbook*. If you haven't read the section entitled "How to Recruit and Keep Volunteers" by Judy Glick-Smith, do it as soon as possible. This volume of great information can be found on the STC Web site at [www.stc-va.org](http://www.stc-va.org) under Leader Resources, Reference Materials.

When you encourage people to volunteer, you are offering them opportunities that can help them develop confidence in themselves and their own abilities. When you find out what motivates people, provide opportunities to help them meet their goals, listen to what they have to say, and recognize them often for their contributions, volunteers are more likely to return for new assignments as they continue on their mission to become the best they can be.