

Timeline: Nov 2022 through May 2024

The following timeline covers time since hire through my plans for next year.

## **November 2023: Time of Hire**

I accepted the position loosely titled Digital Marketing Manager in November while working fulltime as an English teacher in Clear Lake, WI. At this time, I was transitioning out of the education field to enter the field of technical communication.

*Qualifications at the time of hire included:*

- Writer of the first two Phipps Biannual Community Report magazines
- Chair of the Younger Demographic Committee, which was tasked with advising the Phipps on methods to attract an audience younger than 50 to the Phipps.
- Familiarity with all Phipps councils due to experience in all facets of the Phipps:
  - Children’s Theater: I grew up under John Potter’s tutelage in the senior shows
  - Drama Council: I performed in several Drama Council shows such as The Producers
  - Dance Council: I performed for several Phipps Dance Theater shows
  - Visual Arts Council: I worked for Anastasia Shartin as the Summer Arts Camp Coordinator for several summers
  - Music Council: I have worked with Tom Dahle in several Phipps musicals and interviewed Carol Dahle for one of the community report magazines
  - Volunteer Council: I have volunteered for the Phipps and interviewed Volunteer Council members such as Dawn Lewandowski and Nancy Burman for community report magazines

## **January 2023: Beginning of Master’s Degree**

Since beginning this role, I have begun and neared completion of the University of Minnesota’s Master of Science in Scientific & Technical Communication degree, which includes central courses highly relevant to my work:

- Information Design
- Usability and Human Factors
- Writing with Digital Technologies
- Editing and Style for Technical Communicators
- Foundations & Futures of Technical Communication.

### Noteable achievements to date:

- Overhauling the monthly e-newsletter to a bimonthly “What’s Abuzz,” using principals of usability and information design, increasing the rate of email opens from 42% to 51% (40% is industry average) and increasing the rate of clicks in emails from 2% to 3% (1% is industry average)
- Renovating the information architecture of thehipps.org, reducing number of user actions required to find a show on a specific date from 17–38 steps to 7, hugely improving the usability and navigability of the site.
- Creating importable Microsoft Word and Google Slides document design styles using official Phipps colors and fonts (this document is an example of that design)
- Redesigning the Phipps Summer Arts Camp webpage listings to be searchable by age, week, and type of class.
- Standardizing Phipps documentation with a style guide of fonts, colors, and grammatical choices contemporary with modern style guides such as the Chicago Manual of Style.
- Designing modern social media post graphics, flyers, and emails using principals of information design

Most recently, I have been working on improving the system of generating photos and videos for the incredible array of events around the Phipps. This system includes utilizing Google Folders, which is widely accessible, and three simple rules to ensure consistent, high-quality photos across all disciplines. It invites producers, directors, adult performers, and instructors to take their own photos for a chance to be featured in Phipps marketing and publicity endeavors.

## December 2023: Completion of Master’s Certificate

In December 2023, I will have completed the **Technical Communication Master’s Certificate**, which will be added to my official resume.

In addition, throughout this fall, **I will be seeking employment full-time for January**. December marks the end of my time as a full-time master’s student, as I will only have the final capstone project to complete in the spring. My preference is to continue working for the Phipps either full-time or part-time while having another part-time job in technical communication. But if my proposed plan or a semblance of it cannot be put into action, I will need to seek full-time employment elsewhere.

## Spring 2024: Capstone Project & Full MS

In January, I will be taking the capstone course to acquire the full **MS in Scientific & Technical Communication** degree. This capstone class will be my only class for the semester (down from 3 classes currently) and will be completed by May 2024. It is a project-based course that will let me carry out any real-world project with the input of several professors and master's students. This course will essentially be **free, high-end, project-based labor** for whatever company I am working for between January and May of 2024. If I were to be working for the Phipps, I could focus these efforts on anything from a full-scale usability study of thephipps.org website to a unification of branding and documentation or anything else the board or administration might come up with.