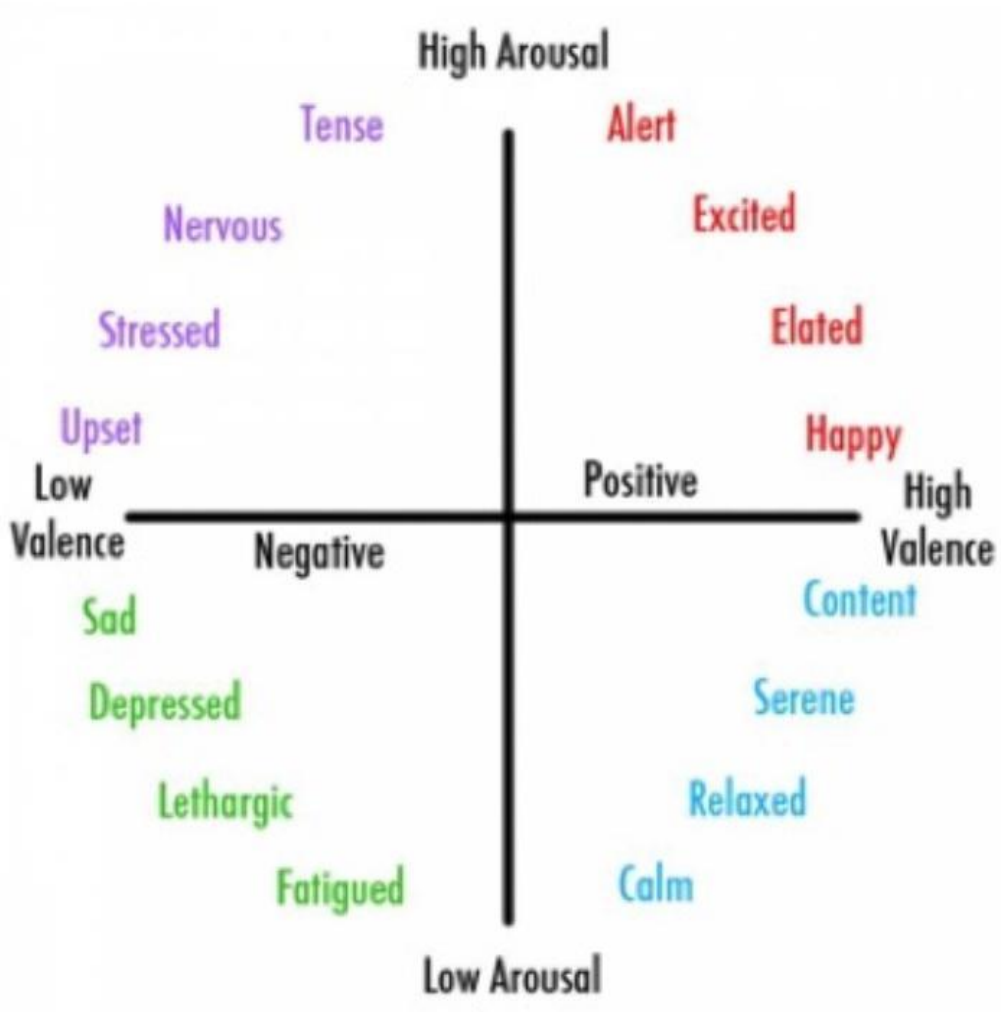
Technical Communication Overview

Dr. Sarah Egan Warren, Class of 2024

Technical Communication Check In

Please complete a quick Communication Check In activity.



WHY?

1. I want to know how you are.
2. It can help you build resilience and grit. Why Naming Your Emotions Can Increase Happiness and Performance
3. Tracking trends can inform changes to our curriculum.

Agenda

Mission

Big Picture

SWOT

Mission

Institute's Mission

To produce the world's finest practitioners of analytics

Tech Comm Team's Mission

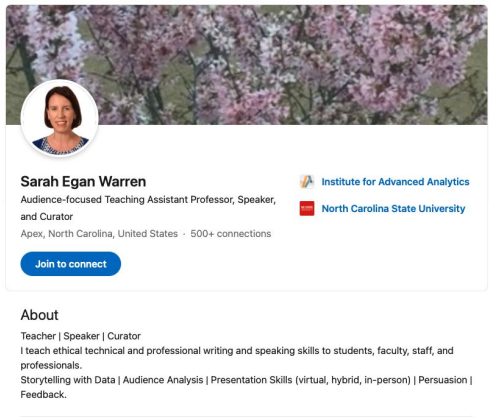
Develop and/or hone ethical storytelling (technical writing and speaking) skills needed to successfully communicate with audiences in the MSA program and in future careers

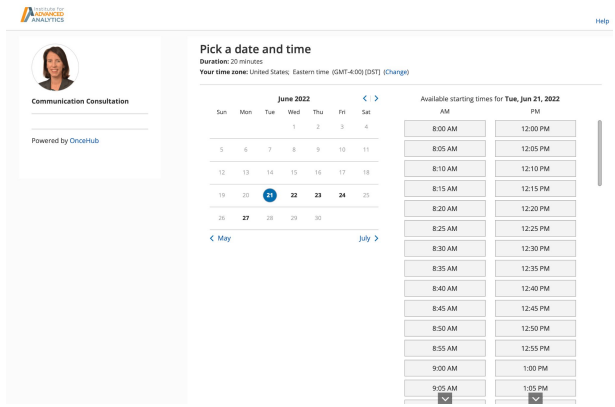
Technical Communication Team

Dr. Sarah Egan Warren

Kate Connor–*starting July 3*

Hiya Bandyopadhyay–*starting in Fall*



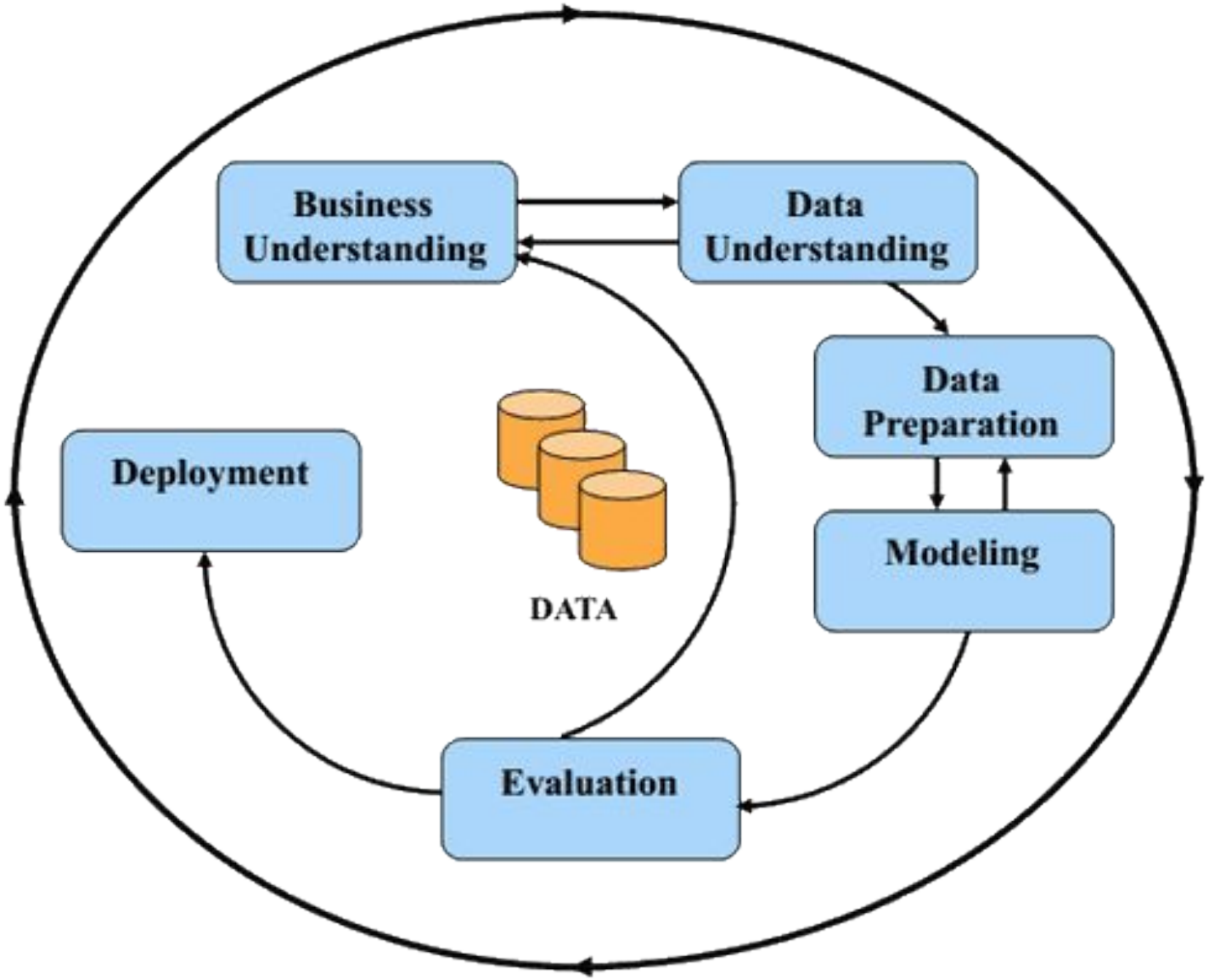


Big Picture

Integrated Curriculum

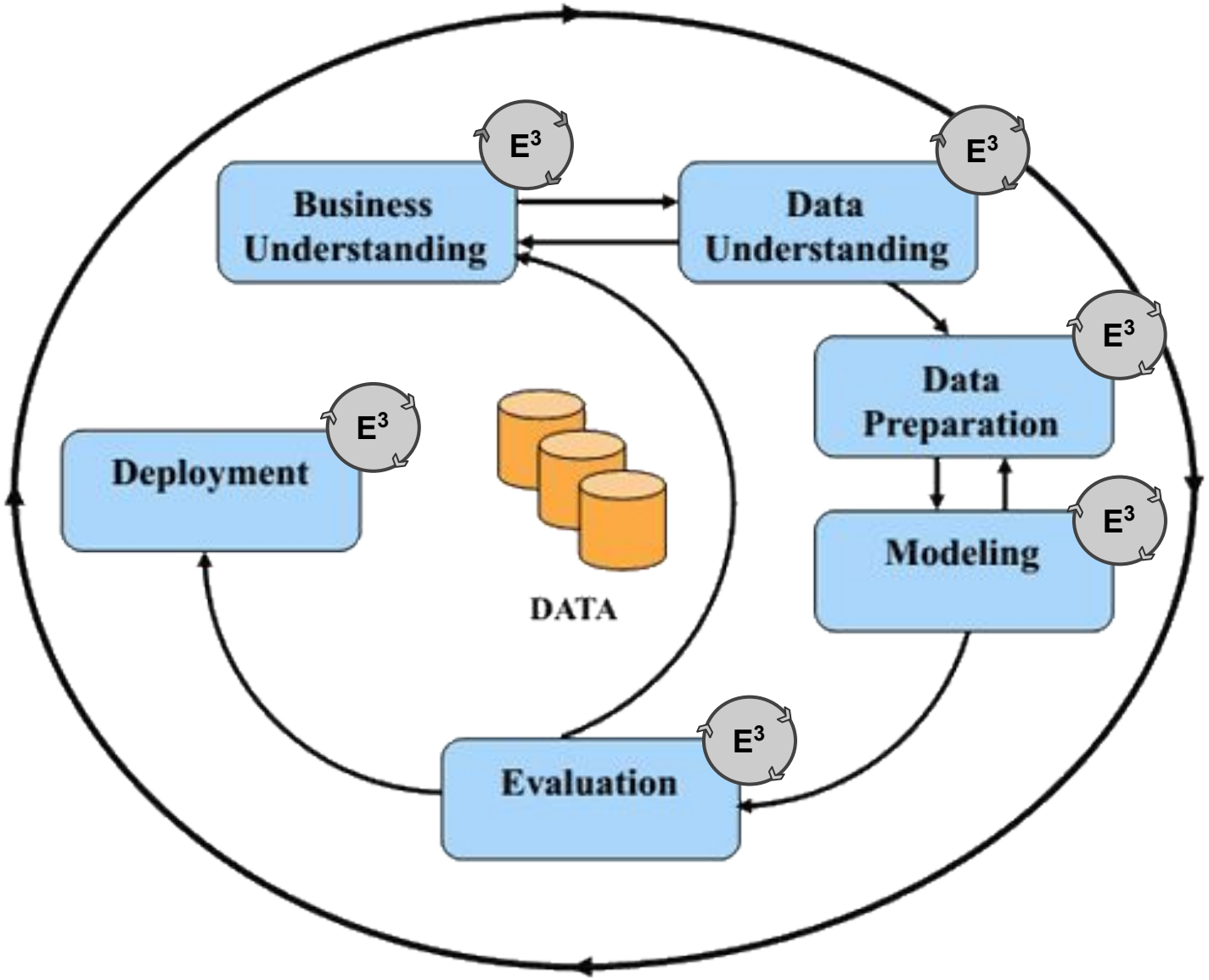
Every month of the program has technical communication content and support for writing and speaking.

Full Curriculum updated here.



CRISP-DM:

Cross-industry standard process for data mining



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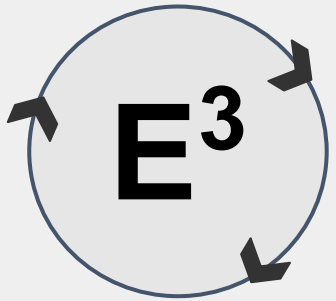


EXPECTATIONS

- What are your audience's needs, expectations, and wants?
  - What are your audience's challenges, hot topics, commonalities?

ETHICS

- How are you using ethos/logos/pathos?
  - How have you considered/addressed bias?

EXPLANATION

- What is the bottom line?
  - What's in it for them?

E^3 addition to CRISP-DM added by Dr. Sarah Egan Warren, updated 2021

Technical Communication Notes

- Google Docs
- Google Keep
- OneNote
- Other options…

Email Guidelines

- Read emails

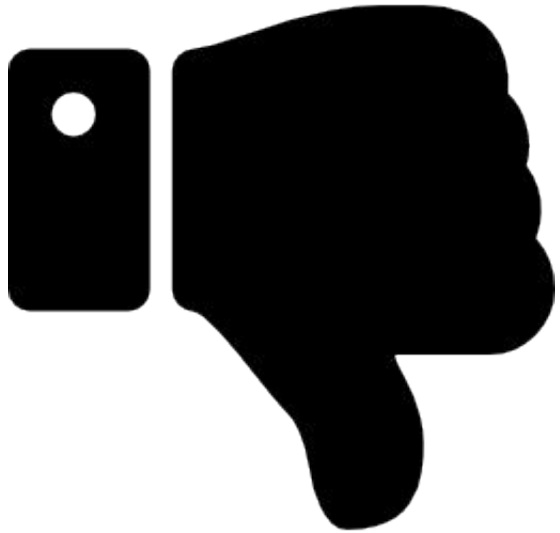
  MSA Forum Class of 2024
- Be professional in all emails

  My pet peeves: lack of response and “Hey”

  Match your tone to the sender (when appropriate)
- Signature block:

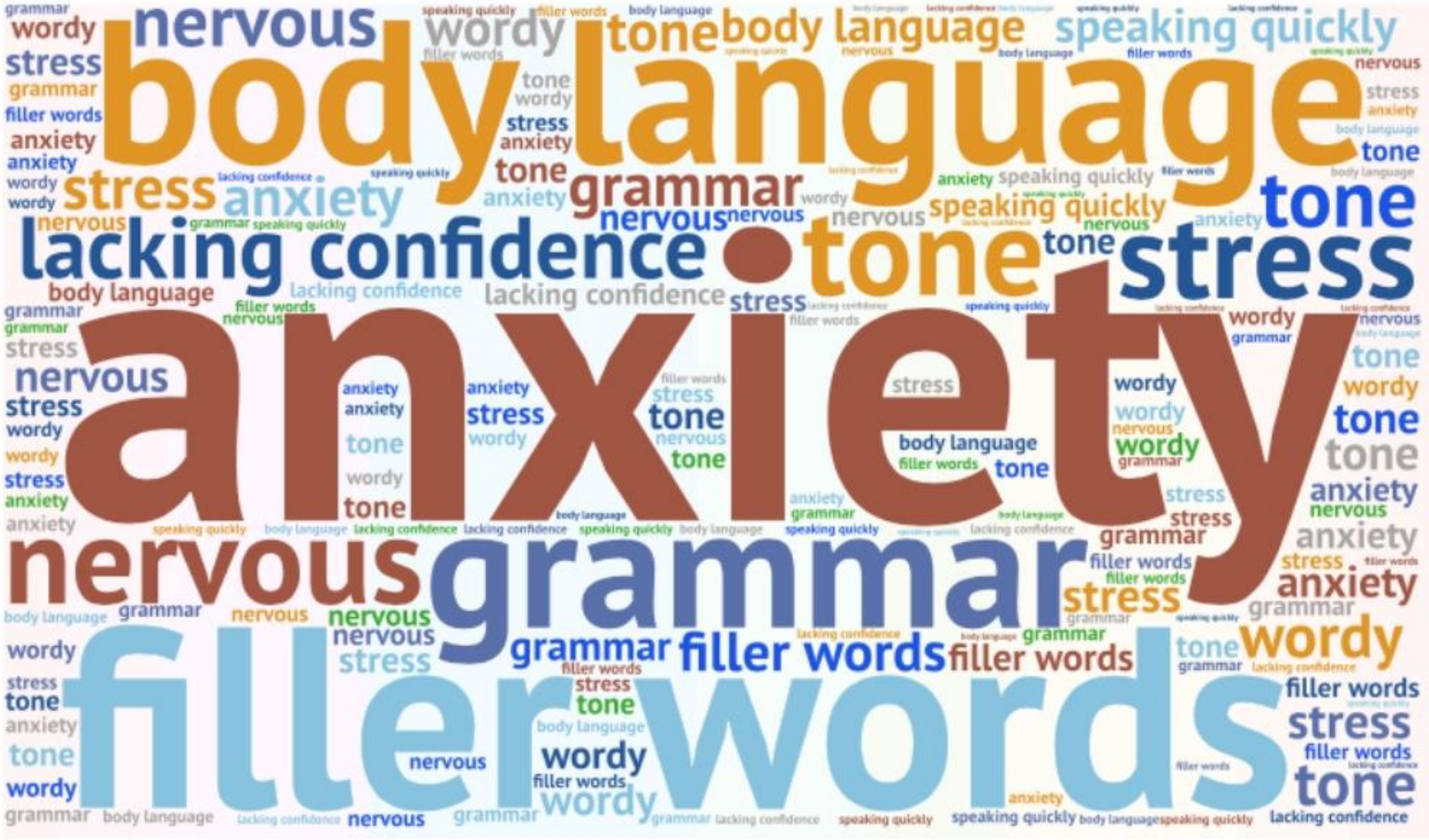
  “M.S. Candidate in Analytics at the Institute for Advanced Analytics, NC State University”

SWOT Results



Top Strengths Reported

Top Weaknesses Reported



- Individual Feedback
- Group Feedback
- Team Support
- Resources including Free Lending Library
- Grammarly (homework), Word's Spelling & Grammar Check for Practicum

- Virtual Presentation Strategies
- In-Person Presentation Strategies

- Tech Comm Introduction
- Tech Writing Introduction
- TIPS
- Thanks for the Feedback
- Summer Practicum
- Communication Week
- Writing and Blogging
- Ethical Considerations for Data Professionals
- Storytelling
- Optional Workshops
- Optional MSA Share 20
- Optional Improv4All
- Sponsor Calls
- Communication Meetings
- Class Presentations
- Dry Runs
- Midpoint Presentation
- Interview Presentations
- Practicum Reports
- Final Presentation
- Side Project Poster Session

Not Engaging
Not Trusting the Process

Presentation Feedback Class of 2023

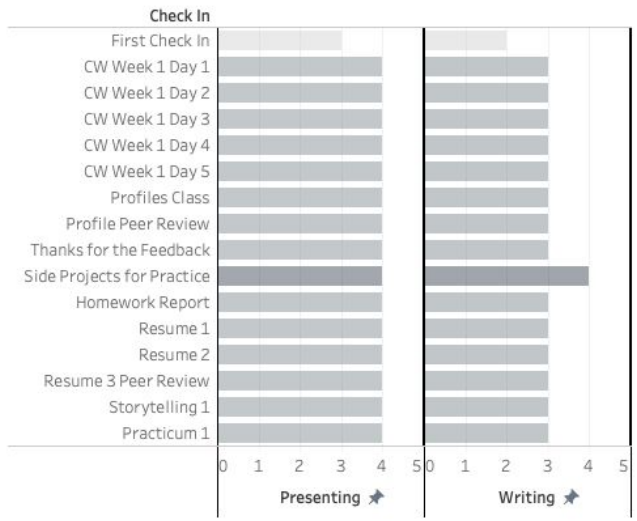
Novice Beginner Average Proficient Expert
1.000 5.000

Name
ZZ Chihuahua, Yoda

Presentation Strengths

Presentation Improvements

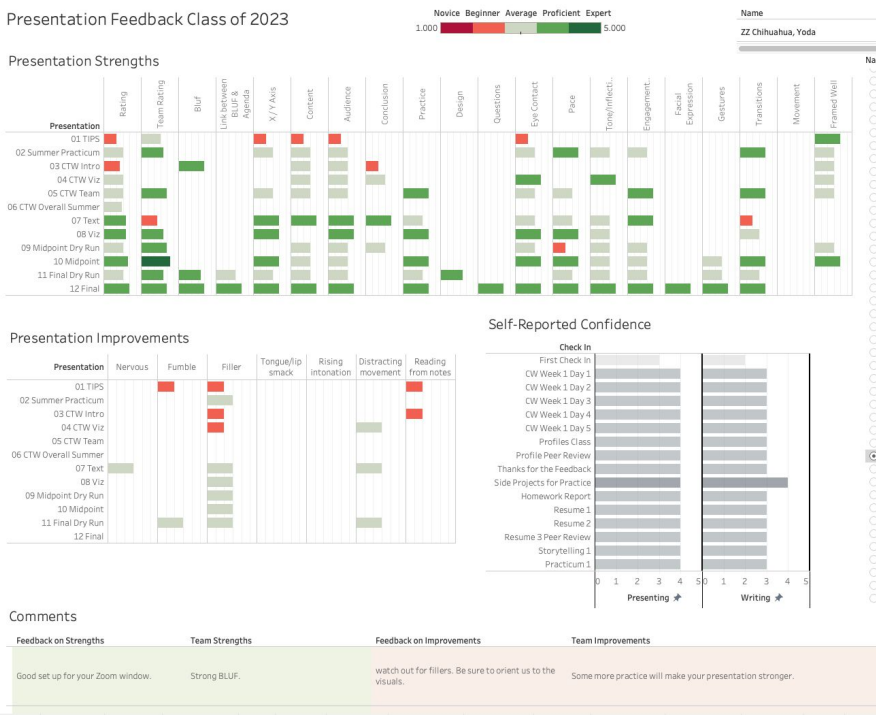
Self-Reported Confidence

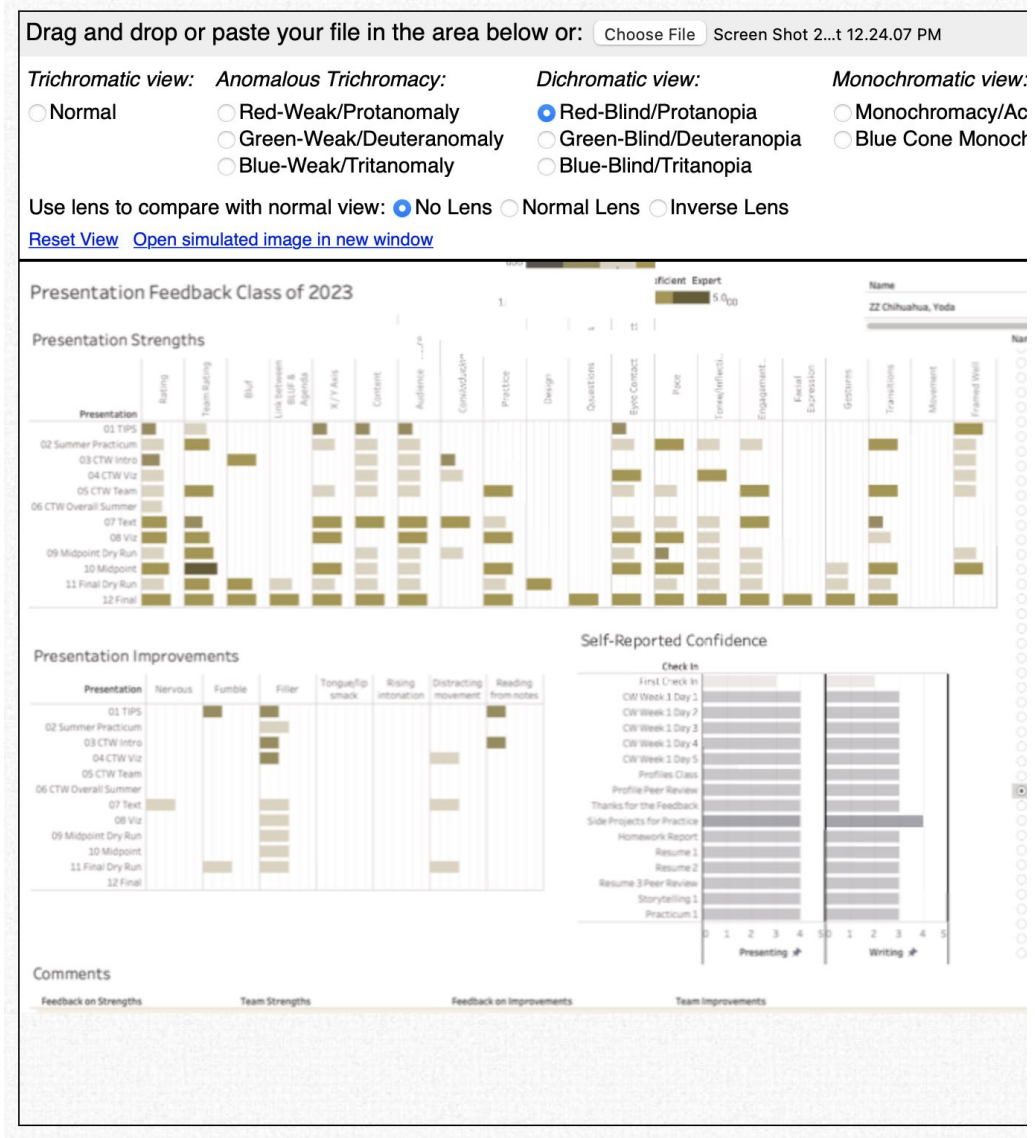


Comments

Feedback on Strengths	Team Strengths	Feedback on Improvements	Team Improvements
Good set up for your Zoom window.	Strong BLUF.	watch out for fillers. Be sure to orient us to the visuals.	Some more practice will make your presentation stronger.

Colblindor's Coblis-Color Blindness Simulator





Next

Tech Comm Intro

Expectations for Presentations

Best Practices

Resources

TIPS Prep

Finish reading all TIPS before Tech Comm class on Monday

Thanks for the Feedback

See reading guide

Ask me a question.

Team Time

1. Share contact information
2. Make a copy of TIPS
3. Establish a plan of what to do next
4. Read the TIPS this weekend