



**GUIDELINES  
JAY R. GOULD AWARD FOR  
EXCELLENCE IN TEACHING  
TECHNICAL COMMUNICATION**

**Society for Technical Communication**

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# Guidelines for the Jay R. Gould Award for Excellence in Teaching Technical Communication

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## Purpose

The Jay R. Gould award for excellence in teaching technical communication was initiated to

- acknowledge the importance of academic programs to the science and practice of technical communication, and to
- encourage excellence in the academic community by honoring those who have made an outstanding contribution to teaching the body of knowledge in this area.

This purpose is based on the following assumptions:

- As technical communication becomes more sophisticated and specialized, the need for a sound foundation in academics will become increasingly more essential.
- As the primary professional organization in the technical communication field, STC has a unique opportunity as well as an obligation to help stimulate, acknowledge, and honor excellence in the teaching and research, which provide the underpinnings of the profession.

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## Designation

The Jay R. Gould award for excellence in teaching technical communication was so designated because Jay R. Gould's career is an outstanding example of long-term commitment to and innovation and excellence in teaching.

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## Eligibility

A nominee must be a regular member of the Society for Technical Communication at the time of application. Nominees must have been involved in post-secondary education for at least fifteen years and have made a primary career in teaching the philosophy and theory of technical communication as a distinct discipline.

This is a teaching not an administrative award; that is, it recognizes those who have made a career of classroom teaching rather than those who have been primarily in academic administration. (This, of course, does not eliminate someone who has done both.)

Retirees who continue to be members of STC and who meet the award criteria are also eligible. Current award committee members and current STC elected board members are not eligible to be nominated for the award.

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## Frequency

The award is presented annually with no more than two award recipients in any given year. The committee has the discretion not to bestow any awards if it determines that there are no nominees that meet the award criteria.

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## Award Presentation

The award is presented at the Honors Event at the STC Summit. The Jay R. Gould Award Committee provides the citation for the certificate.

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## Criteria

Recipients should possess the following characteristics:

- A record of successful students, defined as those who are involved in STC, actively working in the profession, and making a contribution; this would include but not be limited to students who may be a recipient of Society recognition such as scholarship awards or memberships in Sigma Tau Chi, former students who have published in reputable journals including *Technical Communication*, and those who have been recognized in the Society's international competitions.
- A pattern of acting as a mentor, which is exemplified by an individual who is inspirational; who provides a model for technical communicators; and who is involved in activities outside the classroom to influence students.
- Innovation and creativity in teaching, demonstrated by going beyond the formulas in content and format, developing

innovative teaching methods; growth of the program in which the person is involved; and involvement in research that leads to changes in the way technical communication is taught.

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## Nomination & Selection

The award committee manager will be responsible for selection of committee members. The committee will encourage nominations for potential awardees from superiors (e.g., department chair or dean), co-workers, students, and others. It will solicit nominations by sending a yearly announcement to active media networks such as listservs for the Academic SIG, Association of Teachers of Technical Writing, and Council for Programs in Technical and Scientific Communication, as well as to other appropriate contacts. Additionally, the committee will prepare announcements for *Intercom*, the *STC Notebook*, STC chapter presidents and SIG managers, and all STC social media outlets.

Nominations will be forwarded to the committee chair by e-mail or letter. The committee manager will notify the nominee of the nomination and request that the nominee prepare materials describing how he or she meets the published award criteria. The nominee will forward this document and a standard curriculum vitae to the committee manager. In addition, the nominee will ask at least two people to prepare letters of recommendation that address the criteria in a manner that will flesh out details not readily available from the resume. These letters are to be sent to the committee manager directly from those making the recommendation. Copies of all this material will be forwarded to all committee members.

Committee members will examine the packets and then meet (via conference call) to discuss the candidates' merits and determine the ones chosen for the award. The committee chair will coordinate the discussion and referee any problems or difficulties in reaching a consensus. A summary of the nominating materials of the individuals chosen will be presented to the board of directors at their January or February board meeting. The board will be asked to confer the award on the committee's selections.

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## Submissions

Due dates:

- Nominations: **15 November 2019**
- Applications by eligible nominated candidates: **17 December 2019**

Nominations and applications should be sent via e-mail to both of the following:

Dr. Sally Henschel, Committee Chair  
[sally.henschel@msutexas.edu](mailto:sally.henschel@msutexas.edu)

M. Elaine Gilliam, Meeting Manager  
[elaine.gilliam@stc.org](mailto:elaine.gilliam@stc.org)