

My calling is two-fold: to work in multiple media, building effective, thoughtful, and appealing communications out of good design and good writing; and to serve InterVarsity staff and leaders, in their communication needs and by leadership within InterVarsity.

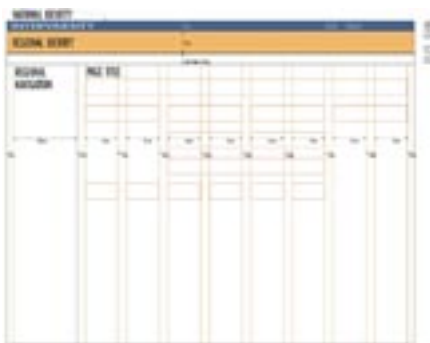
Style Conscious

Emerson wrote that “a foolish consistency is the hobgoblin of little minds” — but, if he really meant it, I figure he should have written, “A foulische consistancy ys da hobgobling o’ laytell meendes.” (Each of those spellings has been common at some point in the last 500 years.) Maybe the Sage of Concord wasn’t truly ready for anarchy after all.

Neither are we. In the interests of consistency — but not, I pray, with a little mind — I’m leading the effort to draft a comprehensive InterVarsity Web Handbook. The outline is now complete, and it covers everything from an overall purpose statement and decision-making procedures to email privacy and a glossary of technical terms.

Any organization has its own style, its own distinctive practices for publishing. (Exhibit A: that capital *v* in “InterVarsity.”) The Handbook will be our definitive style guide for linguistic, graphic, and technical matters online: How will we spell “email”? Do links include trailing punctuation? What about gender-inclusive language? And on and on. The goal isn’t monotony. Rather, the Handbook will help InterVarsity’s many online voices blend harmoniously.

The Web Team is also in the midst of work to provide online help within our Content Management System (CMS) application. In the coming years, more and more staff will be using our in-house publishing tools to create web content, so everything we can do to provide them assistance will yield significant results for a long time.



InterVarsity’s universal grid for webpage layout.

Tidbits

- ◆ One of my personal quirks that serves me well at work is a taste for Internet domain names. Dave Foster, Director of Information Services, has taken advantage of that and put all of InterVarsity’s domains into my hands. I currently manage **over 130 domains**, from the obvious (*intervarsity.org*) to the erroneous (*intervaristy.org*), from short (*ivcf.ws*) to long (*journalofchristiannursing.org*). The idea behind each of these is to make sure people can find us — and our dozens of national ministries — easily online.
- ◆ We care about seeing our alumni find **strategic positions** in the marketplace, so we’ve launched the *MBA Jobs* newsletter, to help connect Christ-minded businesspeople with good work opportunities. Visit MBAministry.org for more info, to sign up, or to let us know about openings you’re aware of.
- ◆ Speaking of jobs, if you have operational and administrative skills, a calling to mission in the university world, and the ability to move to Madison, Wisconsin, we’d love to talk with you about joining the GFM office team as **Operations Coordinator** for Faculty Ministry and Professional Schools Ministries. Please email me. (And join us in praying for the right person for this crucial position.)

Next Up

- ◆ In January, Ann and I will join our 1,300 colleagues in St. Louis for InterVarsity’s **triennial Staff Conference**. “SC05” will give us opportunities for training, worship, networking, and undoubtedly some fun, too. The location is strategic, because it will give us a first peek at where we’re holding our Urbana Mission Convention in 2006.

Site Seeing

Browsing among thistles? Here are a couple tasty sites to try:

- ◆ If you still have Christmas shopping left (I know I do), you need **froogle.com** — the ecommerce search site as awesome as Google is (because it’s by Google). Unbiased comparison shopping: love it.
- ◆ Your tax dollars at work: the Department of the Interior publishes the interactive **nationalatlas.gov**, stuffed with info on everything from population density to nighttime lights and West Nile Virus.
- ◆ Lots new at JonBoyd.org: my recent talk on Daniel 1, a note about the verb *don*, news about my Advent films, philatelic info, and more.

Boyd’s Eye View

- ◆ Ann and I are sorry to say we suffered a miscarriage in October, a loss we’re still learning how to grieve. We take comfort in her good health and in the consolation God has given in many supportive friends and family. And we have good hopes for a baby in the future. Ann has written up some of our reflections better than I can, which you can read in her November newsletter online at annagram.org.
- ◆ Is it true you can never be too rich or too thin? I don’t know about that, but you *certainly* can’t have too much bookshelf space. Until now our living room was curiously devoid of shelving (though there isn’t another room in the house that lacks at least some). Now we’ve remedied that, with the help of our friends at Ikea. There I am in the photo, finishing the job, badly in need of a haircut.



Facts

Jonathan Boyd

Associate Director
Graduate & Faculty Ministries
Web Producer
Information Services
InterVarsity Christian Fellowship

5231 N Saint Louis Ave
Chicago IL 60625-4705
(773) 588-0231
[jboyd\[at\]octothorp\[dot\]jus](mailto:jboyd@octothorp.jus) ≈
[jboyd\[at\]intervarsity\[dot\]org](mailto:jboyd@intervarsity.dot.org)

Off-Line is sponsored by the Futura
Condensed ExtraBold *fj* ligature: **fi**
Visit InterVarsity.org & JonBoyd.org

To make a tax-deductible contribution to support my ministry, make checks payable to InterVarsity and mail to PO Box 7895, Madison WI 53707. Please include a note saying “For Jon Boyd.” You can also give securely online; for info, visit JonBoyd.org and click on “Donate.”

Prayer Requests

Please pray with me:

- ◆ That the Web Handbook and online help serves editors well
- ◆ For our safe travel to and participation at InterVarsity’s Staff Conference, January 5–9
- ◆ For the \$1,700 I need to be in the black by December 31