



To-Do Lists for Web Accessibility

By Karen Mardahl

How, where, when, and why do people access the information they need? When technical communicators work with information technology, accessibility should be a natural part of their mindset. I admit that I see accessibility in almost everything: floor surfaces, store announcement systems, telephone buttons, subways, public gardens, just to mention a few items. With a mother who was a special education teacher for many years, I was exposed at an early age to the idea that each of us have different ways of learning and perceiving things in our lives, and my accessibility mindset was born. This particular article focuses on Web accessibility...[Read more](#).

- **The Edge of Culture**

The Intercultural Mind

If the computer is a good metaphor for understanding how the mind works, then culture is its software. The term computer was originally used for referring to people who spent their days crunching numbers and outputting data...[Read more](#)

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This workshop (7-8 September 2007) is intended to provide in-service training for K-12 teachers in order to build technical literacy in schools. IEEE sponsors the workshop and provides IEEE volunteers to teach it.... [Read More](#).

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Feature

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How, where, when, and why do people access the information they need? When technical communicators work with information technology, accessibility should be a natural part of their mindset. I admit that I see accessibility in almost everything: floor surfaces, store announcement systems, telephone buttons, subways, public gardens, just to mention a few items. With a mother who was a special education teacher for many years, I was exposed at an early age to the idea that each of us have different ways of learning and perceiving things in our lives, and my accessibility mindset was born.

This particular article focuses on Web accessibility. Even if you do not work directly with Web accessibility issues today, one day, they may affect your company Web site, and they may provide you with an opportunity for a career advancement. Learning about accessibility can be overwhelming. There is so much information available in books and on the Web. Because so much material is available, I decided to make a to-do list for getting started with accessibility. I made a separate to-do list for those who have worked with accessibility for a while, and who do not need yet another introduction to accessibility.

Accessibility Novice To-Do List

If you wonder why you should care about Web accessibility and what it has to do with you, this is the list for you.

Get a Grip on Accessibility

Learn about accessibility through the people who need it. The potential customers of your company's products or services can have all kinds of disabilities. You need to know whether there are accessibility issues that prevent these people from becoming your customers.

- The article, ***How People With Disabilities Use the Web***, from The **Web Accessibility Initiative** (WAI), and the online book, ***Dive Into Accessibility***, by Mark Pilgrim, present scenarios and personas that highlight various accessibility issues. At this early stage, just read the descriptions of people in the online book. You can always return to this book when you want to try creating your own accessible Web site. (The online book is available in several languages.)
- WAI (<http://www.w3.org/WAI/>) of the World Wide Web Consortium (W3C) provides an quick introduction to Web accessibility in the form of an **HTML slide show** or an **article**.
- WebAIM, a non-profit organization within the Center for Persons with Disabilities at Utah State University, has also written a nice introductory article to **Web accessibility**.
- Once you begin to grasp the general ideas in the previous references, WAI can take you even further with a useful

article titled ***Developing a Web Accessibility Business Case for Your Organization***, which covers the social, technical, financial, and legal and policy factors involved in developing a business case. It is a good background explanation at this stage of your education, and later, you can return to it for inspiration in preparing a similar business case for your own purposes.

For a break from the computer, you might want to find a good book to read. The AccessAbility SIG of STC has **lists of books that about accessibility**. One that I especially like is Mike Paciello's *Web Accessibility for People with Disabilities* (CMP Books, 2000). Although some of the product information in the book is out of date, there is value for the novice in the introductory material, which includes understanding information about legal requirements and policies, the use of standards and guidelines, and identifying barriers to Web accessibility.

Spice up your daily commute to work or your household chores with some podcasts about accessibility. The **Web Axe podcasts** provide accessibility tips and tricks. Many of the **Boagworld podcasts** cover specific accessibility issues at a not-so-technical level. They are quite valuable and useful. The relaxed attitude and British accent add a certain charm to this podcast series.

Discuss Accessibility With Others

Participating (or lurking for a while) in discussion groups or forums is an excellent way to learn more about accessibility. Discussion lists are available through the following organizations:

- **WebAIM**
- **AccessAbility SIG of STC**
- Beginner forum at the **Accessify Forum**
- **WAI Interest Group**
- **Web Standards Group forum**.

By the way, these discussion lists are not limited to novices. Everyone is welcome to participate.

Commenting on blogs is another way to discuss your findings and to ask questions. Jared Smith of WebAIM put together a far from comprehensive **list of blogs related to accessibility**. You might want to bookmark many of these blogs for future reference because many of the bloggers are quite passionate about accessibility and will make great companions on your journey.

Get Your Hands Dirty

When you want to start designing or developing accessible Web sites, one online resource is Westciv. They are well-known for their many **tutorials** about Web standards, as well as free online courses.

Jim Byrne and Associates over at **GAWDS** provide a self-study training course that introduces you to the Web Content Accessibility Guidelines from W3C.

EASI provides courses, podcasts, and webinars about accessible information technology.

The previous **overview of books** has more to offer you now, such as *Access by Design: A Guide to Universal Usability for Web Designers*, by Sarah Horton, or *Constructing Accessible Web Sites*, by Thatcher, Waddell, Henry, et al.

Accessibility Expert To-Do List

Has it been a long time since you read something new and innovative about accessibility? Have you “seen it all” before? This is the checklist for you. Show us your talent!

Teach Others

If you know so much, why not share that with others through teaching and lecturing? Share your knowledge through regular classes or lectures at a local school or university. Give a lecture or workshop at conferences offered by organizations such as **IEEE-PCS**, **STC**, **UPA**, **ACM SIGACCESS**, **HCI**. The list can go on.

You can also share your knowledge by joining forces with others like the **Web Standards Project**, a “grassroots coalition fighting for standards which ensure simple, affordable access to web technologies for all.”

Do Research

If requirements and specifications for projects are the same year after year, it may be difficult to convince management to introduce new concepts, such as accessibility and usability. They want to know what value accessibility will add to the project. Set up tests and research so that accessibility promoters and evangelists will have a growing resource of substantial and quantitative data to support their arguments.

Here are some articles to get you started on your research:

- How to prepare your case (<http://www.webpronews.com/expertarticles/2005/11/07/implementing-web-standards-in-the-enterprise>)
- Discussion of the ROI from a conversion to web standards (<http://www.mikeindustries.com/blog/archive/2003/06/espn-interview>)
- ROI for usability (<http://www.useit.com/alertbox/20030107.html>)
- More ROI statistics in an article from the Royal National Institute of Blind People (UK) (http://www.rnib.org.uk/xpedio/groups/public/documents/publicwebsite/public_backlash.hcsp)

Write the Standards

The **WAI** of the World Wide Web Consortium (W3C) can use your expertise. WAI is developing resources and guidelines concerning Web accessibility. They welcome “volunteers to review, implement, and promote guidelines” and “dedicated participants in working groups”. The newest WAI activity is work on the *Accessibility for Rich Internet Applications (WAI-ARIA) Suite* (<http://www.w3.org/WAI/intro/aria>), which explores the implications of dynamic Web content and rich Internet applications for assistive technology.

Other organizations that could benefit from your experience and knowledge are **OASIS**, where you can find links to the DITA and XML communities, or **ISO**. You can find more information about various standards groups on the **Standards page of the STC Forum**, or contact Mark Haselkorn and George Hayhoe, the standards liaisons for IEEE-PCS or contact Annette Reilly of the STC Standards Council through STC. Many of these standards groups have a subcommittee that focuses on accessibility. Otherwise, stay tuned for articles about standards in a future edition of this newsletter.

Which list are you prepared to use?

Karen Mardahl is a technical writer based in Denmark. She comanages the AccessAbility SIG of STC with Lisa Pappas. When time permits, she blogs (www.mardahl.dk) about technical communication, accessibility, and other related odds and ends.

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Tools

Structured Authoring

by Neil Perlin

Structured authoring has become an increasingly hot topic in recent years. In theory, it can make documents easier for users to read, easier for authors to write, and easier to single source. It isn't perfect, of course. It reduces authors' creativity. It demands more detailed planning and a higher level of technical skill and rigor than your company's culture may support. It can get political. And nothing is ever as easy as its adherents claim. But the benefits should offset the drawbacks. So let's select an authoring tool and get going!

Just one problem... what is structured authoring?

Outside the DITA and structured Framemaker communities, there's little consensus on an answer. So how do we justify structured authoring, never mind do it? In this column, I'll suggest four different definitions. One is silly, but it's here to make a point. I'll then explain why, in my opinion, there's no one correct definition. Instead, the appropriate definition depends on each company's intent for its material and its culture, not the technology or the tools.

Definitions of Structured Authoring

So what is structured authoring? Here are four operational, not theoretical definitions:

1. Hand-formatted.

All the material is in Normal style, with the heads and sub-heads hand-formatted using the formatting toolbar. This is common in documents created in Word. The material has a visual structure but no programmatic structure, so there's nothing at the code level for conversion tools to work with. (This isn't entirely true. RoboHelp has a Word import parser that tries to infer what the author was trying to do. It's surprisingly effective but doesn't solve the basic problem – authors who don't use “true” styles.)

This is the silly definition I mentioned. If it's silly, why list it? The reason is that authors need to understand the difference between visual and programmatic structure in order to create “truly” structured documents. Many authors don't. Until they do, any structured authoring effort is likely to fail because the authors won't understand what they're doing. As far as they're concerned, it's just a change in how they work but for no clear reason.

2. Structured using heading styles.

The material now has a programmatic structure that can be used for further processing, such as telling a help authoring tool's import feature to split an incoming Word file into separate topics every time it find text in a particular heading style. This is common in documents created in Word or mainstream help authoring tools by authors who are just starting to use styles.

This is better than option 1 but still far from perfect because the programmatic structure – controlled by the styles – is at the author’s discretion and not enforced by the software.

3. Structured using heading styles and a template.

The material has a programmatic structure that supports further processing, like option 2. This is found in documents created in Word or mainstream help authoring tools by authors who are moving beyond simple styles and creating templates that incorporate styles or style sheets.

This is better than option 2 because the template supports the use of styles. The author no longer has to apply styles manually by selecting from a style sheet or pulldown. Instead, the author simply types headings, text, etc., in different parts of the template to which the template’s creator has already assigned styles. The author’s material gets automatically styled. What’s still missing, however, is enforcement of the styles. Authors can modify the styles at their discretion and the software won’t stop them. Which brings up the final option.

4. Structured by adhering to a DTD or schema, like DocBook or DITA.

The material now has a programmatic structure that’s defined by and enforced by the software; material must follow the structural rules dictated by the DTD or schema. GUI authoring tools that work this way “know” where the author is within the body of a document and will only let the author do things that are legal according to the DTD or schema. For example, an author could only insert a level 2 heading after a level 1. The software won’t let the author insert a level 3 heading after a level 1 heading.

So option 4 is clearly the best. Or is it? Although it is best in terms of the support and enforcement of structure, it may not be the best choice in many cases because of issues of intent and culture.

The Intent and Culture Issues

Intent and company culture may force authors away from option 4, no matter how good it seems. Consider these issues involved in adopting option 4:

- Current mainstream tools like Word and help authoring tools support styles and templates but don’t support structural enforcement, so companies will have to buy new tools. With the cost of new tools comes the cost of training and lower productivity until authors learn the new tool. (Many companies skip training and tell authors to “figure it out.” This is a short-term savings but a huge long-term loss because of the inefficiency with which the authors use the tool.)
- Option 4 uses technologies like CSS and XML that may be new and unfamiliar. Authors do not need to be experts in those technologies, but they should understand at least conceptually how those technologies drive their authoring tools. If they don’t, they won’t use the tools effectively because they won’t understand why they’re doing what they’re doing.
- Option 4 demands a higher level of development rigor than many companies now follow. For example, authors must use a style sheet as is; they can no longer tweak a style a little bit “just this once.” Authors must check documents into their CMS at the end of the day rather than waiting until tomorrow morning because “it’s going to snow and I have to leave now before the roads get jammed.” And so on...

So moving to option 4 will be difficult for many companies. If those companies don’t plan to use or single source their

material in ways that call for the structural rigor of option 4, they won't be able to justify the cost of changing. Or if a company's culture doesn't emphasize technology, training, and rigor, the authors may adopt option 4, but will have trouble making it work. Instead, option 3 or even 2 may be the better choice.

In summary, the working definition of structured authoring should be based on the circumstances in which your company finds itself, not on one generic, forced definition. Only then can you start the process of creating structured material with confidence.

***Neil Perlin** is president of Hyper/Word Services (www.hyperword.com) of Tewksbury, MA. He has 28 years experience in technical communication, with 22 in training, consulting, and development for online formats and tools like WinHelp, HTML Help, JavaHelp, CE Help, RoboHelp, Flare, Captivate, and others now known only in legend. Neil is a member of IEEE and STC, an Associate Fellow of the STC, and the founder and manager of the STC annual conference's *Beyond the Bleeding Edge* stem.*

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The Edge of Culture

Editor's Note: Matt is our new columnist on international communication. His column will appear every other month.

The Intercultural Mind

by **Matthew McCool**

If the computer is a good metaphor for understanding how the mind works, then culture is its software.

Computational Theory of Mind

The term computer was originally used for referring to people who spent their days crunching numbers and outputting data. These human computers would spend their days manually calculating basic mathematical functions of probability and logic.

Astronomers in the early 20th century were also referred to as human computers, and Henrietta Leavitt is perhaps the best known thanks to her work on variable stars.

But the term computer as we know it today really took hold in the 1950s, and is often attributed to John von Neumann. At the time, it was believed that computers should consist of a central processing unit, storable memory, algorithms for executing instructions, and logic gates for controlling data. Despite advances in quantum computing, this format—now known as the von Neumann architecture—is synonymous with modern commercial computing.

All of this is rather interesting for two reasons. First, computers and computation were initially used for referring to human feats of logic, and that means the kind of computation done outside of computers. But, computers and computation are interesting for another reason. The modern computer was first conceptualized on the best understanding of how the mind worked. Like brains, it was believed that a computer should have a processing unit, long and short-term storage, parallel computation, and an ability to execute instructions.

Does this mean that a computer is like the mind, and that the mind is like a computer? Not exactly. The idea that the mind is like a computer is really just a metaphor, but it's far from arbitrary.

Minds absorb, compute, and respond to information. This kind of statement seems banal until you realize that it's exactly the sort of thing you expect from a personal computer. Minds and computers process information in different ways, but they share some of the same properties for solving problems. The idea that the mind is like, but not the same as, a computer has recently taken flight in psychology and neuroscience.

Harvard psychologist Steven Pinker is a strong proponent for what's called the computational theory of mind. The basic premise of the computational theory is that the mind consists of modules dedicated to specific tasks that, in turn, collaborate with each other to solve specific problems. The frontal lobe, located behind the eyes, is responsible for rational thought and

moral decisions. The frontal lobe's primary function is to make calm and rational decisions, but that doesn't mean it can't leverage other aspects of the mind. In fact, according to the neuroscientist Antonio Damasio, making decisions is closely tied to the emotional seat of the brain.

Culture as Software for the Mind

What makes these ideas attractive is that some of the most useful ideas about minds and machines have always come from each other. While helpful, the computational metaphor has a limitation—it lacks software. Computer hardware was first modeled on the mind, and the mind began and has recently prospered on the idea that it's like a computer. But where is the software for these mental machines, and why does it matter?

The answer is found in the work of Geert Hofstede, a social scientist who began his career at IBM. Hofstede's job was to survey IBM employees around the world about job satisfaction, security, advancement, and other career characteristics. What he found was a remarkable consistency in the data.

Although Hofstede wasn't looking for patterns across countries and cultures, that's exactly what he found. For example, he discovered that US employees were comfortable giving advice to superiors, often felt their tenure would be short-lived, and expressed interest in individual achievement. Responses were quite different in France, where employees felt less comfortable giving suggestions to superiors, perceived their employment as fairly long term, and expressed interest in collective or group-oriented achievement. What Hofstede unearthed wasn't simply a different approach toward job satisfaction. He found the software of the mind.

Hofstede's work was astonishing, but it hasn't been without controversy. Many scholars and social critics believe Hofstede's results are too generalized, that IBM employees surely can't represent a country or a culture, and that the dynamic traits of societies can never be examined by empirical measures. All of these concerns are legitimate, but they're also not especially problematic.

Hofstede never said that a cultural trait is always homogeneous, that IBM employees are the same thing as countries, and that culture is merely a static system. Hofstede finds exceptions in all of the values he examines, but such exceptions often end up proving the rule. The idea that cultures are not so much groups as they are individual people is prominent in the US, which is exactly the kind of critique one expects from a culture that values self-reliance. Of the 60+ countries that Hofstede surveyed, the US ranked number one in individualism.

Like the software on your computer, the mind's software is sometimes divided into sections or modules dedicated to solving problems in the environment. Concepts of time, forms of communication, relationships with groups, tolerance for the unknown, and ideas of accomplishment are but a few of the modules we find in the mind's software. Each of these modules (among others) creates what's called the intercultural mind, a computational brain hard-wired by culture to solve not only the problems of our ancestors, but also our local environment.

This is a crucial understanding of culture because it influences many aspects of science and technology. Take the module of uncertainty, which is the desire to avoid unknown or ambiguous situations. Uncertainty arises for a number of reasons, but tends to be elevated among cultures subject to recent sociopolitical conflict, economic instability, or a public health crisis. Various degrees of uncertainty lend themselves to different pursuits of knowledge.

High uncertainty avoidance cultures are often characterized by a desire to avoid empirical research, which gives way to a

strong theoretical streak. Einstein, Freud, Gödel, and Marx were all from high uncertainty cultures. Low uncertainty avoidance cultures frequently produce applied scientists. Feynman, Skinner, Quine, and James March were all from low uncertainty cultures.

The thrust of this difference is based on the notion that testing ideas will lead us down the road of uncertainty, and that means having to revise our ideas of how the world works. Empirical research occurs only in the service of truth, and such methods are traditionally used when people feel comfortable when proven wrong. Mountaineers who tackle Everest often lead relatively safe lives.

But the cultural software of uncertainty has other implications. High uncertainty avoidance can lead to unnecessary fins on aircraft wings, constrained navigation in web applications, and dogmatically incorrect opinions about quantum mechanics. Although methods for coping with uncertainty are hard-wired in all of our brains, the software of culture has a lot to say about how these warning signals are fired.

The intercultural mind is real, and the more we know about how it works the better our chances for collaborating on a global scale. We'll tackle the intercultural mind in the next issue when we dissect a practical example about uncertainty and technology. Science and technology may be among the mind's best work, but culture is always the vehicle by which it travels.

***Matthew McCool** began his career doing research in neuroscience, but eventually gravitated toward literature and rhetoric. Matthew teaches writing in technology, science, and culture at Southern Polytechnic SU in Atlanta, GA.*



Professor Grammar

Finding Fungi in the Forest

by Professor Grammar

The Professor recently returned from an expedition in the forests of coastal Oregon in the company of her old friend Dr. Mycophagous. What sort of expedition, you ask? Wild mushroom hunting! Because the Professor's only interest in wild mushrooms is eating them, she was rather clueless about the aspects of seeking them out in the wilderness, and had to rely entirely on Dr. M. to guide her to the edible varieties. Thus, whilst navigating the dank and somewhat mystical forests and trying to keep track of the wandering Dr. M, the Professor became fixated on how one looks for and finds things, whether fungi in the forest or instructions in technical information.

In the forest, if you don't have quite a bit of experience and knowledge about the various species and types of mushrooms, you are no better off than if you try to use a Microsoft book to create a Linux application. Users of technology shouldn't be required to have an extensive background in using a product in order to acquire further information about the product. Nor should they require a tutorial to teach them how to find the information in the first place.

Sometimes, users try to find specific information and become as lost as the Professor was when Dr. M caught wind of a *Hericum abietis* and darted off into the forest deep. Because technical information is not always designed for "findability," many users too often can't get the answers they need. And, while they might not end up eating poisonous mushrooms, they might at best become frustrated or, at worst, end up damaging their data or applications because they couldn't find the information to help them out of a jam.

So how do you help users down the path to the edible fruit? Consider the main methods that users use to find information:

Search

When users enter a keyword and click *Search*, they might receive a huge list of results because the string that they entered appears multiple times in many topics. Search results are often ranked according to how many times the string appears in the topic. For example, you might want to read some general information about the WebSphere Portal Setup Manager, but because the string "setup manager" occurs more often in other topics, the general topic is not at the top of the list.

Be sure that you understand how the search function works so that you know how results are returned to the user. If you can provide metatags with keywords to facilitate the search, do so.

Navigation pane or table of contents	<p>Online libraries often contain large amounts of information--literally an entire product library or multiple libraries, with all topics accessible from one navigation pane. If not properly organized, the navigation tree can be daunting.</p> <p>Organize the navigation tree so that users know immediately which branch to open to get closer to their topic. For example, don't put a topic about installing the portal server in a branch labeled "Configuring." If users want to install something, they are probably going to look in "Installing."</p>
Index	<p>The lowly index--usually the last thing we pay attention to when we are writing, but often the first place users go when they need to find something. And, don't think that the index isn't so important when a search feature is available. Search isn't a substitute for a good index because users still want to be able to root around to find what they're looking for. To use search, you must know what you're looking for.</p> <p>Do not neglect your index. Every topic should have a minimum of two entries, and those entries should use words that users would look for in the index.</p>
Links and cross-references	<p>Like the index, related links are often neglected until the very last moment. Sometimes this is out of necessity--you need all the topics to exist before you can link them to each other. However, a good information planner should develop a map of the needed topics and their relationships before the information is even written. Even if you aren't that good at planning, you should have enough idea about which topics are related to put in placeholder links as you develop your information.</p> <p>Know how your topics fit together and provide the appropriate related links.</p>

Now that you know about these key methods for helping your users find information, perhaps you are wondering how the Professor ever found Dr. M after he disappeared in his quest for *Hericum abietis*. It just so happens that she had possession of the picnic basket, and when she opened the thermal carafe of hot Mulligatawny soup, he quickly materialized out of nowhere, following his perceptive proboscis.

Copyright (c) 1996, 2005 by IBM Corporation. Used with permission. Professor Grammar is an advisor to the IBM Silicon Valley Laboratory Editing Council. Each month, she sends a lesson to the technical writers at the laboratory. Many of Professor Grammar's lessons are based on tenets described in the Prentice-Hall book, Developing Quality Technical Information: A Handbook for Writers and Editors, which was recently authored by the Council.



President's Column

The Flood Gates Open

By Luke Maki

My absence in recent issues of the Newsletter has resulted in a lot of information needing to be shared to queue up, so use the links below to aid you in accessing those of most interest to you. None of the information is time critical, and I appreciate your understanding.

- [PCS Fellow Review Committee](#)
- [Outcomes from June AdCom Meeting](#)
- [PCS and the TMC](#)
- [SMDL: To Buy, or Not to Buy, for PCS Members](#)
- [PCS Website: A New Beginning](#)
- [IEEE Medal of Honor Winner 'Supports' the PCS!](#)
- [IPCC 2007](#)

PCS Fellow Review Committee

I am very pleased to announce the formation of a PCS Fellow Review Committee this year; they have already completed the review cycle for this year with a PCS candidate submitted the first part of the year (the outcome of the review will not be known until later this year). Serving on the committee were the following Fellows, members of PCS, and year and citation for their own elevation into the Fellowship:

- [**W. Ross Stone, Chair**](#) (1991, for contributions to the fields of inverse problems and computational electromagnetics)
- [**Raymond D. Findlay**](#) (2002 IEEE President; 1994, for contributions to analysis and measurement of electrical machine characteristics)
- [**Amitava Dutta-Roy**](#) (1995, for contributions to the development of techniques and programs for the effective dissemination of information on computer networks and communication technologies in Brazil)

Speaking for the AdCom, we truly appreciate the time and effort these leaders in IEEE were willing to volunteer!

The following IEEE website contains information about the Fellow nominating and evaluation process:

http://www.ieee.org/web/membership/fellows/fellow_steps.html

Of interest to all of you, as well, are the changes made to the Fellow Process in the past two years. The changes better

recognize the important roles that practitioners can play in an engineering setting. Practitioners of professional communication: Take Notice!

http://www.ieee.org/web/membership/fellows/program_changes.html

The number of IEEE Senior Members who can enter the Fellowship are limited. According to IEEE Bylaw I-306.9, the total number of Fellow recommendations in any one year must not exceed 0.1% of the voting membership on record as of 31 December of the year preceding.

Outcomes from the June AdCom Meeting

The most recent AdCom meeting was held in Piscataway NJ USA 31 May - 2 June, with 1 June being held at IEEE headquarters. Speaking for the AdCom, we appreciate the efforts of Jayne Cerone, in coordinating and attending the many presentations provided on 1 June by IEEE staff members, and the presence of Mary Ward-Callan (IEEE Managing Director, Technical Activities) during our meeting as well. There were many excellent presentations that provided clarity regarding IEEE operations, and the support and tools available to societies in general and to PCS specifically. In addition, the AdCom discussed and debated some items that affect the future of PCS in terms of operations, services, growth, and interactions with other IEEE entities.

See the [AdCom](#) article for more information.

PCS and the TMC

The most significant decision made by the AdCom was to join the new Technology Management Council as of January 2008 as a Sustaining Society. This decision was made after deliberating the topic since last year, when the Engineering Management Society determined that the best way to serve IEEE was to become a Council. Councils do not have individual members; rather, other IEEE societies are members, and each member society has a seat on the Council's governing body. The publications and conferences of what was the EMS will continue as the TMC, and subscriptions to them will remain available to prior members of the EMS (instead of paying EMS dues and obtaining the publications as an EMS member, individuals will subscribe to the publications of the TMC with the money they were previously paying for dues).

Now, why did the AdCom vote to have PCS join as a TMC Sustaining Society? The following is my personal assessment of the reasons, and may not necessarily reflect all of the reasons held by other AdCom members, but I think they are representative.

First, there is some synergy between the EMS and the PCS, and at the same time each can bring something unique to collaborative opportunities. This has been demonstrated in past PCS conferences and events, and these 'best practices' need to be exercised to a greater extent.

Second, by becoming a part of a Council with many other IEEE Societies, the opportunity for PCS to develop collaboration opportunities with these other societies is enhanced. Perhaps the first thing to do, however, is to introduce or re-introduce the PCS. The PCS is one of the smaller societies, and I have been told even recently that the perception of the PCS by some is that of a 'service organization' (as in a set of volunteers ready to help with slide preparation, editing, or web design). We all know that, while it is true we have many members who are well-versed in best practices in these and other skills, we have in fact:

- Practitioners in companies, or even principals in their own companies, providing these services
- Many academicians doing leading research in the Fields of Interest of the PCS
- Engineers and other professionals who are looking for:
 - practical guidance in developing a communication 'deliverable,'
 - applications from the research aforementioned, and
 - even the research itself as it applies to their work (usability, web design for technical information presentation, etc.)

But, I digress, and the above digression is most likely lost on you, the reader, as you ARE a member of PCS, and know this already. My point is that, by becoming engaged with the TMC, the PCS representative to the TMC can work to ensure what PCS has to offer is understood, and becomes part of collaborative efforts for the benefit of IEEE members in those and other societies.

Finally, joining the TMC does have some financial commitment involved, but the potential gain to the members of IEEE in general and to the mission and members of the PCS is perceived to be greater. As a Sustaining Society, \$5000 has been budgeted in 2008 to join the TMC. These monies are a sign of commitment to participate, and in fact the TMC business plan has this money coming back to the Sustaining societies in the 4th year following TMC origination.

In addition, the PCS needs to budget for the travel costs of the PCS representative to TMC meetings; the AdCom determined that the yearly travel budget for the TMC representative be the same as that for PCS AdCom members (currently \$1200/year for domestic travel, and \$2000/year if travel is intercontinental).

I have been tasked with the action to appoint the representative from the PCS who will serve on the Board of the TMC. As I usually state at the end of my columns, "Please write me at [luke.maki AT ieee.org](mailto:luke.maki@ieee.org), I would love to hear from you." In particular, I would love to hear from you if you have interest in this position.

The other societies that have 'signed on' for TMC include the following:

- Aerospace & Electronic Systems Society
- Broadcast Technology Society
- Circuits & Systems Society
- Communications Society
- Computer Society
- Electron Devices Society
- Industrial Electronics Society
- Lasers and Electro-Optics Society
- Reliability Society
- Signal Processing Society
- Solid State Circuits Society
- Systems Man and Cybernetics Society
- Vehicular Technology Society

The AdCom is looking forward to PCS involvement in this new 'venture.'

SMDL: To Buy, or Not to Buy, for PCS Members

Another opportunity to serve members of the PCS was pursued by my requesting a financial proposal from Conference Publications Product Management for making past PCS proceedings available to members via IEEE Electronic Library (IEL). The offering is generically called the Society Member Digital Library. Examples of different offerings of this product for other populations of IEEE members can be found at <http://www.ieee.org/web/publications/subscriptions/index.html>, which is the page for Digital Subscriptions on the IEEE website .

Some members, via their businesses or academic institutions, already have access to these via a corporate purchase of a subscription. However, we also know that we have members who do not have such access, and thus, would have to pay per download of items from past proceedings. What we don't know is how many members of PCS fall into the latter category, as well as how many of those would want to have that access.

The following financials of the proposal provided to us:

- \$2000 set-up fee (one-time)
- \$6, 900 maintenance fee for 2008 (variable from year-to-year, could go up, could go down)
- Access by PCS members would be free in 2008, but later years any PCS members wanting continued access would need to subscribe to it as a 'product' that would appear on the IEEE membership renewal form. The yearly product subscription to PCS members would be in the range of \$20 - \$35 (set by the PCS AdCom).
- Access by nonmembers of PCS would be via a subscription to the product, with a price/year roughly double that for PCS members.

After much deliberation during the AdCom meeting, a vote was called to pursue this as a product offering. The vote failed by one vote, primarily due to many AdCom members feeling that more information must be obtained to understand just how many PCS members could potentially benefit from this product offering and, perhaps more important, of those who could benefit, how many would actually subscribe. So, efforts will be made to determine the answers before the PCS AdCom discusses it further.

PCS Website: A New Beginning

I tease you with this mention of a new website for the PCS. Brian Still and Sandy Bartell, have been working on a new website that is **Drupal**-based. The plan is to have it ready in September, prior to IPCC 2007. The AdCom supports this effort, as it will be a clear demonstration of using new communication tools and methods, and has the potential to involve PCS members more interactively.

IEEE Medal of Honor Winner 'Supports' the PCS!

Well, OK, it wasn't an explicit endorsement. However, during Dr. Thomas Kailath's address to those attending the IEEE Board Series meetings in Philadelphia, he made mention of the need for engineering students to be better trained in writing.

Hopefully, I am paraphrasing his comments properly by saying he perceives that engineering students are coming into the engineering curriculum with reduced writing skills, particularly in developing and capturing thoughts in a logical manner. He mentioned that the process of doing proofs in Geometry is what helped improve his math skills immensely, and the discipline involved in doing them provides long-term advantages when taking on future problems. Likewise, being able to

develop logical thoughts in presenting an argument in writing (or for that matter, when speaking, or populating a presentation) is equally important. Several people at the presentation mentioned to me afterward that Dr. Kailath's comments were supportive of the PCS.

IPCC 2007, Engineering the Future of Human Communication

The papers have been selected, drafts have been submitted for review, and authors are sending in their requisite Copyright forms and noting their audiovisual needs at the conference. The registration system for the conference is now available, and registrations are being booked. The committee is working hard on making this not only a special conference in terms of the 50th anniversary for PCS, but also to make it a fun one as well!

Please note that making a reservation for a room at the conference hotel is not part of the conference registration system; you need to contact the hotel directly to make your lodging arrangements. It is recommended you do that early to ensure the convenience of staying at the hotel. The rate is competitive, and will help your society meet the contractual agreement for number of room-nights during the conference. Besides...it is such a convenient location, within walking distance of many of the sights and sounds that Seattle has to offer.

This conference should be on your must-attend list this year! Check the website periodically: <http://www.ieeepcs.org/ipcc2007/index.htm>.

OK, if you are still reading this column, you have more stamina and perseverance than I thought!

I would love to hear from you. Did I say that before?

***Luke Maki** is the current president of IEEE-PCS and works for The Boeing Company.*



Editor's Column

Variety is the Spice of Life

by Kit brown

First, a little housekeeping

In the Northern Hemisphere, 'tis the season for vacations, lounging by the pool, family reunions, hiking, camping, and all those summer activities denied us during the cold winter. With that in mind, we've combined the July and August issue into one issue.

Next month, instead of the newsletter, you will receive an invitation to participate in an online survey. Please take the time to complete it. Your responses will help us determine what information and content you want to see next year. Of course, you can ALWAYS email me at pcsnews.editor@ieee.org with ideas, suggestions, constructive feedback, commentary, etc. I respond to all communiques I receive. The survey is just a more formal way of gathering this information. Your responses are important; this publication, after all, exists for you, the reader.

Later this fall, we will be looking at refreshing our design to complement the new website design, so please let me know what you think.

Accessibility

Accessibility, usability, and internationalization are closely related topics. While accessibility generally refers to ensuring that people with physical disabilities can find and use the information, following accessibility guidelines can also make content more usable and effective for all users, including non-native speakers.

Karen Mardahl does an great job of identifying resources for both novices and experts in accessibility.

The Edge of Culture

Matt McCool joins us as a columnist discussing all aspects of how culture affects communication. Look for his columns every other month.

Returning Columnists

Neil Perlin is back with some insights into structured authoring and what it means. Professor Grammar's quarterly column compares finding information to mushroom hunting, with some interesting results. Meghashri Dalvi reviews the accessibility standards sites and tells you what you can get out of them.

Book/Web Site Reviews

Accessibility on the Web

by Meghashri Dalvi

Accessibility refers to how easily most people - including people with disabilities - can access and use a system. Though the term is now commonplace, its implications are still somewhat vague to many, especially when it comes to software or web products. That is when a number of websites related to accessibility are helpful.

WAI Site

The most obvious one is the Web Accessibility Initiative (WAI) at the World Wide Web Consortium (W3C). At WAI (<http://www.w3.org/WAI/>), the guidelines and techniques are clearly stated, along with the methods of evaluating accessibility.

Web Content Accessibility Guidelines 2.0 (<http://www.w3.org/TR/WCAG20/>) is probably the most complete guide on accessibility you will come across. It very effectively deliberates on the four principles of accessibility for web content:

1. Perceivable
2. Operable
3. Understandable
4. Robust

Evaluating Web Sites for Accessibility (<http://www.w3.org/WAI/eval/Overview.html>) is the practical guide where you can learn in depth about various approaches, methods, tools, and templates.

Content and Accessibility

Since we technical communicators have a great deal to work on providing accessible content, my next site visits are Microsoft and Adobe.

Accessibility at Microsoft (<http://www.microsoft.com/enable/>) is a very comprehensive resource covering solutions and training. I particularly liked the well-illustrated *Ten Tips for the Awkward Age of Computing*. The site also provides interesting case studies (<http://www.microsoft.com/enable/casestudy/default.aspx>) ranging from retail industry to government projects. Their practical approach is very useful when creating your own accessible content.

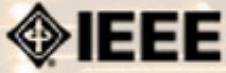
The Adobe Accessibility Resource Center (<http://www.adobe.com/accessibility/>) also presents helpful information including the lucidly written *Best Practices for Accessible Flash Design*. A **simple guide to creating an accessible site** gives sensible advice and useful tips.

Other Important Sites

Section 508: The road to Accessibility (<http://www.section508.gov/>) is the US government site detailing on the policy, standards, and tools for accessibility.

Accessibility 101 (<http://www.accessibility101.org.uk/>), a typical FAQ site provides excellent tips and can be your one stop for UK standards and law related to accessibility.

***Meghashri Dalvi** has combined her love of writing with engineering and management background to create a successful career in technical communication. She currently works as a Consulting Technical Communicator in India, and is pursuing her doctoral research in Management.*



Tidbits

Editor's Note: I am always looking for strange, fun, or interesting technical communication tidbits. Please contribute freely.

Luxury Car Manuals Grow to Gargantuan Proportions

USA Today, 15 May 2007

Excerpt: "...Some say hefty manuals are a wasted effort. No one reads them, and their growing length simply underscores that luxury cars are getting too complicated.

"It's unbelievable. What are these people thinking?" asks Dick Messer, director of Petersen Automotive Museum in Los Angeles. "The car becomes the enemy."

Adds Peter DeLorenzo, who comments on the auto industry at Autoextremist.com: "I'll bet 80% of the people who buy these luxury cars rarely, if ever, dip into the owner's manuals."

Manuals don't necessarily need epic length. Kia, the South Korean automaker, limits the page count to 256 for the entry-level Rio and 384 for the Sportage SUV. But those are inexpensive, relatively uncomplicated vehicles...." [Read More](#).

How Your Mouse Moves the Way It Does

by jost Zetzsche

I was finally initiated into one of the most deeply held secrets of the computer world. I had to promise to keep it to myself, but I can't help it. I NEED TO SHARE IT WITH YOU!

Here it is: Ever wonder how the mouse cursor moves? I always thought there was some highly complicated technology behind it, but no, it's actually quite hands-on. See for yourself at www.1-click.jp. (You may need to wait awhile for the explanatory graphics to load, but you'll understand when you, too, are able to move your cursor over the light gray circle. This will be your own personal initiation rite.)

Scitopia.org Research Site Now Available

Contributed by IEEE-USA

IEEE and 12 of the world's leading science and technology societies have launched scitopia.org, a free federated search engine that will enable users to explore research most often cited in scholarly work and patents. More than three million documents, including peer-reviewed journal content and conference proceedings spanning 150 years of science and technology, may be searched through this dedicated gateway.

Search results will present users with a relevant, ranked list of content that will include the article's title, authors, and citation. Once a piece of content is selected, the user will be directed to the publisher's digital library site to access the full text. Researchers at institutions with subscriptions to the content will be automatically authenticated and will be able to click through to access the full text. For full details about the service and a full list of participating societies, visit <http://www.scitopia.org>.

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Society News: 50th Anniversary

You Won't Believe This!

by 50th Anniversary Committee

First National Symposium on Engineering Writing & Speech
 Sheraton-McAlpin Hotel, New York City, October 21-22 1957

The IRE Professional Group on Engineering Writing and Speech sponsored its first national symposium at the Sheraton-McAlpin Hotel in New York City, Oct. 21-22, 1957.

The registration fee at the hotel was \$5.00 to attend the following sessions:

MONDAY, OCTOBER 21, 1957

Speech of Welcome, D.J. McNamara, symposium chairman

Engineering Writing is Different, Lennox Grey, Teacher's College, Columbia University

Tricks of the Trade, J.D. Chapline, Technical Reports Department, Philco Corp.

When You Write for the Air Force, Brigadier General H.A. Boushey, Office of Deputy Chief of Staff, Dept. of the Air Force

Luncheon with Keynote address by J.R. Pierce, Bell Telephone Labs

More Senses Make More Sense, C.N. Hoyler, RCA, Labs.

Should a talk be read from a prepared manuscript? panel discussion with A.V. Loughren, Airborne Instruments; H.F. Michaelson, IBM Journal of Research and Development; G.V. Eltgroth, Patent Counsel, General Electric; GI Robertson, Bell Telephone Labs

Reception and Cocktail Party

Scientific Staging, Lewis Winner, Bryan Davis Publishing Co.

TUESDAY, OCTOBER 22, 1957

A Formula for Platform Poise, Rudy Norko, RCA

Does it have to be Slides? Charles Tiene, Field Training Dept, Sperry Gyroscope Co.

Technical Films--A Luxury or a Necessity? R.M. Murray, Engineering Services Dept., Hughes Aircraft Co.

Luncheon with a report of the formation, progress and plans of the PGEWS

What Magazine are You Writing For? panel discussion with Keith Henney, McGraw-Hill Publishing Co. and editorial staff members of the Proceedings of the IRE, Electronics, Electronic Design, and Electrical Manufacture.

The preceding information comes directly from the *Proceedings of the IRE*, Volume 45, Number 10, October 1957. Though our upcoming IPCC 2007 will cost more than \$5.00 (US), you'll find a lot more variety in subjects, a lot more available sessions, and a lot more international flavor!

We hope to see you there!

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Society News: PCS Events

IPCC 2007: Registration Now Open

by IPCC Conference Committee

Join Ray Kurzweil, legendary inventor and futurist, Chris Linnett, who launched some of the Web's most popular sites including the MSN homepage and Microsoft Office Online, and a host of other researchers and industry practitioners for an energetic and friendly conference that will look back on 50 years of human communication systems and look ahead to the next 50. In the process, you can help the IEEE Professional Communication Society celebrate its 50th anniversary!

Join us in sunny Seattle, Washington on **1 - 3 October 2007**, at the Crowne Plaza Hotel, which is located in downtown Seattle.

Information, online registration, and hotel reservations are available at: <http://www.ieeepcs.org/ipcc2007>

The 50th anniversary committee is already planning some great activities. See the [50th anniversary article](#) for more information.

IEEE-PCS Japan Chapter Seminar

by Tom Orr

Conference:	IEEE-PCS Professional Communication Seminar in Japan
Dates:	19 October 2007
Location:	University of Aizu, Aizu-Wakamatsu City, Japan
Website:	http://www.u-aizu.ac.jp/~t-orr/IPCJ2007.html

Join a talented group of teachers, researchers and industry professionals for an informative, exciting and engaging seminar that addresses different aspects of professional and technical communication in science, engineering, business and related professional fields.

Topics should address the research and practice of professional communication in business, industry or academe. Papers with a tutorial focus will be considered for publication as tutorials in the IEEE Transactions on Professional Communication or the IEEE PCS Newsletter, in addition to publication in the IEEE PCSJ proceedings.



Society News: Member News

Nominees for AdCom 2007-08

By Helen Grady, Chair, Nominating Committee

The following people have been nominated for the Advisory Committee (AdCom). (The list is alphabetical by last name.)

- [Alex Bilsland, DK Consultants, Canada](#)
- [Debbie Davy, Mastertechwriter, Canada](#)
- [Walter Lee, T-Alpha Networks, USA](#)
- [Yoshimasa Ono, University of Tokyo, Japan](#)
- [Debopriyo Roy, University of Aizu, Japan](#)
- [Brian Still, Texas Tech University, USA](#)
- [Atsuko Yamazaki, Institute of Technologists, Japan](#)
- [Muriel Zimmerman, University of California-Santa Barbara, USA](#)

Each of the candidates was asked to respond to a set of questions. Please review their statements and then vote for the three candidates you would like to represent you this year. Ballots are due via email to [grady_h AT mercer.edu](mailto:grady_h@mercer.edu) or via the online voting URL by **15 September 2007**:

<http://www.ieeepcs.org/voting/index.php>

Here are the IEEE-PCS bylaws pertaining to election rules:

“Each year, six AdCom member-at-large seats shall be filled by election as follows.

Three seats shall be filled by election by current members of the Society in good standing from among the slate presented by the nominating committee. That election shall be conducted prior to the fall AdCom meeting in the manner prescribed by the nominating committee. The three candidates receiving the greatest number of votes in the balloting shall be declared elected. In case of a tie, the winner(s) shall be selected by lot from among the candidates receiving an equal number of votes.

The other three seats shall be filled by election by the current members-at-large of the AdCom from among the names remaining on the slate presented by the nominating committee. This election shall take place at the fall AdCom meeting. Only members-at-large are eligible to cast votes in the election of these three members-at-large.”

Alex Bilsland, DK Consultants Inc.

Who are you and what do you do in your career?

I am a Canadian technical communicator with more than 20 years of experience. My practice focuses on the development of all types of documentation used in the life cycle of products, as well as corporate governance processes. I have developed proposals for multi-million dollar vehicle traffic control systems, written manuals for complex electro-mechanical and electronic equipment, developed software documentation to support end users and developers, participated in the development of standards (Robotics Industry Association), and written many other types of documentation including policies, procedures, and specifications.

Examples of recent projects (2006-2007) include the following:

- Payment Card Industry (PCI) gap remediation documentation for Rogers Communications Inc.
- Application support and configuration settings documentation for KPMG LLP
- Development support documentation for Oracle applications for the Ontario Ministry of the Attorney General, Courts Division
- Software Development Kit (SDK) documentation for Contact Management Software for Siemens Trango, Siemens Inc.

I am a graduate of Ryerson University, Toronto (B.Tech, Mechanical Engineering) and Durham College, Oshawa, Ontario (Certificate of Technical Writing).

What contributions have you made previously to IEEE and particularly to PCS through your volunteer activities?

As I am a new member of the IEEE PCS, I have not yet made any contributions yet. However, I look forward to the opportunity to participate in the growth, leadership, and advancement of the technical communication profession.

What other professional organizations do you belong to and what are your past and present volunteer activities with them?

- Senior Member, Society for Technical Communication (STC).
- Judge in STC Toronto Chapter Technical Publications Competition (2004).

What specific contributions do you think that you could make if elected to the PCS AdCom?

I would like to serve PCS AdCom by promoting the value of PCS to technical communication professionals in Canada (Division VII) and by encouraging the exchange of theoretical and practical information among practitioners. I would introduce PCS to professionals in related fields, such as linguistics, translation, and engineering. In particular, I would like to see IEEE PCS address local IEEE student chapters and the wider population of students to help these professionals of tomorrow understand how much we, as technical communicators, have to offer.

How many meetings will you attend each year?

I will attend all meetings.

What is your current IEEE membership grade?

Member (2007).

Debbie Davy, Mastertechwriter, Inc.

Who are you and what do you do in your career?

I am a technical communicator with more than 20 years of experience operating a successful consulting practice in Toronto, Canada. My practice focuses on the development of strategic level documentation for executive, management, and front-line users for telecommunications, financial and professional services, infrastructure, informatics, large scale databases, and scientific applications.

Examples of recent projects (2006) include the following:

- Remediation of Payment Card Industry documentation gaps for Rogers (Canada's national communications company)
- Business Continuity Plan for Bird Flu for Rogers (Canada's national communications company)
- Communications Plan for Sarbanes-Oxley for Nortel (international telecommunications company)
- Privacy and Security Policy for SSHA (the Government of Ontario's Smart Systems for Health Agency)
- Application process and procedure documentation (Giesecke and Devrient GmbH, Rogers).

I peer reviewed the proposed ISO/IEC CD 26514 Software and systems engineering — User documentation requirements for documentation designers and developers, and am currently pursuing Mercer University's Master of Science in Technical Communication Management degree.

What contributions have you made previously to IEEE and particularly to PCS through your volunteer activities?

- Since 2002, peer reviewer for the *IEEE PCS Transactions* journal
- Peer reviewed papers for the 2003 and 2005 IPCC conferences
- For IPCC 2003, part of the selection committee for the 'Best of Show' paper
- Supported PCS by attending the 2002, 2003, 2005, and 2006 IPCC conferences

What other professional organizations do you belong to and what are your past and present volunteer activities with them?

- Senior Member, Society for Technical Communication (STC)
- Winner of the STC Toronto Chapter's Award of Excellence and three Awards of Merit for published articles in 2001 and 2002
- Judge in STC Toronto Chapter Technical Publications Competitions (2002, 2004)
- Judge in STC Vancouver Chapter Technical Publications Competition (2005).

What specific contributions do you think that you could make if elected to the PCS AdCom?

I would like to assist the PCS AdCom in developing and implementing a leadership strategy for the credentialing and accreditation of technical communicators.

How many meetings will you attend each year?

I will attend all meetings.

What is your current IEEE membership grade?

Senior Member

Walter H. Lee, Jr., The Solution Space

Who are you and what do you do in your career?

Wally Lee was born in Memphis, Tennessee. A University of Tennessee engineering physics graduate, his blood runs orange. (How 'bout them Vols!) Wally holds a Master of Science degree in physics from the Florida Institute of Technology. He is married to Monica Mallini, whom he met through IEEE volunteer service, and two of their seven children (ages 6 and 17) still live at home. In his spare time, when he is not attending Vols football games, he enjoys Sudoku and spoiling his granddaughters.

Wally is a consultant with his wife in a partnership called The Solution Space, which specializes in technical communication products. His specialty is writing technical proposals in system engineering and network communications. Wally is very familiar with the complete systems life cycle of requirements allocation, specification, implementation, testing, and operations. He is comfortable dealing with people at all levels of an organization.

What contributions have you made previously to IEEE and particularly to PCS through your volunteer activities?

Wally's dedicated service to the IEEE as a senior member and Washington Section volunteer has been recognized with three IEEE service awards. Wally's numerous IEEE leadership roles include past chair of the National Capital Area Consultants Network. A recent Consultants Network initiative was the "Spring Career Festival," which included an IEEE senior member elevation component. Other activities include the following:

- Recommended 35 IEEE members for senior member grade
- Charter member of the Washington/Northern Virginia Women in Engineering chapter
- Organizer of a PCS chapter for the National Capital Area, which includes the Washington, Northern Virginia, and Baltimore sections.
- Vice Chair of the Washington chapter of the Communications Society
- IEEE Washington Section's editor for the *Scanner* newsletter, a bimonthly publication with a circulation of 14,000.
- Active member of the Globecom 2007 conference planning committee.

Wally has recently traveled to San Francisco and Glasgow, Scotland as part of the Globecom 2007 advance team. His efforts have resulted in a role for PCS in the Globecom conference series, the beginning of an ongoing relationship between PCS and the Communications Society.

What other professional organizations do you belong to, and what are your past and present volunteer activities with them?

Volunteer with the University of Maryland at Baltimore's annual Computer Mania event, which is designed to raise the

awareness of middle school girls about careers in technology. Wally's interest in promoting the engineering profession to women and girls is reflected in his service as a member of the Montgomery County Girls in Technology Task Force. He participated in several meetings and the development of a written report and recommendations. In addition, Wally interviewed several women in the engineering profession, including family members, former co-workers, and IEEE volunteers. These activities put Wally on a path that led to a business collaboration with fellow IEEE volunteer Monica Mallini and to their marriage five months later.

What specific contributions do you think that you could make if elected to the PCS AdCom?

My objective as a PCS AdCom member will be to work through the Membership Committee to promote PCS to the greater IEEE community at the region and section levels. Specifically, my goals are to increase total PCS membership by 10%, to facilitate the creation of three new chapters, and to elevate 50 PCS members to IEEE Senior Member grade within my term of office. My extensive experience as an IEEE volunteer at the section and chapter level will support these objectives.

How many meetings will you attend each year?

I will attend each AdCom meeting and IPCC, in addition to any local or regional PCS events in Region 2.

What is your current IEEE membership grade?

Senior Member

Yoshimasa A. Ono, School of Engineering, The University of Tokyo

Who are you and what do you do in your career?

I am a professor at the University of Tokyo, where I conduct research in technical writing and presentation in English for engineering graduate students. I have been teaching technical English and correcting technical papers in English for more than 20 years, first at Hitachi's research laboratories and recently (since 2003) at the University of Tokyo. While at Hitachi, I was also engaged in R&D on electronic devices such as liquid crystal displays, electroluminescent (EL) displays, and ink-jet printers, and on nanotechnology and condensed matter physics.

I received my Ph.D. in theoretical condensed matter physics in 1977 from the University of Tokyo, and subsequently worked as a postdoctoral research associate at University of Illinois at Urbana-Champaign and Case Western Reserve University before joining Hitachi. I was an AFS exchange student and graduated from Tenafly High School in New Jersey in 1965.

What contributions have you made previously to IEEE and particularly to PCS through your volunteer activities?

Since I joined IEEE-PCS only last year, I have not yet had a chance to make contributions to IEEE-PCS. However, I have been a member of the IEEE-PCS Japan Chapter since its inauguration, and I will serve on the Program Committee as Publicity Chair for Japan for IPCC 2009 to be held in Hawaii.

What other professional organizations do you belong to, and what are your past and present volunteer activities with them?

I am a member of the the following organizations:

- American Physical Society
- Physical Society of Japan
- Japan Society of Applied Physics
- Japan Society of Mechanical Engineers
- Institute of Electronics, Information, and Communication Engineers
- Japanese Society for Engineering Education.

Professional activities include the following:

- Committee member of the 125 Research Committee on Mutual Conversion between Light and Electricity
- Japan Society for Promotion of Science (1988-1994)
- Organizing committee member of EL-88 (International Workshop on Electroluminescence) held at Tottori University
- Program committee member, in particular, chair of the emissive displays, for Japan Display 92 (1991-1993)
- Organizing committee member and secretary for the International Symposium on Foundations of Quantum Mechanics in the Light of New Technology (ISQM-Tokyo) held at the Advanced Research Laboratory, Hitachi, Ltd. in Tokyo: 5th ISQM (1995-1996), 6th ISQM (1997-1999), 7th ISQM (2000-2002), and 8th ISQM (2004-2006).
- Proceedings Editor from the 5th ISQM to the 7th ISQM I was the editor of the Proceedings.
- Organizing committee member of the 9th ISQM to be held in 2008 in Tokyo
- Committee member of Nanotechnology Working Group, Industrial and Technology Committee, Japan Business Federation (2001-2005)
- Helped to organize Symposia on Nanotechnology in Japan
- Instructor of technical writing in English in seminars sponsored by Japan Society of Mechanical Engineers (2004 to present)

What specific contributions do you think that you could make if elected to the PCS AdCom?

Based on the experience indicated in Section 3, I can make contributions to the PCS AdCom in the field of organizing international conferences and seminars, in Japan as well as in the US. Since I have a lot of contacts in the industries in Japan, I can act as a moderator between industries and universities.

How many meetings will you attend each year?

One International meeting (IPCC) and four local meetings sponsored by IEEE PCS Japan.

What is your current IEEE membership grade?

Member

Debopriyo Roy, Assistant Professor, University of Aizu, Japan

Who are you and what do you do in your career?

I was born in India in 1974. Currently, I am an Asst. Professor of Technical Communication and Usability at the University of Aizu, Japan. I received MA in Economics from Delhi School of Economics in 1999 and another MA in Communication Studies from University of Louisiana in 2001, then received my PhD in Technical Communication from Rensselaer Polytechnic Institute, USA in 2005.

I have worked as a Documentation Specialist, Teaching and Research Assistant, an Asst. Professor at Univ. of North Texas and as a Visiting Professor at Hartwick College, NY. As a PhD student, I received the international scholarship award from STC (2004-2005), and also received faculty research fellowship grants from Univ. of North Texas (2006-2007) and competitive research grants from Univ. of Aizu (2007-2008).

I have over 10 years of teaching and industry experience in information design, technical and business writing, and usability. My extensive research agenda deals with multimedia-based procedural information design for user manuals. Over the last few years, I have published journal and proceeding papers in medical illustrations design for surgical applications, software documentation and information design for training purposes. I have published articles in the journal of *Technical Communication*, *IEEE Transactions on Professional Communication*, and other refereed conference proceedings like IEEE IPCC, ACM, and STC.

What contributions have you made previously to IEEE and particularly to PCS through your volunteer activities?

I am currently the program chair of the IEEE PCS-Japan Seminar to be held at University of Aizu. I am helping the University organize this event here at University of Aizu as an editor for the proceedings, inviting participants, organizing the registration process, etc. I have also been appointed as an administrative committee member of the IEEE PCS Japan Chapter as a new membership chair. My duty is to promote IEEE PCS throughout Japan and to help interested persons with the application procedures.

What other professional organizations do you belong to, and what are your past and present volunteer activities with them?

- School liaison for the ACM SIGDOC during my PhD program; promoted the organization to the undergraduate and graduate students.
- Administrative committee member of the Theta Theta Chapter of the National Communication Association.
- Active participant and judge for the annual competitions at the local chapter of STC (Lone Star Community) at University of North Texas
- Currently serving as Chair of the Distance Education and Internet Classroom session at Popular Culture and American Culture Associations Conference

What specific contributions do you think that you could make if elected to the PCS AdCom?

As member of AdCom I will pursue three main objectives:

- To improve our Society's service to members and to the community through high quality publications, conferences, and events, facilitating attendance to young researchers and students, including those from developing regions.
- To deliver invited lectures and workshops, and to organize consulting sessions on the importance of technical

communication and usability for technical writers working in Japanese industries. To explain how PCS can contribute toward training industry personnel through workshops, local seminars, and academic-industry collaborations. I will try to organize local workshops under the banner of IEEE-PCS. In this capacity, I will also try to increase the society membership.

- To work on enhancing the interactions of language institutes in Japan with other departments that specialize in engineering and computer science-based communications. I will use my contacts and organize common events that emphasize language learning in an ESP environment (Business English, software / hardware documentation, information design for procedural tasks, etc).

How many meetings will you attend each year?

If the meetings are held in the United States or in Europe, I would be able to attend at least 2 meetings every year.

What is your current IEEE membership grade?

Member

Brian Still, Texas Tech University

Who are you and what do you do in your career?

I currently teach technical communication as an assistant professor at Texas Tech University. I also direct the usability research lab there, and continue to work as an information technology consultant for industry.

What contributions have you made previously to IEEE and particularly to PCS through your volunteer activities?

I serve now on the PCS administrative committee, and in that capacity, chair its electronic information committee. I'm leading efforts now to revamp the PCS web site and its member discussion forum, PECO, so that it becomes a more effective virtual community, offering member-only access to publications (such as the newsletter) and training opportunities (such as podcasts). Plans are to debut the new site, which will be powered by Drupal, an open source content management system, in early October, just as the annual conference begins in Seattle.

What other professional organizations do you belong to, and what are your past and present volunteer activities with them?

- NCTE, the National Council for Teachers of English
- ATTW, the Association of Teachers of Technical Writing
- PCA, the Popular Culture Association
- Area chair for gender and technology at the SW/TX PCA conference held every year in Albuquerque, New Mexico.

What specific contributions do you think that you could make if elected to the PCS AdCom?

I think I could continue efforts to make PCS' electronic offerings to its members, especially its virtual community, more useful, providing valuable professional and career services to members, as well as making a better case outside of PCS about the importance of communications in science and engineering disciplines.

I'm especially interested in attracting more student participation because I believe they will, if interested, pursue full membership.

More regional conferences, such as the one being held in Japan this year, are also crucially important to our long-term viability, and I like the idea of pushing for more to be offered that focus on specific issues of relevance to our members where they are.

Finally, greater involvement in PCS by members outside of the US is something I'll try to push even more for. Allowing each IEEE Region in PCS to maintain its own section of the new PCS virtual community is one step toward doing that. I think our potential for growth, and potential for influence, rests primarily outside of North America.

How many meetings will you attend each year?

I can attend all of them.

What is your current IEEE membership grade?

Member

Atsuko K. Yamazaki, Institute of Technologists

Who are you and what do you do in your career?

I am an Associate Professor at the Institute of Technologists in Japan, where I teach English and Japanese communication in science and engineering, computer systems and programming languages. I also belong to Woods Hole Oceanographic Institution in the United States as a Guest Investigator. I conduct research in both professional communication and the simulation of adaptive behavior. My work has been published by *Ecological Modeling*, *Deep-Sea Research*, CRC Press, KES, IEEE, JSAI, JALT, JACET, and others.

What contributions have you made previously to IEEE and particularly to PCS through your volunteer activities?

A founding member of the IEEE PCS Japan Chapter, and Region 10 Representative on the IEEE PCS Regional Activities Committee.

What other professional organizations do you belong to, and what are your past and present volunteer activities with them?

- Leadership positions in Japanese Association of College English Teachers (JACET) as the vice chair of the Committee for Special-Interest-Groups (SIGs) and the chair of SIG on ESP
- Member of the Japanese Society for Artificial Intelligence
- Member of the Japan Society for Simulation Technology
- Member of the Japan Society for Educational Technology

What specific contributions do you think that you could make if elected to the PCS AdCom?

I would like to contribute to the further development of PCS in Region 10, through my activities with PCS Japan Chapter as well as through collaborative connections with my research colleagues in Asian countries.

How many meetings will you attend each year?

Two or three times a year.

What is your current IEEE membership grade?

Member

**Muriel Zimmerman,
Sr. Lecturer Emerita,
University of California, Santa Barbara Visiting Lecturer, MIT**

Who are you and what do you do in your career?

After a 15-year career as technical communicator, I left industry to take a job as lecturer in engineering communication at the Massachusetts Institute of Technology (MIT), and later also as founding director of the Writing Program at University of California, Santa Barbara (UCSB). In June 2006 I retired from UCSB; I continue to teach graduate technical communication workshops at MIT and have resumed consulting work as a technical editor in industry. I am co-author (with J. Paradis) of *The MIT Guide to Science and Engineering Writing* (MIT Press), and I have contributed many journal articles and conference presentations on topics related to engineering communication.

What contributions have you made previously to IEEE and particularly to PCS through your volunteer activities?

Among my volunteer activities, I have served as AdCom Secretary for six years, with one break in service; I was Awards Chair for four years; and I have been a contributing member of other committees, including Education and Conference Proceedings. I have recently been appointed PCS Liaison to the IEEE/Wiley Press Board.

What other professional organizations do you belong to, and what are your past and present volunteer activities with them?

I am a member of Society for Technical Communication and participate in program planning for the Santa Barbara chapter.

What specific contributions do you think that you could make if elected to the PCS AdCom?

I am preparing a proposal for IEEE/Wiley Press for a series of short guides to current topics in technical communication, sponsored by PCS. I also enjoy the work of Secretary, and I'd be glad to continue in that role.

How many meetings will you attend each year?

I will attend all AdCom meetings (two face-to-face, one virtual) and also one or more meetings of the IEEE Press Board.

What is your current IEEE membership grade?

Senior Member of IEEE

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Society: Non-Society Events

The following events are listed in chronological order with the earliest events first. This list is by no means exhaustive, but is intended to provide readers with information they may find helpful. It is updated each month.

Professional Grant Writing Workshop

IEEE TISP Workshop on Technical Literacy

itSMF 2007

International Conference on Semantic Computing

WCBF Six Sigma

LavaCon 2007

Meeting the Demand for Engineers 2010-2020

GlobeCom 2007

CISSE 2007--VIRTUAL

CCNC 2008

RFID Conference 2008 **NEW!**

WCNC 2008 **NEW!**

Professional Grant Writing Workshop

Conference:	Grant Institute's Grants 101: Professional Grant Proposal Writing Workshop
Dates:	1-3 August 2007
Location:	North Dakota State University, Fargo, ND USA
Website:	www.thegrantinstitute.com

The Grant Institute's Grants 101 course is an intensive and detailed introduction to the process, structure, and skill of professional proposal writing. This course is characterized by its ability to act as a thorough overview, introduction, and refresher at the same time. In this course, participants will learn the entire proposal writing process and complete the course

with a solid understanding of not only the ideal proposal structure, but a holistic understanding of the essential factors, which determine whether or not a program gets funded. Through the completion of interactive exercises and activities, participants will complement expert lectures by putting proven techniques into practice. This course is designed for both the beginner looking for a thorough introduction and the intermediate looking for a refresher course that will strengthen their grant acquisition skills. This class, simply put, is designed to get results by creating professional grant proposal writers.

Participants will become competent program planning and proposal writing professionals after successful completion of the Grants 101 course. In three active and informative days, students will be exposed to the art of successful grant writing practices, and led on a journey that ends with a masterful grant proposal.

IEEE-TISP Workshop on Technical Literacy for Teachers

Conference: IEEE-TISP Workshop on Technical Literacy for Teachers
Dates: 7-8 September 2007
Location: Baltimore, MD USA
Website: <http://ewh.ieee.org/r2/capitalarea/eSCANNER/Scan07n3.pdf>
 See page 6
Contact: Doug Gorham (d.g.gorham@ieee.org) or
 Jessica Czczuga (j.czczuga@ieee.org)

This workshop is intended to provide in-service training for K-12 teachers in order to build technical literacy in schools. IEEE sponsors the workshop and provides IEEE volunteers to teach it.

itSMF 2007

Conference: itSMF USA Fusion
Dates: 16-19 September 2007
Location: Charlotte, NC USA
Website: <http://www.itsmfusion.com/>

This September, Charlotte will be home to another heart-pounding, action-packed event – itSMF USA Fusion 07. Put your ITSM program in gear with innovative new strategies and best practices presented by the industry's top minds. Benefit from the experiences, successes, and mistakes of your peers. With presentations and workshops available for all levels from rookies to mature organizations, you will find the answers and strategies to fuel your IT service management program.

Tracks for the 2007 itSMF USA conference include:

- Start Your Engines: Design and Develop an ITSM Program
- 100 Laps In: Managing a Mature ITSM Program
- Get in the Groove: Align Your Business Needs with IT Services
- Top the Power Rankings: Delivering Successful IT Service
- The Winning Combination: Managing IT Services
- The Tactic of Drafting: Practical Experience from the Public Sector
- The Chase: Hot Topics and Emerging Trends

- Wave the Green Flag: An Introduction to ITIL® v3

IEEE ICSC2007

Conference:	IEEE ICSC2007 First IEEE International Conference on Semantic Computing
Dates:	17-19 September 2007
Location:	Irvine, California, USA
Website:	http://ICSC2007.eecs.uci.edu/

Sponsored by IEEE Computer Society in cooperation with University of California at Irvine.

The IEEE International Conference on Semantic Computing (ICSC2007) is an international forum for researchers to exchange information regarding advancements in the state of the art and practice of semantic computing, as well as to identify the emerging research topics and define the future of semantic computing. The technical program of ICSC2007 will consist of invited talks, paper presentations, and panel discussions.

WCBF Six Sigma

Conference:	WCBF Six Sigma Global Summit
Dates:	23-26 October 2007
Location:	Las Vegas, NV USA
Website:	http://www.gsssa.com/

Following the huge success of the 1st annual summit, WCBF's 2nd Annual Global Six Sigma Summit & Awards, October 23-26 2007 at the Rio All Suite Hotel and Casino Las Vegas is positioned to be the largest gathering of CEOs and Senior Executives passionate about Six Sigma for 2007.

WCBF's unique 4-day convention is THE cutting edge event for the future of Six Sigma. Expecting a target audience of over 400 senior executives from across industry striving for business improvement and competitive advantage

Featured Headliner:

Jim Collins

Author of the World's Top Business Bestseller "Good to Great" and one of the most respected and sought-after management educators

Opening Addresses:

Dr. Mikkel J. Harry

Principal architect of Six Sigma and one of the world's leading authorities within this field.

Mike Richman

Publisher/ Managing Editor of Quality Digest, the leading publication for practitioners of lean, Six Sigma, TQM and other quality-assurance methodologies.

LavaCon 2007

Conference: LavaCon® 2007
Dates: 28–30 October 2007
Location: New Orleans, LA USA
Website: <http://www.lavacon.org>

LavaCon is a conference for advanced technical communication professionals-senior technical writers, documentations managers and other professionals interested in learning how to deploy and manage technical communication projects.

LavaCon® and the Greater New Orleans chapter of the Project Management Institute® and will be co-hosting a professional development summit this fall.

Meeting the Growing Demand for Engineers and their Educators 2010-2020

Conference: Meeting the Growing Demand for Engineers and their Educators 2010-2020
Dates: 9-11 November 2007
Location: Munich, Germany
Proposals Due Date: 30 June 2007
Acceptance Date: 30 July 2007
Final Paper Due Date: 1 October 2007
Website: <http://www.ieee.org/web/education/preuniversity/globalsummit/index.html>

The IEEE and VDE, together with other professional organizations, are hosting an international conference on the growing demand for engineers and their educators, and about actions required to meet that demand for engineers and their educators in the period 2010-2020.

The conference will be held in Munich, Germany on 9 - 11 November 2007. Participants will include invited representatives from industry, government, and academia, with a focus on decision makers and policy makers. The objective is to steer the educational system at both pre-university and university levels to be more cognizant and more responsive to the anticipated needs for qualified engineers and their educators.

GLOBECOM 2007

Conference: GLOBECOM 2007
Dates: 26-30 November 2007
Location: Washington, DC USA

Proposals Due Date: 15 March 2007; 12 noon EST
Acceptance Date: 1 July 2007; 12 noon EST
Final Paper Due Date: 1 September 2007; 12 noon EST
Website: www.ieee-globecom.org/2007

This year, the IEEE Communications Society marks the 50th Anniversary of its annual IEEE Global Telecommunications Conference (IEEE GLOBECOM 2007) and will sponsor this conference in Washington, D.C.

Washington D.C. provides a unique opportunity to explore several areas of communications related to government, military, as well as industry and academia. The Washington, D.C. metro area also offers participants an opportunity for exploring the numerous monuments, museums and historical sites for which the capital city is most famous.

The theme of the IEEE GLOBECOM 2007 conference is "Innovate ● Educate ● Accelerate", which exemplifies the accomplishments that we are hoping achieve during this special GLOBECOM Anniversary Conference.

The technical program of IEEE GLOBECOM 2007 will consist of the General Symposium, 9 Technical Symposia, Tutorials and Workshops, Design and Developers and a Student Program.

Papers will be presented in the following topics:

- General Symposium (The General Symposium will only accept papers on topics not covered by other symposia listed below)
- Ad-Hoc and Sensor Networking
- Communication Theory
- Internet Protocol
- Multimedia Communications, Software and Services
- Optical Networks and Systems
- Performance Modeling, QOS and Reliability
- Signal Processing
- Wireless Communications
- Wireless Networking

CISSE 2007

Conference: Third International Joint Conferences on Computer, *
Information, and Systems Sciences, and Engineering (CISSE 2007)

Dates: 3-12 December 2007

Location: **Virtual**

Proposals Due Date: 5 October 2007

Acceptance Date: 2 November 2007

Final Paper Due Date: 23 November 2007

Website: <http://www.cisse2007online.org>

CISSE 2007 provides a virtual forum for presentation and discussion of the state-of the-art research on computers, information and systems sciences and engineering. CISSE 2007 is the third conference of the CISSE series of e-conferences.

The virtual conference will be conducted through the Internet using web-conferencing tools, made available by the conference. Authors will be presenting their PowerPoint, audio, or video presentations using web-conferencing tools without the need for travel.

Conference sessions will be broadcast to all the conference participants, where session participants can interact with the presenter during the presentation and (or) during the Q&A slot that follows the presentation. ***This international conference will be held entirely on-line.***

The accepted and presented papers will be made available and sent to the authors after the conference both on a DVD (including all papers, powerpoint presentations and audio presentations) and as a book publication. Springer, the official publisher for CISSE, published the 2005 proceedings in 2 books and the CISSE 2006 proceedings in four books.

Conference participants - authors, presenters and attendees - only need an internet connection and sound available on their computers in order to be able to contribute and participate in this international ground-breaking conference. The online structure of this high-quality event will allow academic professionals and industry participants to contribute their work and attend world-class technical presentations based on rigorously refereed submissions, live, without the need for investing significant travel funds or time out of the office.

Potential non-author conference attendees who cannot make the on-line conference dates are encouraged to register, as the entire joint conferences will be archived for future viewing.

The CISSE conference audio room provides superb audio even over low-speed internet connections, the ability to display PowerPoint presentations, and cross-platform compatibility (the conferencing software runs on Windows, Mac, and any other operating system that supports Java). In addition, the conferencing system allowed for an unlimited number of participants, which in turn granted us the opportunity to allow all CISSE participants to attend all presentations, as opposed to limiting the number of available seats for each session.

CCNC 2008

Conference:	5th Annual IEEE Consumer Communications and Networking Conference 2008 (CCNC)
Dates:	10-12 January 2008
Location:	Harrah's, Las Vegas, NV USA
Proposals Due Date:	29 June 2007
Acceptance Date:	14 September 2007
Final Paper Due Date:	23 November 2007
Website:	http://www.ieee-ccnc.org/

IEEE Consumer Communications and Networking Conference, sponsored by IEEE Communications Society, is a major annual international conference organized with the objective of bringing together researchers, developers, and practitioners from academia and industry working in all areas of consumer communications and networking.

6 Technical Session Tracks

- Wireless Routing and Transport

- Network Access and Communications
- Multimedia Networking
- Communications and Info. Security
- P2P Networking and Content Distribution
- Emerging Technologies and Applications

Keynote Speaker is Dr. Henry Tirri, Research Fellow and Head of System Research Centers, Nokia Research.

RFID Conference 2008

Conference:	IEEE International Conference on RFID 2008
Dates:	17-19 March 2008
Location:	Las Vegas, NV USA
Proposals Due Date:	10 November 2007
Acceptance Date:	7 January 2007
Final Paper Due Date:	25 January 2008
Website:	http://www.ieee-rfid.org/2008/default.asp

IEEE RFID 2008 is the second annual conference dedicated to addressing the technical and policy challenges in the areas of radio frequency identification (RFID) technologies, their supporting large-scale distributed information systems, and their applications.

See the website for more information: <http://www.ieee-rfid.org/2008/default.asp>.

WCNC 2008

Conference:	IEEE Wireless Communications and Networking Conference
Dates:	31 March - 1 April 2008
Location:	Las Vegas, NV USA (co-located with CTIA)
Proposals Due Date:	1 September 2007 for tutorials 20 September 2007 for papers/panels
Acceptance Date:	3 December 2007
Final Paper Due Date:	4 January 2008
Website:	http://www.ieee-wcnc.org/2008/

IEEE WCNC is the premier wireless event for wireless communications researchers, industry professionals, and academics interested in the latest development and design of wireless systems and networks. Sponsored by the IEEE Communications Society, IEEE WCNC has a long history of bringing together industry, academia, and regulatory bodies. In 2008, IEEE WCNC will be held in Las Vegas, Nevada, USA, co-located with CTIA WIRELESS 2008 (the world's largest wireless show). IEEE WCNC 2008 registrants will have free admission to the CTIA exhibit floor.



Society News: AdCom News

Highlights of the Piscataway AdCom Meeting

By Muriel Zimmerman

The PCS Administrative Committee (AdCom) met 31 May--2 June 2007 in Piscataway, New Jersey, at IEEE headquarters. The meeting was chaired by PCS president, Luke Maki. Sessions featured briefings from Division VI Director Irv Engleson and IEEE staff members who work with the AdCom in technical activities, publications, electronic activities, conferences, and finances. The AdCom discussed a variety of topics, including conferences; previewed our redesigned website; and voted for PCS affiliation with the Technical Management Council.

International Conferences

IPCC 2007 is scheduled for 1-3 October at the Crowne Plaza in Seattle, Washington; Mark Haselkorn is conference chair, and David Farkas is program chair. The conference theme is *Engineering the Future of Human Communication*, and IPCC 2007 will also be an occasion to celebrate the 50th anniversary of PCS. More information and registration is available on the conference website: <http://ieeepcs.org/ipcc2007/>.

IPCC 2008 will take place in Montreal, Quebec, and conference chair Kirk St.Amant has selected site and keynote speakers.

IPCC 2009, chaired by Thomas Orr, will be located in Hawaii.

IPCC 2010, chaired by Michael Steehouder, will take place in Twente, in the Netherlands.

Regional Seminar

The first IEEE Professional Communication Seminar in Japan (IEEE PCSJ) will take place on 19 October 2007 at the University of Aizu, Aizu-Wakamatsu City, Japan. Papers will address a range of topics central to professional/technical communication in science, engineering, and business. Seminar Chair is Thomas Orr. Registration information is available from [t-orr AT u-aizu.ac.jp](mailto:t-orr@u-aizu.ac.jp).

Redesign of Website

Attendees at IPCC 2007 in Seattle will view the rollout of our redesigned website. Webmaster Brian Still has built the site on a Drupal base, and from what we saw of Brian's demo in Piscataway, we'll have outstanding capacity for content management, publishing, and discussion.

Affiliation with Technical Management Council

Following a presentation by Division VI Director Irv Engleson, the AdCom voted unanimously to become a member of the new Technical Management Council (TMC). Unlike IEEE societies, which have individuals as members, the TMC has societies as members and serves as an umbrella for societies whose concerns (like those of PCS) include management skills.

Muriel Zimmerman is PCS secretary.

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Calls for Articles/Proposals/Courses

International Journal of Design **NEW!**

Design Squad TV **NEW!**

Today's Engineer

International Journal of Design

International Journal of Design: Call for Papers

<http://www.ijdesign.org>

The *International Journal of Design* is a peer-reviewed, open-access journal devoted to publishing research papers in all fields of design.

Our vision is to publish high-quality design research, and to disseminate this research to the widest possible audience. Our Editorial Board consists of leading design researchers from all over the world, all of whom are contributing their valuable time and expertise to help establish a high standard for this journal. The journal is published both online and in print. The online version is open access, freely available for anyone, anywhere to download, read, distribute, and use, with proper attribution of authorship, for any non-commercial purpose. A printed version of the journal will also be available.

Submit your best work to the *International Journal of Design*!

Topics include:

- Social-Cultural Aspects of Design
- Globalization and Localization Approaches to Design
- Design Strategy and Management
- Ergonomics & Perceptions in Design
- Design Theories and Methodologies
- Computer Applications in Design

The first issue is now available.

Design Squad TV Seeks Projects

From Society Sentinel, 13 June 2007

The production crew for the PBS television series *Design Squad* is soliciting ideas for engineering projects that will appeal to their 9 to 12 year-old target audience. The IEEE provides funding for this series that soon will begin filming episodes for its second season.

The series follows two teams of high school students, mentored by professional engineers, as they compete to design and build a functional machine. The show's producers at WGHB, Boston, Massachusetts, are seeking projects that would be visually interesting, serve a client with a specific need, and provide the opportunity for multiple solutions. Past projects have included building a machine that makes pancakes and designing a summer sled for LL Bean.

Ideas for new shows may be emailed to the show's executive producer, [Marisa Wolsky](#).

To learn more about *Design Squad*, visit <http://pbskids.org/designsquad/>.

IEEE-USA Seeks Articles for *Today's Engineer*

by George McClure

PCS has members who write clearly and well on various topics. We are looking for authors who would be willing to offer articles (750 to 1500 words) on writing tips, presentations, organizing proposals - even recasting résumés - or other topics that would be welcomed by our 16,000+ monthly readers.

Technology topics can be made interesting, too.

Contact: George McClure at g.mcclure@ieee.org.

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Job Announcements

Editor's Note: We have had several requests to post job openings. If you would like to post your opening, please send the job announcement in a Word document with minimal formatting to Kit at pcsnews.editor@ieee.org. The jobs will remain on the list until the closing date listed in the announcement.

Editor-in-Chief, IEEE Transactions on Professional Communication

ASIS International Manager

Editor-in-Chief, *IEEE Transactions on Professional Communication*

Organization:	IEEE-PCS
Position(s) Available:	Editor in Chief
Type of Position:	Management
Closing Date for Applications:	1 July 2007
Location:	N/A
Contact:	Helen Grady, Chair of Editorial Board for PCS grady_h(AT)mercer.edu
URL:	http://www.ieeepcs.org/

The IEEE Professional Communication Society (PCS) is seeking applications from qualified individuals to become the next Editor-in-Chief (EIC) of the IEEE Transactions on Professional Communication. **The new EIC will begin his or her tenure on 1 January 2008** and will work with the current EIC for a period of six months to ensure a smooth transition. (A detailed transition plan is available on request.)

The *Transactions* is a refereed, archival journal published quarterly by PCS. Because it is a leading journal in the field of technical communication and is perhaps the most visible activity of PCS, we must maintain extremely high standards and comply with the policies of the IEEE.

Duties: The EIC is responsible for managing an editorial staff and producing the quarterly journal, for following IEEE and PCS publication policies and procedures, and for reporting to the PCS administrative committee (AdCom). The EIC serves as an ex-officio member of the AdCom and is expected to attend two face-to-face and one virtual (online) meeting annually, as well as periodically attending the IEEE Editors meeting each spring.

The EIC solicits submissions, coordinates peer reviews of manuscripts according to IEEE policy, and communicates publication decisions to authors. The EIC ensures that manuscripts accepted for publication are edited according to the

IEEE T-PC Style Guide and that electronic and hardcopy text and artwork are prepared according to IEEE production standards and schedules. The EIC reviews both galley and page proofs for each issue prior to printing.

Editorial Staff: In managing the overall preparation and production of the journal, the EIC may delegate some activities to staff. Currently, the editorial staff includes (a) one Book Review Editor who solicits and edits reviews, (b) five Associate Editors who solicit manuscripts and work with authors, (c) two Editorial Assistants who edit and coordinate pre-press text with authors, as well as correct galley and page proofs, and (d) 20 Review Board members who review three or four manuscripts annually.

Although all staff members are technically volunteers, the EIC manages an annual budget of \$25,000 that is used primarily to provide honoraria or travel reimbursement for the EIC and editorial staff.

Application Materials: Applicants should submit the following materials to Dr. Helen Grady, Dept. of Technical Communication, School of Engineering, Mercer University, 1400 Coleman Ave., Macon, GA, 31220 (or via e-mail to [grady_h\(AT\)mercercer.edu](mailto:grady_h(AT)mercercer.edu)).

1. Statement of interest
2. Statement of qualifications
3. Resume
4. Two letters of recommendation from individuals who are knowledgeable about the applicant's qualifications
5. Letter of support from the applicant's institution

Application Process: Applications are **due by 1 July 2007**. The EIC search committee will review them and recommend a candidate for EIC by 1 August 2007. The AdCom will review that candidate by 15 August 2007 and, upon approval, will extend an offer by 30 August.

(Association) Manager of Guidelines and Standards

Organization:	ASIS International
Position(s) Available:	Manager of Guidelines and Standards
Type of Position:	Management
Closing Date for Applications:	Until job is filled
Location:	Alexandria, VA USA
Contact:	Susan Melnicove, Dir. of Education, smelnicove@asisonline.org
URL:	http://www.asisonline.org/

Contact association for complete job description.

Summary

Manages the process of guideline development, ensures maintenance, record keeping, distribution, and promotion functions. Responds to Membership and others on all aspects of guideline development and resulting product. Conducts research as necessary to support guideline and standard development.

Essential Duties and Responsibilities

Communicates with management of ASIS International to maintain knowledge of current and proposed projects in order to develop appropriate guideline standards for design and production.

Serves as staff expert on guidelines processes and ANSI standards development and accreditation regulations. Produces status reports, articles, and newsletters on guidelines activities. Coordinates and arranges for drafting and editing of guidelines and standards. Oversees document publication. Develops and manages promotion and distribution plan, and annual calendar; design workflow and procedures. Works with the Marketing Department to coordinate marketing initiative.

Functions as administrative liaison to ASIS International Commission on Guidelines, and between the commission and various ASIS councils. Assist commission chairperson and coordinates various commission projects, subcommittee activities and timelines. Supports the meeting of the ASIS International Commission on Guidelines including: preparing agendas, recording of minutes, coordinating information dissemination, ensuring proper meeting procedures, and managing budget.

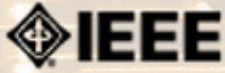
Researches pertinent literature and compiles outside documents. Evaluates and makes recommendations regarding areas that require changes or improvements that ensure timely promulgation of relevant guidelines.

Creates, manages, and maintains databases; files and tracks data associated with the development and maintenance of ASIS International guidelines. Acts as custodian of documents, records, and files. Coordinates with Library Services to catalog existing guidelines and technical material related to commission and committee activities. Extrapolates required data for presentation in report form.

Serves as liaison between various internal and external groups including the oversight commission, subject area councils, staff, members, other industry groups, ANSI, and the general public. Ensures adequate and meaningful communication between stakeholders is achieved. Participates in related committees and develop relationships with other associations and standard setting organizations.

Education and/or Experience

The applicant should have a minimum of a Bachelor's degree (B.A.) from a four-year college or university and at least two (5) years' experience in standards and code developing organization. Preference for experience with any aspect of security or security systems.



Guidelines

Newsletter Article Submission Guidelines

by Kit Brown

Submit articles by the **15th day of the month before publication**. The newsletter is published monthly around the 1st of the month. The **editorial schedule** provides the proposed themes for each month. Additional suggestions are always welcome.

For book and website reviews, see also the **book and website review guidelines**.

If you have questions, comments, or suggestions, please contact **Kit Brown**.

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Writing Tips: If you aren't sure how to construct the article, try using the 5-paragraph essay method. (Note: The 5-paragraph concept can be expanded to longer formats, so don't be overly literal about the five paragraphs.)

1. Identify your theme and 3 main points in the introductory paragraph. This lead paragraph should draw readers in and make them want to read on.
2. Use each of the 3 body paragraphs to discuss the one of the 3 main points you identified in the first paragraph. (discuss them in the order that you listed them in the introduction). Show, don't tell. Give examples. If you express an opinion, back it up with evidence.
3. Summarize your thoughts in the conclusion paragraph and provide the reader with any actions that you want him/her to take. (The conclusion should not introduce new information, but should encapsulate what was said in the article and provide recommendations if appropriate.)

Guidelines: Please review the following information when submitting articles or regular columns to the newsletter:

- **Submit articles electronically in MSWord or RTF format to pcsnews.editor@ieee.org.** These formats are more easily available to me than other word processing applications.
- **Provide articles that are 200-1000 words in length.** People tend to scan rather than read in an online environment. Short, well-written and relevant articles will be more beneficial to the audience than longer ones.
- **Provide a short bio (~25 words) and contact information.** Readers want to know about you. At a minimum, write a bio that tells your name, company, primary job title, email address and why this topic is of interest to you or what

experience you have in the area you wrote about. (This doesn't count as part of your word count.)

- **Indicate whether the article is time sensitive.** Because of size considerations and editorial schedule, newsletter articles may not be published immediately upon submission, unless it is date critical (e.g., information about the upcoming conference or an article about a current event that relates to technical communication.)
- **Indicate copyright information if applicable.** If you own the copyright for an article, indicate this with your submission so that we can provide appropriate attribution. If you don't own the copyright, but think an article is interesting, provide the article, along with the contact information for the copyright holder and the name of the publication where it was originally published.
- **Insert the URL into the text so that I can easily create the link.** For example, if you want to reference the w3c, you would say "refer to the W3C (<http://www.w3c.org>) guidelines". Don't create the hyperlink in Word.
- **Provide complete bibliographic information for references.** Include author(s), title, date of publication, publisher, page numbers or URL, ISBN number.
- **Use a friendly, casual tone.** We want to invite people to read and to make the information as accessible as possible.
- **Use 1-inch (2.54 cm) margins; don't indent paragraphs.** I have to reformat the text so it's better to minimize the formatting you include. Instead of indenting, put an extra line between paragraphs
- **Avoid using lots of formatting within the text.** I will have to format the articles for the online environment, so don't put lots of bold and italic in the text.
- **Use subheadings generously.** Subheadings help the reader identify the information that is important to them. Subheads are especially helpful in orienting the reader in the online environment.
- **Use active voice and short sentences.** At least 40% of our audience is outside of N. America. For many members, English is their second (or third) language. Short sentences and active voice are easier to absorb and understand than complex sentence structures.
- **Avoid jargon and "big" words when a simpler term will work.** Approximately 90% of our audience is engineers who need to write effectively on the job. Avoid using writer's jargon, or explain the term in the context. By "big" words, I mean complicated, less commonly used words that may have the same or similar meaning to other, more commonly used words (e.g., instead of "obfuscate", just say "confuse").
- **Avoid idioms.** Idiomatic phrases are those colorful sayings we use to mean something else. For example, "once in a blue moon", "jump right in", "on the fly". Unfortunately, these sayings often have no equivalent in other languages, and can be difficult for non-native English speakers to interpret.
- **Submit graphics as JPGs or GIFs.** Web graphics need to be in one of these formats for most browsers. SVGs and PNGs are not yet universally accepted. If you want graphics included in your article, you need to give me the JPG. Don't just embed it in Word.



Guidelines

Editorial Schedule for 2006

by Kit Brown

The following table shows the proposed themes for each issue through January 2006. If something particularly timely occurs during the year, these themes may change.

If you have questions, comments, or suggestions, please contact **Kit Brown**.

Editorial Schedule for 2007

Month	Theme
January 2007	Technical Review Process
February	Trends
March	Service to the World
April	Information Architecture
May	Visual Communication
June	Technical Literacy
July/August	Accessibility
September	Creative Process in Engineering
October	Presentation Skills
November	International Communication
December	Standards



Guidelines

Book and Website Review Guidelines

by Kit brown

Have you read a good book lately? Found a website you can't wait to tell people about? Here's your chance to share your newfound knowledge with your colleagues.

Here are some hints for constructing the review:

1. Include the complete bibliographic information for the book or website immediately after your byline. For example:
Now, Discover Your Strengths by Marcus Buckingham and Donald O. Clifton. 2001. The Free Press: New York. pp.260. ISBN: 0-7432-0114-0. URL: <http://www.strengthsfinder.com>
2. In 2-3 sentences, tell the reader what the book or website is about and how it relates to technical communication.
3. Provide 2-3 things you got out of the book or website, and if applicable, 2-3 things that you wish they had done differently. Opinions are OK if they are supported
4. Support your opinions using specific examples from the book or website. This analysis should be brief--1-2 paragraphs at most.
5. Conclude with a recommendation of how this information might be useful to the user.

The reviews should meet the following guidelines:

- **Keep it short.** The reviews should be 300-500 words. A couple of paragraphs can tell the reader a great deal about what the book/website is about and why one should read it.
- **Focus on the big picture.** In a short review, there isn't room to go page by page and analyze every detail. Instead, pick out the main themes and write about the overall impression. This style is much more interesting to read.
- **Use an informal, conversational tone.** Pretend you are talking to someone about the book or website, and that you only have one minute to explain it to them. What would you tell them about it?
- **Review the article guidelines.** These guidelines provide more detail about the grammar and style for presenting the information, as well as the format the editor needs to receive the information in.