Framing Reports to Support User-centered Design

by Clare Keating

The final step in a usability test—the written report—can sometimes get overlooked in the process of usability testing. Once the hours of careful triangulation of tests, meticulous data collection, and statistical analysis of results are over, the wrap up can seem like a let down.And, with an international template available to usability practitioners, the ISO common industry format can make a report seem more like a mechanical process of filling in the blanks than anything else...**Read more**.

- **Tidbits**

Geek Girls Rule!

College co-eds are redefining what it means to be a nerd or a geek. They are smart, sophisticated, beautiful, and studying engineering. The Nerd Girls have made it to primetime in this Newsweek article....**Read more**

- **IPCC 2008**

Montreal, Quebec 13-16 July

The 2008 conference will focus on the theme of "Opening the Information Economy." The idea is that we are all a part of the information economy, and by participating in it, we both shape and are shaped by the information economy and its practices.....**Read more**.

- **Project Management**

June Know How Network

Ahhhh summer time. It's that season that conjures up our youth and returns us to a simpler, more idyllic time before our responsible "adult life" took hold. I remember the magic of being on the ocean with my family and being outside in my neighborhood as the dew fell on freshly cut grass. ....**Read more.**

- **Transactions Special Issues**

Several Special Issues Planned

Several special issues are planned for the PCS Transactions. Topics include Examining the Information Economy (publication date September 2009); Professional Communication in Humanitarian Environments (publication date December 2009);Assessment in Professional Communication. **Read More**.

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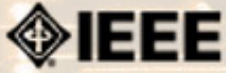
Feature

Framing Reports to Support User-centered Design

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The final step in a usability test, the written report, can sometimes get overlooked in the process of usability testing. Once the hours of careful triangulation of tests, meticulous data collection, and statistical analysis of results are over, the wrap up can seem like a let down.And, with an international template available to usability practitioners, the ISO common industry format can make a report seem more like a mechanical process of filling in the blanks than anything else.

But, the final report is more than just a series of production line must-haves of methods, measures, and results. As much as it sets out testing outcomes and lays the groundwork for the next contract, the final report can also serve a critical role as an internal quality control measure to improve future usability testing (UT) procedures.

Advantages of a Well-written Report

A thoughtfully produced report for the client should always trigger reflection on the internal quality control processes of UT because what the client needs and what the team needs are different. As the final report for the client is produced, processes that affected the usability test inevitably resurface, providing a perfect chance to note where to improve in the future. Too often, however, in the scramble to pull together the final report, the reflection remains a specter of missed opportunity to improve procedures.

But, these reflections can be as simple to produce as a series of annotations (e.g., balloons, color-coded text, footnotes, bracketed sections) appended to the main report. They can also be captured at several points in the process:

- during testing, if deviations from procedures occur
- in reflection, as the report is written
- during debriefing, added on to the final report

For the minimal amount invested in creating annotations, there can be a significant return in streamlined processes, captured organizational memory, and prevented repeat errors, all of which adds up to good return on investment (ROI).

Debriefing Tool

The final report also supports the push toward better user-centered design when it is used as a debriefing tool. It can guide the team when they review their test plan, serving as a reminder of what went wrong, and right. For example, was the team posting sticky notes on the walls to compensate for an incomplete test plan?

Such *ad hoc* methods of data collection annotated in the report can tighten procedures, reduce future errors, and help steer more successful test plans. Carefully captured, this information can also become a formidable storehouse of UT information for the organization. When team members leave, or UT processes change, internal documents can retain information that might otherwise be lost or forgotten. These documents can be used to ensure testing procedures remain intact, and that new team members or methods are smoothly integrated without lost production time or costly mistakes.

Continuous Improvement

The report can also offer an opportunity to reflect on how successfully client goals and objectives aligned with testing methods to produce useful results. This step can help trim methods and sharpen procedures. If you collected data that never makes it into the final report, why have you collected it at all? Or, did you have to dig for data because your collection method did not generate it for you?

Extraneous methods can be dropped and better ones incorporated for future testing scenarios to ensure you stay focused on outcomes relevant to the user (and your client) in your testing. An efficient process will lead to a report that carves out a clear picture of a user from among the data, rather than an indiscriminate jumble of tables and charts.

Good writing also supports good user-centered design. The team can draw on the report to guide future writing and critical thinking. When well-written, the report provides answers about the users and gives contexts to their behaviors: "Why did the user pause (not just, how often did they stop)? What were they thinking about (not just, how long did they sit)?"

In a report published in 2005, Mary Theofanos and Whitney Quesenberry reviewed nearly 50 formative usability reports and noted writing style as the first of three elements that most influenced how the recommendations were presented. The pros also observed that astute writing, such as the ability to differentiate stronger language from more qualified language, was important to assessing problems and making recommendations. Organizational voice can be captured in the report and taught to new members to create documents that are compelling and persuasive. Writing that is cohesive, coherent, correct, and complete inspires confidence in your testing and convinces your client to implement your results, and secures your next contract.

Practitioner takeaways:

User-centered design does not end with a series of recommendations on improving a product. The final report can serve as a reflective measure and iterative process to achieve multiple internal goals:

- improve future testing scenarios
- guide team debriefing
- reveal process gaps
- confirm a logical flow from measures and methods to results and recommendations
- become a historical warehouse of UT information
- capture a powerful organizational voice and teach a compelling writing style
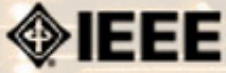
Don't move on to the next project without it.

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Clare Keating *is a PhD student studying technical communication at Texas Tech University. She has produced national, state, and municipal level reports in areas including science, health, education and policy.*

Project Management

Think, Dream and Do

By Michelle LaBrosse

Ahhhh summer time. It's that season that conjures up our youth and returns us to a simpler, more idyllic time before our responsible "adult life" took hold. I remember the magic of being on the ocean with my family and being outside in my neighborhood as the dew fell on freshly cut grass. Now, when I think of that time, I realize the key is to bring that kind of magic along with us every day and cultivate it in any season and at all ages.

So, as you plan for your summer vacation this year, pack more than your favorite book. Save a little space for thinking, dreaming and doing the things you love.

Here are my eight tips for making your own magic in any season.

1. Find your focus.

One of the things I love about vacation is that I often find that's when I get an "ah-ha" moment or find the answer to something I've been thinking about. It's hard to find your focus when you're answering 200 e-mails in a day, and you're surrounded by information overload. However, when you're kayaking on a quiet pond, it's much easier to answer the tough, big questions in life. There's a reason Thoreau went to Walden Pond. Even then, there was "too much noise" in his regular life to answer the existential questions that he wanted to ponder. It doesn't matter what your questions are, the only thing that matters is you give yourself the space and time to answer them.

2. Do what you love.

This phrase often scares people. They think they have to directly translate a passion like movies into a Hollywood career. Instead, you need to make time for whatever you love. Whether it is fly-fishing, yodeling or hiking, what really makes your heart sing? It doesn't have to be your day job, but it should be a regular part of your life. Don't relegate joy to a few times a year.

3. Build on your strengths.

When it comes to your livelihood, how would it feel if you could spend more of your day doing what you're really good at? Many of us spend our days focusing on our weaknesses, instead of building on our strengths. Think about how you spend your working day. How could you make it more aligned with where you really rock? It's a great feeling to build a muscle. Build yours.

4. Giggle again.

Listen to a group of three- and four-year-olds playing. They always giggle at their own jokes. It doesn't matter if it's funny to anyone else or not. They are still in that place where they know how great it feels to giggle. We need to get back to that place. If there's a giggler on your team, encourage that spirit. Laughter is not only contagious; it's hopeful and uplifting. Get your giggle in gear and watch situations change around you when you can laugh at the things that are not important.

5. Put everything in perspective.

When you look at what causes most people stress, it's often the things they can't change. So, when you feel your blood pressure rising, ask yourself what you can change to make the situation more positive. Don't waste your energy on things you can't control.

6. Have a mood changer ready to go.

What are the things that can change your mood? For some people, it's a quick walk or a run to burn off some steam. For others, it's a favorite CD or a song. I have a friend who keeps an iTunes mix on her computer that is called "The Happy Mix." Whenever she needs a mood change, she fires up her Happy Mix, steps away from the computer, stretches, dances a little, sings off-key and finds that after seven minutes of the Happy Mix, she has a huge grin on her face.

7. Have a few cool "To Dos."

Nothing is more of a bummer than a long list of To Dos that are all drudgery. What about your cool To Dos? Some of those things that you've been wanting to do, but never have. Ride in a hot-air balloon? Visit the Grand Canyon? Dreams are always To Dos; don't forget to put them on your list, too.

8. Live an attitude of gratitude.

When you look at people who are the happiest, it's not those who seemingly have "everything." Instead, it's those people who recognize what they do have and are grateful for it. Gratitude is powerful at home and at work because we all like to be thanked, and we also like to feel like we are contributing to the world around us. When you appreciate others and live in an "attitude of gratitude," you create energy on your team and in your family that makes other people feel good about life.

So, no matter where you are in the world or what season you're in today, build a little magic into every day.

Carpe Diem!

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About the Know How Network and Cheetah Learning

About the Author

Michelle LaBrosse, PMP, is founder and Chief Cheetah of Cheetah Learning and author of Cheetah Negotiations and Cheetah Project Management. The Project Management Institute selected Michelle as one of the 25 Most Influential Women in Project Management in the World and one of only two women from the training and education industry.

Cheetah Learning is a virtual company and has 100 employees, contractors, and licensees worldwide. Michelle has run her company virtually for the past 20 years, growing it 100-fold in the past 20 years. She credits her success to using Cheetah's Project Management method to better manage people and technology, and has made it fast, easy and fun for more than 30,000 people to learn and do Project Management.

Newsletter

Editor's Column

User Experience and Other Things

by Kit brown

I've been thinking a lot about the user experience lately, not so much in terms of work, though that's been important, but in terms of my upcoming wedding. As I've been planning, working with vendors, the families, and my fianceé, it's been interesting to learn the expectations, assumptions, and desires that everyone seems to have about the "big event". Many of these expectations, assumptions, etc. are totally unconscious both within myself and my loved ones, and I'm reminded again that customers often don't know what they want and need, but they sure know what they don't want.

The challenge for us as communication professionals, engineers, and so on, is to accurately interpret the customer's musings, statements, and needs, then articulate them in such a way that the customer says, "AHA! This is exactly the solution I had in mind." (OK, we can dream, but helping the customer envision the solution even if it requires some tweaking at least gives the customer something to work from.)

Speaking of Weddings...

In July and the first week of August, I will be away for my wedding and honeymoon. Next month's issue will be guest edited by Brenda Huettner, owner of **P-N Designs**, Inc. and co-owner of **microwave101.com**. A past member of PCS-Adcom, she was also one of my coauthors for *Managing Virtual Teams: Getting the Most from Wikis, Blogs, and Other Collaborative Tools.*

I know that Brenda will take great care of the July/August newsletter. To contact her, email her at **bphuettner AT ieee DOT org**.

I'll be back in September!
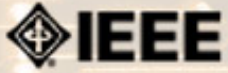
IEEE　　**Newsletter**　　**PCS**

President's Column

Mark's column will be back next month.

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**Mark Haselkorn** _is the current President of IEEE-PCS, and works as Professor and Founding Chair, Department of Technical Communication; Director, Pacific Rim Visualization and Analytics Center; Director, Interdisciplinary Program on Humanitarian Relief at the University of Washington._

Book/Web Site Reviews

*Editor's Note: Several IEEE members have written books of interest to PCS members. If you would like to have it reviewed by a newsletter volunteer, please contact Kit Brown at **pcsnews.editor AT ieee.org**.*
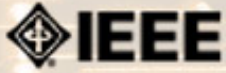
User Experience

By Kit Brown

Ginny Redish has a new book out called *Letting Go of the Words: Writing Web Content that Works.* I haven't had the chance to read it all the way through yet, but it's loaded with great examples and pictures to show what works and what doesn't. Jakob Nielson and Steve Krug both recommend this book very highly.

It's available on **Amazon.com** and the ISBN is 978-0123694867.

Newsletter

Tidbits

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

Geeks Redefined

From *Newsweek* online, 16 june 2008

College co-eds are redefining what it means to be a nerd or a geek. They are smart, sophisticated, beautiful, and studying engineering. The Nerd Girls have made it to primetime in this *Newsweek* article....**Read more**.

The Business Side of Social Networking

from *Fortune Small Business* Online, 3 March 2008

Small businesses need to understand how social networking sites, such as Facebook and MySpace work before deciding whether or not they are the right venue to market their business...**Read more.**...

Browser Wars Are Heating Up Again

from MSNBC.COM, 26 May 2008

The browser wars are heating up as Mozilla releases FireFox 3.0 and Microsoft gets ready to release Internet Explorer 8. And, Apple is getting into the act by pushing Safari out to Windows PC users. **Read more**...

Morphing Websites

From *Network World,* 22 May 2008

Self-customizing e-commerce sites might help businesses make more money by automatically adjusting what's displayed to each customer's preferences. **Read more**...
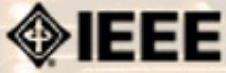
Newsletter

Society News: PCS Events

IPCC 2008 in Montréal

By IPCC 2008 Committee

Registration for the conference is now open!
(See **http://ewh.ieee.org/soc/pcs/?q=node/127**)

We will be offering a CEU track at the conference, and this track will allow attendees to earn 1 CEU in professional communication practices from Texas Tech University. (See
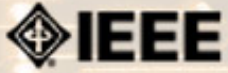**http://ewh.ieee.org/soc/pcs/?q=node/176**)

IEEE-USA Representative Coming to Montréal

IEEE-USA Public Relations Manager Chris McManes will attend the IEEE Professional Communication Conference in Montreal and be available to discuss IEEE-USA and its Communications Committee. IEEE-USA promotes the career and public policy interests of the IEEE's 215,000 U.S. members.
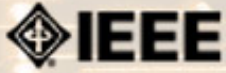
Newsletter

Society News: Member News

IEEE MemberNet

If you haven't already done so, be sure to check out the IEEE MemberNet. It's a Facebook-like online directory for members that facilitates networking.

The URL is **http://www.ieee.org/web/membership/memberNet.html**. It's a great tool for finding other IEEE members with similar interests.

Newsletter

Calls for Articles/Proposals/Courses

Transactions **Special Issue**

METM Spring Workshops

LeaderPoint Executive Experience

Mentors Needed

IEEE Educational Opportunities

Transactions Special Issue

Call for Papers:	**http://ewh.ieee.org/soc/pcs/index.php?q=node/141**
Proposal Due:	various

A special issue is planned for the PCS *Transactions.* Topic is Assessment in Professional Communication.

METM Spring Workshops

Courses:	**http://www.metmeetings.org/**
Dates:	various through June 2008
Location:	Barcelona, Spain

MET is pleased to announce its Barcelona workshop programme for spring 2008 (29 February - 28 June), with 3 new titles and 5 of MET's established workshops making up the list. MET's spring workshop programme not only provides skills updating opportunities for people within easy reach of this city, it also gives us the chance to pilot new workshops with a view to bringing tested materials to larger groups at our annual meetings (next one: 11-13 September in Split, Croatia).

Visit **http://www.metmeetings.org/?section=workshops** for information on the workshops and on how to register.

Date (time)	Topic (leader) and brief description	Venue	Fee (members)

Fri 27 June (17:30-21:00h)	**Righting citing: principles and strategies for editors and translators** (I Patten)	Barcelona TBA	€25
Sat 28 June (10:00-13:00)	**Managing plagiarism: an approach to dialog between authors and editors** (ME Kerans)	Barcelona TBA	€25

AIIM Certificate courses in ECM Best Practices

Courses:	**http://www.aiim.org/education/certificate.asp**
Location:	various locations and online

Enterprise Content Management (ECM) is about managing your information assets. It is a framework which enables the management of information assets across an organization, and ties in platforms and programs including:

- Capture/Imaging
- Electronic Document Management
- Electronic Record Management
- Business Process Management
- Collaboration
- Web Content Management
- Digital Asset Management.

The Enterprise Content Management (ECM) Certificate Program reflects the global best practices in use across our 50,000 members. The program covers the strategies, tools, and technologies used to capture, manage, store, preserve, and deliver information in support of business processes.

- Learn global best practices for planning and implementing ECM
- Discover real world solutions and best practices for challenges you face
- Learn from experts in the field who are able to answer your questions, available to address your comments, and willing to accept your feedback
- Position yourself to be tomorrow's leader by enhancing your business and professional skills

LeaderPoint Executive Experience

Courses:	**http://www.leaderpoint.biz/ieee.htm**
Educational Partnerships:	**www.ieee.org/partners**
Location:	Kansas City, Missouri USA

LeaderPoint, a company specializing in executive and management development sessions and newest member to the IEEE Education Partners Program, is offering members a 10% discount on its Executive Experience session. The session, a five-day, comprehensive development program designed to advance leadership and management skills, is held in Kansas City,

Mo. The Executive Experience will help participants gain the following skills:

- Build cooperation in seizing opportunity and gaining greater commitment
- Practice using systematic tools for strategic planning
- Diagnose and correct dysfunctional group dynamics
- Focus personal development in specific areas
- Develop a management mindset for improving business results

Each session has an assessment component which provides a summary of LeaderPoint's observations, the participant's comments, and specific recommendations.

Participants can contact LeaderPoint at any time for follow-up work, questions, and concerns. For more information on LeaderPoint visit **http://www.leaderpoint.biz/ieee.htm**. For general information on the IEEE Education Partners Program visit **www.ieee.org/partners**.

Mentors Needed

Website:	**http://www.leaderpoint.biz/ieee.htm**
Contact:	**www.ieee.org/partners**

The IEEE Mentoring Connection is looking for "online" mentors to help guide younger IEEE professionals in career planning and professional development. Currently, 989 mentees, but only 440 mentors have registered to participate.

Mentor participation is open to all IEEE members above the grade of Student Member. Soon, we will be inviting Graduate Student Members to join the program. These members have graduated with their first professional degree and are presently in a graduate program (Masters, MBA, PhD, etc.). We will need additional mentors in the program to handle the requests from this new group. We need you!

Presently our mentors represent the following positions:

- Associate Dean and Professor
- Director of Engineering
- Senior Sales Engineer
- Project Manager
- Corporate Owner
- Consultant
- R&D Technical Manager
- Licensing Manager
- Division Manager - Control Systems
- Electrical Engineer
- Vice President Research
- Director - Customer Operations
- Computer Scientist - Branch Chief

- Senior Product Development Engineer
- Design Engineer - Power
- Retired

If you have received an invitation to join the program and been thinking about it, now is the time to join. If you have already signed in as a mentor - thank you for participating.

Gary Hinkle, a mentor in the program, says "Helping young engineers develop in their careers is very rewarding. Working with some of these individuals has proven to be quite a challenge, because of the diversity among those seeking mentors. I'm glad to be contributing to this program."

The program enables the mentee to select their mentoring partner online from a list of individuals who have volunteered to serve as mentors. After mentors are identified as a potential match, they are contacted and asked to begin establishing a relationship.

Interested members can visit **http://www.ieee.org/mentoring** for information on the roles and responsibilities of each mentoring partner, including additional program information and an FAQ page. Potential mentors are asked to review the time and effort commitment to the program necessary to ensure a successful mentoring partnership. To enter the program website, please go to **http://www.mentoringconnection.com** and use the IEEE Group ID "IEEE2006" to enter for the first time. Once in, you will need to set your own User ID and Password.

If you have any questions, please contact Cathy Downer, Regional Activities, at **c.downer AT ieee DOT org**.

Educational Opportunities from IEEE

Online Courses:	Expert Now **http://ieeexplore.ieee.org/modules.modulebrowse.jsp**
Educational Partnerships:	**http://www.ieee.org/web/education/partners/eduPartners.html**
CEUs	**http://www.ieee.org/web/education/ceus/index.html**

Staying technically current in today's ever-changing workplace is a career must if you want to maintain your professional edge or your P.E. license as required by more than 30 states in the US. IEEE offers an innovative new product called *Expert Now* as well as a growing service, Education Partners Program to help meet your continuing professional development needs.

Expert Now is a collection of over 65, one-hour long, interactive online courses on a variety of topics, including, but not limited to, the following:
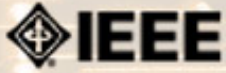
- aerospace

- circuits & devices
- communications
- computing
- laser & optics
- microwave theory & techniques
- power
- reliability
- signal processing
- software.

Presented by experts in the field, each course brings to your desktop the best tutorial content IEEE has to offer through its technical meetings that take place worldwide. Continuing Education Units (CEUs) can be earned upon successful completion of the assessment. To review the course catalog visit **http://ieeexplore.ieee.org/modules.modulebrowse.jsp**.

For those looking for a more robust educational experience, more along the lines of a longer online course, or a more traditional classroom setting, the IEEE Education Partners Program can prove helpful in your search for continuing professional development opportunities. Exclusive for IEEE members, it provides access to more than 6,000 online courses, certification programs, and graduate degree programs at up to a 10% discount from academic and private providers that IEEE has peer reviewed to accept into the program. To review the current list of partners participating in the program visit **http://www.ieee.org/web/education/partners/eduPartners.html**.

Another way to browse for a course or educational events taking place in your area is through the courses registered with IEEE to offer CEUs. To review what's available in your area visit **http://www.ieee.org/web/education/ceus/index.html**. IEEE is an Authorized provider of CEUs through the International Association for Continuing Education and Training, as well as an authorized provider of CEUs for the Florida State Board. IEEE CEUs are also accepted by the New York State Board, and can easily be converted into PDHs. One CEU is equal to 10 contact hours of instruction in a continuing education activity. IEEE CEUs readily translate into Professional Development Hours (PDHs) (1 CEU = 10 PDHs).

For more general information on IEEE's Continuing Education products and services, visit **http://www.ieee.org/web/education/home/index.html**. Specific inquiries can be directed to Celeste Torres via email, **c.torres AT ieee.org,** or by phone +1 732 981 3425.

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.

SECON 2008

WM-SCI 2008

KGCM 2008

Academic Globalization Symposium

CITSA 2008

SIBIRCON

WHNC 2008

Int'l Symposium on Assessment in Science and Engineering Education *NEW!*

itSMF 2008

METM 2008

ICMIT 2008

CISSE 2008 *NEW!*

STC-ETC Chapter conference *NEW!*

SECON 2008

Conference:	Fifth Annual IEEE Communications Society Conference on Sensor, Mesh and Ad hoc Communications and Networks (SECON 2008)
Dates:	16-20 June 2008
Location:	San Francisco Bay Area, California, USA
Proposals Due Date:	11 December 2007

Acceptance Date:	14 March 2008
Final Paper Due Date:	4 April 2008 (Midnight Eastern Standard Time, GMT-5)
Website:	**http://www.ieee-secon.org**

IEEE SECON provides a forum to exchange ideas, techniques, and applications, discuss best practices, raise awareness, and share experiences among researchers, practitioners, standards developers and policy makers working in sensor, ad hoc, and mesh networks and systems.

The conference will provide collegiality and continuity in the discussions of the various topics among participants from the industrial, governmental and academic sectors.

Original technical papers on the communications, networking, applications, systems and algorithmic aspects of mesh and sensor networks, as well as those that describe practical deployment and implementation experiences are solicited for presentation and publication.

WM-SCI 2008

Conference:	12th World Multi-Conference on Systemics, Cybernetics and Informatics: WM-SCI '08
Dates:	29 June - 2 July 2008
Location:	Orlando, FL USA
Proposals Due Date:	24 October 2007
Acceptance Date:	28 November 2007
Final Paper Due Date:	14 February 2008
Website:	**http://sciiis.org/WM-SCI08**

Submitted papers or extended abstracts will have three kinds of reviews: double-blind (by at least three reviewers), non-blind, and participative peer-to-peer reviews.

Authors of accepted papers who register for the conference can have access to the reviews made to their submission so they can improve the final version of their papers. Non-registered authors may not have access to the reviews of their respective submissions.

Awards will be granted to the best paper of those presented at each session. From these session's best papers, the best 10%-20% of the papers presented at the conference will be selected for their publication in Volume 6 of *JSCI Journal* (**www. iiisci.org/Journal/SCI**) and sent free to over 220 research libraries. Libraries of journal author's organizations will receive complimentary subscriptions of at least one volume (6 issues).

KGCM 2008

Conference:	2nd International Conference on Knowledge Generation, Communication and Management: KGCM 2008
Dates:	29 June - 2 July 2008

Location:	Orlando, FL USA
Website:	**http://www.sciiis.org/KGCM2008**

Generated knowledge is usually communicated. Implicit or explicit management of knowledge generation and communications is usually required for both: knowledge generation and communication. Knowledge management also requires knowledge generation and/or communication, i.e., meta-knowledge regarding knowledge management, which has been explicitly being addressed on the organizational level. These three dimensions are highly related to each other.

The phenomena of Knowledge Generation, Communication and/or Management has been addressed in the academic, private and public sectors; in universities and in business; in disciplinary research and in multidisciplinary projects. Support systems are being designed and implemented in and for the three sectors. Consequently, the areas and topics that will be covered in KGCM 2008 will be about KGCM concepts, theories, models and methodologies as well as technologies, supporting systems, tools and techniques. Submissions of papers/abstracts regarding scientific research, engineering designs, technological innovations, case studies, and products development are accepted.

Symposium on Academic Globalization 2008

Conference:	2nd Symposium on Academic Globalization
Dates:	29 June - 2 July 2008
Location:	Orlando, FL USA
Proposals Due Date:	24 April 2008
Acceptance Date:	10 days after submittal
Final Paper Due Date:	22 April 2008
Website:	**http://www.sciiis.org/wmsci2008/website/ag2008.asp?vc=22**

The 2nd Symposium on Academic Globalization: AG 2008, part of the Academic Globalization Project, is being organized in the context of WMSCI 2008, and its collocated conferences.

The purpose of AG 2008 is to bring together scholars, educators and practitioners with the objective of exploring, reflecting and sharing ideas with regards to the impact that the Globalization Phenomena is having or might have on universities (research, teaching and continuing education), and vice versa: the impact that academia is generating, or could generate on the phenomenon of globalization.

CITSA 2008

Conference:	5th International Conference on Cybernetics and Information Technologies, Systems and Applications
Dates:	29 June - 2 July 2008
Location:	Orlando, FL USA
Proposals Due Date:	5 March 2008
Acceptance Date:	2 April 2008
Final Paper Due Date:	22 May 2008
Website:	**http://www.infocybereng.org/citsa2008**

CITSA 2008 is an International Multi-Conference being organized with the purpose of providing researchers, practitioners, developers, consultants, and end-users of computerized, communications and/or control systems and technologies, as well as their industrial and social applications in the private and the public sectors, an opportunity to join in a common place sharing experience and knowledge. It is intended to be a forum to expose and share current and future research work and innovations in these areas, as well as in the relationships among them.

One of the primary objectives of CITSA 2008 is to promote and encourage "interdisciplinary cross-fertilization", "epistemic things" and the production of "technical objects". Its intellectual perspective context is systemic thinking and practice, including the analogical thinking that characterizes the Systems Approach.

SIBIRCON 2008

Conference:	International Conference on "Computational Technologies in Electrical and Electronics Engineering"
Dates:	21-25 July 2008
Location:	Novosibirsk Scientific Centre, Novosibirsk, Russia
Proposals Due:	1 March 2008
Acceptance Date:	21 April 2008
Final Paper Due:	16 April 2008
Website:	**http://sibircon2008.sibsutis.ru/**

Previously unpublished contributions from a broad range of topics in the sphere of the IEEE activities are solicited, including (but not limited to) the following areas:

- Coding theory
- Information theory
- Cryptography and data security
- Education and e-learning
- Microwave theory and techniques
- Energy conversion and renewable energy
- Telecommunications
- Engineering in medicine and biology

Wireless Hive Networks

Conference:	IEEE Wireless Hive Networks Conference
Dates:	7-8 August 2008
Location:	Austin, TX USA
Proposals Due:	27 April 2008
Acceptance Date:	2 June 2008
Final Paper Due:	23 June 2008
Website:	**http://ieee-whnc.org/index.html**

Wireless Hive Networks (WHN) are local communities of wireless devices, in potential volumes dwarfing memory chips, associated with items on warehouse shelves, biomedical samples, border motion detectors, etc. ZigBee is an example of

hive protocols. This conference brings together researchers, engineers, and other practitioners to address WHN protocols, power generation, semiconductor processes, and other WHN production and efficient deployment issues.

International Symposium on Assessment in Science and Engineering Education

Conference:	IEEE Wireless Hive Networks Conference
Dates:	7-8 August 2008
Location:	Center for Language Research, University of Aizu, Aizuwakamatsu City, Fukushima Prefecture, Japan
Website:	**http://ewh.ieee.org/soc/pcs/index.php?q=node/141**

Keynote Speakers:

Dr. Julia Williams
Professor and Director
Office of Institutional Research, Planning and Assessment
Rose-Hulman Institute of Technology (USA)

Dr. Marjorie Davis
Professor and Chair
Department of Technical Communication
School of Engineering
Mercer University (USA)

OBJECTIVE: To provide an international forum for presentations, workshops, and discussions on how to effectively assess university programs, courses, teaching materials and methodologies, students for admission, faculty for employment and promotion, student learning, faculty development, university administration, etc. to help university faculty and administrators in schools of science and engineering make wiser, more intelligent data-driven decisions.

Presentation Categories: 20-30 minute papers, 60-minute panel discussions, or 60 minute workshops

500-Word Proposals Received: June 1-30

Letters of acceptance/rejection sent shortly after receipt of individual proposals.

Send Proposals to: t-orr@u-aizu.ac.jp

Presenters are encouraged to write full papers, based on their presentations, for potential publication in the IEEE Transactions on Professional Communication Special Issue on Assessment in Professional Communication: Full papers due: August 15. Full papers are not required, however, for presentation in this symposium.

itSMF USA Fusion 2008

Conference:	Fusion 2008
Dates:	7-10 September 2008
Location:	San Francisco, CA USA
Website:	**http://www.itsmfusion.com/**

As the fastest growing IT organization in the world, itSMF USA has the expertise necessary to unify IT service management by bringing together professionals and strategies to lead the industry toward a profitable future.

Attended by the industry's best minds and leading experts. Heightened opportunities for networking with fellow professionals, vendors, and implementation partners. Improved event planning with better organization, accommodations, and food. Expanded presentations from desirable speakers within the ITSM industry.

Conference summary

- Workshops: Sunday afternoon and Wednesday
- Exhibits: Sunday PM through Tuesday PM
- Conference: Monday through Wednesday
- Training: Thursday-Saturday (additional cost)

METM 2008

Conference:	Mediterranean Editors and Translators Meeting 2008
Dates:	11-13 September 2008
Location:	Split, Croatia
Website:	**http://www.metmeetings.org/?section=metm08_program**

Through panel discussions, presentations, plenary sessions and workshops, METM 08 will promote knowledge-building and networking among editors, translators, and other English language supporters who work in the Mediterranean area. In 2008, symposia are planned on multilingual and other types of publication from non-anglophone contexts. Presentation categories encompass research, promising practices, and knowledge updates.

We are considering proposals that will add practical and theoretical range to the preliminary program. Proposals (**due 15 April 2008**) are welcome on the following topics:

- The nature of written or spoken texts in professional disciplines that communicate knowledge internationally through English.
- The processes through which texts are written, prepared for delivery, or prepared for publication in English.
- Any of our association's objectives.

ICMIT 2008

Conference:	4th IEEE International Conference on Management of Innovation & Technology (ICMIT2008)
Dates:	21-24 September 2008
Location:	Bangkok, Thailand

Website:	http://www.ICMIT2008.org

ICMIT2008 is the 4th International Conference on Management of Innovation and Technology, first initiated by the IEEE Engineering Management Society Singapore Chapter in 2000. ICMIT2008 intends to bring together scholars, industrialists, and entrepreneurs interested in improving their research and development, and business applications in innovation and technology management across a global network of diverse platforms. This conference is co-sponsored by IEEE Singapore Section and IEEE Technology Management Council.

ICMIT 2008 will include papers on the following topics:

- Technology Management
- Innovation Policy and Management
- Process Innovation
- Managing IT and E-Commerce
- Knowledge Management
- Project Management
- Supply Chain Management
- Sustainable Development
- Global Production Network
- Technology Intelligence and Planning
- New Product Development
- Entrepreneurship
- Human Resource Management
- Intellectual Property Right and Patent
- R&D Management
- Risk Management
- Six Sigma and Quality Management
- Service Science and Innovation
- Other Technology Management Issues

Authors are requested to submit full papers to the ICMIT 2008 conference via the conference website. The full paper should be no longer than 6 pages, including title of the paper, keywords, name and affiliation of the authors. All submissions will be peer-reviewed for technical merit and content. Accepted papers will be published in the conference proceedings which will appear in IEEEXplore database and indexed by Engineering Index (EI).

CISSE 2008

Conference:	The Fourth International Joint Conferences on Computer, * * Information, and Systems Sciences, and Engineering (CISSE 2008)
Dates:	5-13 December 2008
Location:	Virtual
Proposal Due:	6 October 2008
Acceptance Date:	6 November 2008
Registration Due:	26 November 2008

Website: **http://www.cisse2008online.org**

CISSE 2008 provides a virtual forum for presentation and discussion of the state-of the-art research on computers, information and systems sciences and engineering. CISSE 2008 is the fourth 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 online. 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.

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.

STC-East Tennessee Conference

Conference:	Practical Conference on Communication: "Technical Communication in a Global Economy"
Dates:	9-11 October 2008
Location:	Chattanooga, TN USA
Proposal Due:	7 July 2008
Website:	**http://www.stc-etc.org/pcpc.asp**

PCOC is back! The East Tennessee Chapter of the Society for Technical Communication revives this popular conference at The Chattanoogan hotel and conference center in Chattanooga, Tennessee October 10 - 11, 2008. This 25th PCOC event begins with an outdoor evening reception at the hotel Thursday, October 9 and continues in a multi-track, multi-session format in the conference center all day Friday and Saturday.

Keynote speaker Dr. Mark Mendenhall, distinguished business professor and expert in global leadership, will provide insight into the global corporate culture. Fun fall activities in the Chattanooga area make this an ideal conference to attend with family.

For a PDF with all of the "Call for Papers" information, click the following link:
http://stc-etc.org/PCOC25Call4Papers.pdf.

For additional information on the conference, go to **http://stc-etc.org/pcoc.asp**.
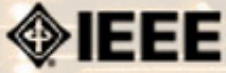
Society News: AdCom News

AdCom Meeting at IPCC

By AdCom

The Adcom will meet Sunday, 13 July 2008 in Montreal, the day before the conference begins. Members are welcome to attend the meeting. If you would like an item added to the agenda, please contact **Muriel Zimmerman**, PCS secretary by 1 July.

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.*

Media, Language, and Digital Writing

Position:	Tenure track Assistant Professor
University:	Department of Humanities at New Jersey Institute of Technology
Location:	Newark, New Jersey, USA
Application Due:	Open Until Filled
To Apply:	**https://njit.jobs/applicants/jsp/shared/frameset/Frameset.jsp?time=1205720331891** (posting #0600196)
Start Date:	September 2008

The Department of Humanities at New Jersey Institute of Technology (Newark, NJ) invites applications for a tenure-track position at the rank of assistant professor in media, language, and digital writing, to begin **September 2008**.

Applicants should have the following qualifications:

- Ph.D. or close to achieving that degree
- Evidence of scholarly accomplishment, creativity, and effective pedagogy
- Primary research field that focuses on, and participates in, developments in writing and human communication in the digital age, which can include developments in the visual arts.
- Preference will be given to technically skilled applicants who have worked in media production and design in a multidisciplinary environment that integrates arts, communication, and contemporary technologies, perhaps with special interest in digital literature.

Candidates will be expected to contribute fruitfully to the advancement of new initiatives in the teaching of writing, communication, formation and organization of expression on the Web in undergraduate and graduate programs. A

Review of applications will begin immediately and the position will remain open until filled. New Jersey Institute of Technology is an AA/EOE and especially encourages applications from women and members of minority groups.
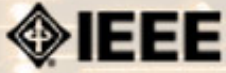
Guidelines

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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Please do NOT submit articles as LaTEX files. They do not convert to HTML very well, and it's a major headache to ensure that text renders correctly. Also, turn off curly quotes if using Word. Acceptable file formats are .TXT, .DOC, and .RTF. Graphics can be .JPG, .GIF, or .PNG format.

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.)
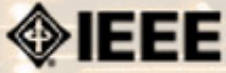
1. Identify your theme and 3 main points in the introductory paragraph. This lead paragraph should draw readers in and make them want to read on.
2. Use each of the 3 body paragraphs to discuss the one of the 3 main points you identified in the first paragraph. (discuss them in the order that you listed 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 AT 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 2008

by Kit Brown

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

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

Web 2.0

Editorial Schedule for 2008

Month	Theme
January 2008	Writing
February	Web 2.0
March	Proposals/Business Cases
April	Agile Documentation/ Writing Requirements
May	Project Management
June	User-Centered Design
July/August	Information Economy
September	International TC
October	Reports and White Papers
November	Information Architecture
December	Presentations

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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.

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