Business in a Knapsack:
Can you run your projects when you're on the run?

By Michelle LaBrosse

Business on the go is part of our lives today. Whether you're running a business or you're running a project when you're on the go, don't mistake mobility for absence. When you're not there in person, you need to be more effective at being there virtually. That means you have to sharpen your communication skills like a pro. Most of us think first about the technology tools in our knapsack and forget about the invisible tools—until there's a problem. Communication is one of those invisible tools that every business needs to hone—especially in a virtual world...**Read more**.

- **Members in the News**

Menno De Jong

Menno De Jong has been named the Editor-in-Chief of the Society for Technical Communication's quarterly, peer-reviewed journal, *Technical Communication* ...**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**.

- **ABET**

Assessment

The question, what do we gain by assessment, is one that has been asked more and more often by engineering educators. They ask the question even as the changes in accreditation brought on by ABET, Inc. and the Engineering Criteria have been cemented in programs both in the United States and abroad. This question was also the focus of a recent panel discussion by leading engineering educators ....**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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Newsletter

Feature

Editor's Note: Michelle LaBrosse of Cheetah Learning will be contributing a monthly column on project management. Here is the first installment.

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Business on the go is part of our lives today. Whether you're running a business or you're running a project when you're on the go, don't mistake mobility for absence. When you're not there in person, you need to be more effective at being there virtually. That means you have to sharpen your communication skills like a pro. Most of us think first about the technology tools in our knapsack and forget about the invisible tools—until there's a problem. Communication is one of those invisible tools that every business needs to hone—especially in a virtual world.

Here are Six Keys to Clear Communication in a Virtual World

1. Build trust in person and grow that trust with clear expectations.

In order for people to work effectively virtually, there has to be trust. Trust doesn't happen magically. It is built when you bring your team together for training or team building, and then continues to grow with clear expectations consistently set by leaders and met by the team. It's important to bring people together at least once a year. The other thing I've learned is that you don't have to have everyone fly into one location at once. I often meet with my key people on my team one on one. I can fly wherever they are or have them fly to meet me when I'm in a nearby city. In those meetings, I often really get a handle on something that wasn't obvious before; and then when we're virtual again, I have invaluable insight that wouldn't have been possible before the time we spent together.

2. Manage Results, Not Activity.

In the physical office environment, "busy work" often gets mistaken for real work. In the virtual environment, when you can't see what people are doing, the key is to manage results. Set expectations and monitor the results, not the daily activities. This is empowering for people who are motivated and who take the initiative, and on the other hand it is a virtual microscope, which reveals people who don't know how to get things done. You can usually spot a poor hire in a couple of months and save yourself and the individual a lot of time and heartache.

3. Schedule Regular Communication.

It's important that there is a regular time for reporting both progress and potential pitfalls to the team. This keeps people on

track and gives everyone the discipline of a team check-in. It's amazing how much can be accomplished in a 30-minute conference call when you set expectations beforehand and tell everyone what you need to accomplish in that timeframe.

4. Create Communication that Saves Time -- Not Kills It.

Have you created an e-mail culture that wastes time with endless "daisy-chain" conversations that take several hours to read? Does your team spend hours trying to solve an issue with an e-mail conversation that could have been solved with a 30-minute conference call? With e-mail being a critical tool in our work environments, it's important to create a new culture of effectiveness around it. Ask yourself: How you can make your team's e-mail communication even more productive? Set e-mail rules for your organization. Here are a few of my favorites:

Michelle's Favorite Email Rules

- Survive the Quick Read by Putting what You Need in the Lead

  I don't have time to read a long rambling piece of prose about anything. Remember that I'm glancing quickly to know what is important and what you need from me. Put that in the subject line and immediately tell me what you need at the top of the e-mail.

- Don't CC the Whole World

  Don't create work for your colleagues if they don't need to be cc'd. Copy only those who need to know, and let the rest of us receive one less e-mail.

- Don't Use E-mail to Blow a Fuse

  When you're angry, step away from the keyboard. Nothing is more disruptive or upsetting to anyone's day then getting negative garbage and anger in their e-mail box. Cool off and then send a sane response.

- Don't Forget that Old-Fashioned Device Called a Phone

  I love it when people say to me: "She didn't respond to my e-mail." And then I inevitably ask: "Did you call her?" And I get this funny look while the person goes back in the memory bank and remembers the good ole phone. It still works wonders, especially if an e-mail chain is getting confusing and/or wasting people's time. Pick up the phone when the e-mail isn't saving time.

5. Create Standards that Build a Cohesive Culture.

What are your standards of quality? How do you define excellence? What does your brand mean to each employee? Making sure everyone knows the answers to those three questions is even more important when people are scattered geographically. Virtually, you need to create cohesion with excellence and a sense of pride in what your company stands for. People want a reason to belong and a strong culture gives them a sense of belonging and also the confidence of knowing what the rules of the road are for them and your company.

6. Rules of Responsiveness.

When people are working remotely, it's important that you define what your rules of responsiveness are for your culture. How quickly are people expected to return an e-mail, an Instant Message or a phone call? What is your protocol when people are out of the office or on vacation? If you're in a customer service environment, it's important to have clear expectations regarding how to respond to all customer inquiries. No one likes to be kept waiting, and knowing what to expect immediately lowers the blood pressures on both sides of the customer/company relationship.

Conclusion

Once you have your communication keys in place, don't forget to be a model of the behavior you want to cultivate. Set some boundaries for yourself, and let your team know when you're not available. If you're on a family vacation, give people plenty of notice, and let them know the time period when you are not available. Empower people when you are unavailable. You'll be surprised how the world still turned while our Blackberry was off!

Stay tuned for more. This was just a taste of my upcoming book about my experiences running Cheetah Learning from a knapsack. Stay tuned and we'll provide more details as we get closer to a publishing date.
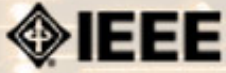
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About the Know How Network and Cheetah Learning

Copyright (c) 2008, Cheetah Learning. The Know How Network monthly column is written by Michelle LaBrosse and distributed to hundreds of media outlets around the world. Visit www.cheetahlearning.com for more information. You can also get your career in gear with CheetahWare, free Project Management tools from 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.

ABET

What Do We Gain by Assessment?

by Julia M. Williams

The question, what do we gain by assessment, is one that has been asked more and more often by engineering educators. They ask the question even as the changes in accreditation brought on by ABET, Inc. and the Engineering Criteria have been cemented in programs both in the United States and abroad. This question was also the focus of a recent panel discussion by leading engineering educators at the American Society for Engineering Education Illinois/Indiana Section Meeting on the campus of Rose-Hulman Institute of Technology in Terre Haute, Indiana, April 3-5, 2008.

During a lunchtime discussion entitled "What Do We Gain by Assessment? Cost/Benefit Perspectives," panelists presented their own views of the impact of the move to learning outcomes assessment, as well as responded to audience questions. Members of the audience included engineering faculty from colleges and universities in the Midwest region, as well as representatives from industry and engineering students.

Participants in the panel included the following people:

- Dr. David R. Finley, vice-president for Academic Affairs at Tri-State University (Indiana)
- Dr. Gerald Jakubowski, president of Rose-Hulman Institute of Technology (Indiana) and Immediate Past Chair of the Engineering Accreditation Commission (EAC) for ABET
- Dr. Richard T. Johnson, dean of the College of Engineering and Technology at Bradley University (Illinois)
- Mr. James M. Lowes, retired from Eli Lilly and Company and ABET evaluator from 1995 through 2005
- Dr. Sarah A. Rajala, professor and department head of electrical and computer engineering at Mississippi State University and president-elect of the American Society for Engineering Education

As moderator of the panel, I asked each participant to summarize what they believed to be the major effect of assessment on engineering education, engineering programs, and engineering faculty and students. While each member of the panel brought different perspectives to the topic, they concurred on two points: outcomes assessment is valuable, but concerns remain regarding its sustainability and costs.
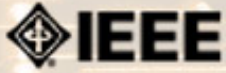
Dr. David Finely explained that in general, he believed that engineering faculty charged with developing assessment processes for their programs often collected too much data that wasn't particularly meaningful and/or wasn't used to inform improvements or planning. Dr. Jerry Jakubowski referred the audience to a recent study conducted by the Pennsylvania State University that reported on an analysis of the impact of assessment. ABET, Inc. and the Engineering Accreditation Council, Dr. Sarah Rajala explained, are in the process of measuring the costs of assessment.

These promises of measuring costs and impact did not satisfy all of the conference attendees who participated in the discussion. While no one in the audience completely dismissed the value of assessment, they raised serious concerns regarding its appropriateness applied to the area of education. One faculty member pointed out that the process of continuous improvement that underlies the assessment effort in engineering education was derived from industrial processes like Six Sigma and Total Quality Measures. Applying a process that engineering faculty didn't invent to engineering students was, for this individual, unwise.

For another respondent, outcomes assessment seemed to go against the current trend in engineering for creativity in solving problems in areas such as energy and the environment. Dr. Richard Johnson and Dr. David Finely agreed that programs should have room to cultivate uniqueness, rather than having to reduce variation in order to meet ABET requirements.

Finally, an audience member asked about the possibility that engineering programs could achieve dual assessment for both their undergraduate and graduate programs. The move reflects interests within the engineering education community to look upon a masters degree as the first professional degree in engineering. Both the audience and the panelists seemed to agree that such a move contained several inherent concerns, such as additional costs to the programs and the confusing advanced-level criteria. At least there was something that everyone could agree on.

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__Julia Williams__ is the Executive Director of the Office of Institutional Research, Planning, and Assessment, and Associate Professor of English at __Rose-Hulman Institute of Technology__ in Terra Haute, Indiana. She is also the education chair for IEEE-PCS.

Newsletter

President's Column

Why I Belong to PCS

By Mark Haselkorn

For me, one of the most important reasons for being a member of IEEE/PCS is that it provides numerous opportunities for participation in career-enhancing and rewarding activities. Through my PCS membership, I have had the opportunity to publish numerous articles, participate in international standards work, plan and execute major conferences, take part in national policy-setting meetings, and be part of an international speaking tour.

I have not only gained important experience and contacts, but have also met numerous colleagues, many of whom have become professional collaborators and personal friends. It saddens me that so few members of PCS take advantage of opportunities like these. But, hope springs eternal, and I will occasionally use this column to inform you of opportunities that have presented themselves.

This month, I'd like to bring to your attention two opportunities that may be of interest.

Publishing Opportunity in *Today's Engineer*

First, there is the opportunity to publish an article in *Today's Engineer*. *Today's Engineer* is a monthly online journal published by IEEE-USA. It is "devoted to the issues affecting U.S. IEEE members' careers, such as professionalism, management skills, engineering performance, engineering skills and competencies, product development practices, project management issues, innovation and entrepreneurship, business practices."

Communication is an essential component of most of these issues, and many PCS members have important insights and experiences that could benefit others. For this reason, Paul Kostek, former President and current VP of IEEE-USA, recently wrote to me saying, "I'd like to explore having your members write for *Today's Engineer*." This is a serious invitation. Would anyone out there in PCS land like to take Paul up on his offer?

Help Designing PCS' Second Life Space

The second opportunity is a PCS initiative that IEEE-USA would like to share with us. IEEE owns two islands in **Second Life** (this is not the place to explain Second Life, and this opportunity is for those of you who already are interested in this avatar-based interactive online environment).
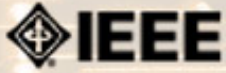
PCS has obtained a building in Second Life from IEEE and we are ready to think about our future presence there. One idea is that we hold a design contest for students, with a free membership and a place on our design and build team to the winners. We would love to have a PCS member with Second Life experience lead this contest and design team. Anyone out there interested in helping carve out the PCS home in the Second Life world, and interact with a great group of other IEEE

developers in the process?

Well, that's it for now. If you have ideas of your own for contributing to PCS and IEEE, just let me know by emailing **markh At u DOT washington DOT edu**. Thanks.

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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._

Newsletter

Editor's Column

Survey Results

by Kit brown

Last month, I sent out a notification about the member satisfaction survey to 1326 members. As of today, 66 of you have taken the time to respond.

Some of the highlights include the following:

- Networking and professional development are important reasons for the respondents to belong to PCS.
- Most of the respondents find the Newsletter and *Transactions* to be important or very important PCS benefits.
- Many of the respondents express an interest in having more local networking opportunities and other chances to meet face-to-face.
- 81% of the respondents like viewing the newsletter in an online format
- The top 5 existing newsletter features were the monthly feature article (80%), the book/website reviews (69%), Professor Grammar (61%), the Tools column (58%), and the Editor's Column (48%--thanks!)
- Topics that respondents indicated that they would like to see in the newsletter included trends in technical communication, writing and editing, best practices, presentation tips, graphic design, and project management.
- For *Transactions,* respondents liked that the articles contained some practical tips, that the articles are of high quality and relevant, and that they appear well-researched. Respondents indicated that the articles could be improved by making the articles less turgid and more readable, updating the journal's design, and by broadening the topics covered.

Below are the detailed results of the survey (bold % indicates the top 2 responses for a question):

1. Reasons for belonging to PCS

Item	Strongly Agree	Agree	Disagree	Strongly Disagree
Networking	**22%**	**52%**	20%	6%
Professional Development	**29%**	**31%**	3%	1%
Volunteer Opportunities	8%	**23%**	**21%**	12%
Mentoring	9%	**28%**	**42%**	20%
Sharing my knowledge	**29%**	**49%**	16%	6%
Publishing opportunities	16%	**40%**	**27%**	17%
Training	19%	**54%**	21%	6%
Learning opportunities	**47%**	**47%**	5%	2%

2. Importance of PCS Services and Benefits

Item	Very Important	Important	Somewhat Unimportant	Not Important
Newsletter	**44%**	**38%**	16%	3%
Transactions	**38%**	**33%**	25%	5%
Web portal	23%	**33%**	**39%**	5%
Conferences	**28%**	17%	**34%**	20%
Online discussion forums	8%	23%	**44%**	**25%**
Workshops	8%	**28%**	38%	27%
Podcasts	17%	20%	**34%**	**28%**

3. Number of Conferences Attended in Past 10 Years

Number Attended	% Responded
None	56%
1-2	17%
3-4	9%
5-7	8%
8 or more	9%

4. Reasons for Not Attending

Reasons	% Responded
Too Expensive	59%
Too Far Away	53%
Other Commitments	44%
Other	25%
Program Not Attractive	17%
Location Not Attractive	8%
Proposal Rejected	3%
Social Program Not Attractive	2%
Too Long	0
Too Short	0

Those who responded "Other" listed the following reasons:

- just joined/new member

- personal issues that prevent travel
- other conferences have higher priority
- budgetary constraints
- travel exacerbates global warming
- dislike air travel

5. How to Improve Member Experience

- Hold more conferences outside the US, e.g. Latin America or Asia
- Hold more local networking opportunities; face-to-face
- Reduce cost of conference
- Hold small conferences close to home
- Go back to hard copy for the newsletter
- Focus more on practicing engineers while maintaining excellence in the academic focus
- Provide more relevance to daily work; more practical information
- Build a better sense of community; perhaps through local chapters
- Make *Transactions* more interesting to read
- Include more instructional articles in the Newsletter
- Get more members active
- Have PCS members participate more fully in communication activities with IEEE affairs
- Provide mentoring opportunities
- Improve member recruitment and recognition of PCS within technical communication profession
- Provide more podcasts on relevant topics
- Would like to participate in forums/ information exchanges with other members

6. Frequency of Newsletter Notifications

Newsletter notifications are sent out monthly. However, 22% of you said you receive these notifications quarterly or less often. If this is the case, please contact me at **pcsnews DOT editor AT ieee DOT org** so that we can figure out the issue.

Also, check your spam filter.

7. Amount of Newsletter You Read Each Issue

Amount Read	% Responded
All	9%
Most	**42%**
Some	**38%**
Little	9%
None	2%

8. Preferences for Reading Newsletter

Reading Preferences	% Responded
Online through browser	50%
Online in PDF form	31%
Print and read offline	14%
Other	5%

3 people marked Other and said they preferred the newsletter when it was in hard-copy form.

9. Newsletter Items of Interest to You

Item	% Responded
Feature articles about topic of the month	80%
Book/website reviews	69%
Professor Grammar	61%
Tools column	58%
Editor's column	48%
Society news	47%
President's column	44%
Society Events	44%
Tidbits	38%
Member News	36%
History	34%
Edge of Culture column	31%
Calls for Articles	28%
Jobs	20%
Other Related Events	19%
ABET	8%
Other (articles on improving writing/editing)	3%

10. Topics You Want to See More of in the Newsletter

Item	% Responded
Trends in Technical Communication	71%
Writing and Editing	63%
Best Practices	63%
Presentation Tips	51%
Graphic Design	44%

Project Management	41%
Grammar Hints	38%
Tools	37%
Information Architecture	35%
User-Centered Design	35%
Team Communication	33%
Business Cases	32%
Localization/Internationalization	32%
Standards	29%
Virtual Teams	27%
Requirements Development	25%
Budgeting for documentation projects	16%
Structured Authoring	14%
Other	13%
Embedded Help	13%
Agile Documentation	11%

The responses for Other included the following:

- Volunteer opportunities withing PCS and IEEE
- Video casts (vodcasts)
- Wikis and other group-developed documentation
- Business Analysis
- Practical knowledge for engineers
- Proposals and grants

11. Amount of *Transactions* You Typically Read

Amount Read	% Responded
All	8%
Most	20%
Some	**41%**
Little	**22%**
None	9%

12. What You Like About *Transactions*

This was an open-ended question. Responses included the following:

- It is usually high level.
- Sometimes includes items that really interest me.
- Seems to have international authors.

- It appears to be written at a reasonable level, versus some journals that post-doc people have problems in understanding.
- Point of view--scholarly, but also practice-oriented.
- It is unusual.
- It is duller.
- It is the pre-eminent journal in its field, second only to STC's Technical Communciation...it is peer reviewed and has gravitas.
- I don't read any other scholarly journals about communication.
- It is relevant to my interests.
- Seems to relate more to real life situations/more readable.
- Topics and quality
- Accessibility
- The articles and notes reveal research that I'm not aware of.
- Usually there is something of personal interest.
- Pragmatic content
- Most of the articles contain actual application of the proposed theory.
- *Transactions* tends to cover content areas outside of the traditional journals in professional communication. Also willing to use data sets
- Transactions tends to cover content areas outside of the traditional journals in professional communication. Also willing to use data sets
- Well-researched articles.
- Several viewpoints on same article. Also a chance to revisit classic articles.
- It can contribute to my professional development.
- Good papers, useful reviews
- Interesting practical articles
- Stronger publication
- Its focus on professional communication in areas outside of academia (because it provides me with a more broad perspective - I am in academia).
- Needs a better layout (current layout is unattactive and outdated)
- It's peer reviewed

13. Suggested Improvements to *Transaction*

This was an open-ended question. Responses included the following:

- Articles are usually too long to get me interested. Often, I feel it is possible to tell the story equally well (that is, as clearly and as accurately) with half the words.
- Include more items on automation of editing and document production.
- Physical format is very unappealing--looks extremely out of date and uninviting to read. Seems to be moving toward an over-reliance on special issues--is this a sign of low submissions?
- Write the articles in plain language instead of the nearly-unreadable academic language. It's an embarrassment that technical writers, even if they are academics, refuse to write their articles in plain language.
- Keep up the good work and breadth of articles.
- I like it just the way it is. I like the ToC on the cover.

- Don't get too deeply into the statistics - they discourage mne from reading the article.
- The articles are turgid and academic. Sometime they are partially interesting but I get bored when they are too long.
- If possible, modernize the cover art and article layout...this does not reflect today's advances in technical communication...if it was modernized, it would represent the best practices of our profession better.
- Make articles shorter, more like magazine articles and less like masters theses. Put details online for those who need them.
- Too academic
- More papers by practicing engineers. Less "Super AcademicS" ones = Teasers!
- Add some representation outside of academics.
- Please send me the transactions more quickly.
- One that can never be invoked -- change format
- Make more relevant to working technical communicators. Seems very academic.
  Make easier to read (layout and typography).
- Frequency. Also, try to choose more immediately applicable topics rather than more academic ones.
- It seems ironic, but many of the articles do not practice the communication techniques that are discussed. They should be an example of good documentation as well as about the topic.
- Try to spread the articles to cover the major areas of professional communication. This would provide something for everybody.

14. Topics That Interest You the Most

This was an open-ended question. Responses included the following:

- Oral presentations
- Visual communication
- Items on writing and document production techniques
- Research on how (many different) people read/use/find information most effectively
- Learning styles: how information is extracted from a written text or verbal presentation.
- Virtual Teams
- Knowledge Mgmt
- User Interface
- Anything with actual practical application. Most of the articles are on esoteric topics that no one (but the researcher) cares about.
- Always interested in the "how to", discussions on what works and what doesn't.
- Collaboration, working with SMEs
- Visual rhetoric
- Technical editing
- Some unusual cases
- Improving readability
- Applied research
- Rhetorical constructs
- Internationalization and localizaton
- Document design in relation to user needs
- Interaction between graphics and text to yield maximum communication effectiveness

- Things that have a practical application; things that I can take the findings and apply them to my job.
- Anything concerning Internet, E-tools
- Role of communication in organizational policy and practice
- We need more quantitative research and international authorship. We need an even greater international scope
- Requirements analysis and process
- I have a general interest in communication in an industrial setting
- Use of collaborative software tools and graphics for virtual meeting type communication projects
- Innovation diffusion; communication at the boundaries of technology and other communities of practice
- User interface design
- Information design
- Cross-functional teams (I work as a lone writer in a development department)
- Research - use of documentation (particularly in English) by non-North American audiences
- Tips to improve professional communication at a school center
- Best practices in collabrative documentation
- Effective ways to communicate technical information
- Translating research results into practical course of action
- Topics on software documentation, both for technical and user audiences
- Technical writing
- Presentation
- Software Design
- Usability
- Website Design
- Accessibility
- Document design
- Usability research
- Rhetoric

15. Other Journals You Read Regularly

Journal	% Responded
Technical Communication	70%
Other	40%
Technical Communication Quarterly	20%
J. of Business and Technical Communication	12%
J. of Technical Writing and Communication	10%
Computers and Composition	10%
Business Communication Quarterly	8%
J. of Business Communication	8%
J. of Applied Communication Research	2%
J. of Engineering Education	2%
AMWA Journal	0%

Other journals you identified include the following:

- *Journal of Usability Studies (UPA)*
- *IEEE ED Transactions* and newsletters
- *IEEE EMC Transactions* and newsletters
- *IEEE PSES Transactions* and newsletters
- *IEEE Transactions on Engineering Management*
- *Spectrum*
- *Manufacturing Engineering*
- *JPT*
- *Biopharm International*
- *ASTD journal*
- *APHA journal*
- *Science Magazine*
- *Scientific American*
- *SAIL*
- Other IEEE journals
- *Management Comm. Quarterly*
- *Comm. Ed*
- *Quarterly J*
- ICA journal
- *IEEE Computer*
- ESP Journal

16. Usefulness of *Transactions* book reviews

Usefulness	% Responded
Not at All	5%
Somewhat Useful	**41%**
Useful	**48%**
Very Useful	6%

17. How interesting the *Transaction* book reviews are

Interesting	% Responded
Not at All	3%
Somewhat Uninteresting	**31%**
Interesting	**60%**
Very Interesting	6%

18. Likes/Dislikes with Book Review

Likes	Dislikes
Since I participate as a reviewer, I think they are great!!!	Most of the reviews are for books that a working writer would never use
They are long enough to contain substantive analysis and examples.	Dry
Best feature	Books are expensive and not easily accessible
Most of them are fine if the book concerns a topic I care about.	No bibliographic details, not even publisher or date of publication!!
Good info	Would like to see more far afield from communication -- business and management for example
Interesting, easy to read	They usually appear well after the book has been published, sometimes so much later that the book is no longer timely. (And the more "timeless" books tend to be academic.
I like the book reviews, particularly when they are detailed.	Sometimes they can not be applied in my context
like the ability to do a quick scan to see relevance to my work or interest	I somewhat dislike the generally positive tone of the reviews. I would like to hear when good books are good and poor books are poor.
Very informative; I've bought several of the books after reading their reviews	
They are useful :)	
It seems that reviewers are generally impartial and don't just say it is a fine book to get the review job over with.	
I like the variety of topics	

19. Your Occupations

Occupation	% Responded
Consultant	23%
Academic	20%
Technical Communicator	19%
Engineer	14%
Retired	12%
Management	6%
Other	5%
Graphic Designer	0%
Scientist	0%

Those who marked Other, indicated the following occupations:

- Professional researcher (not academic)
- Engineer, Active in IEEE, retired
- Patents consulting + Authentication, Ph.D.'s ditto

20. Industries You Work in

Industry	% Responded
Other	35%
Academia	25%
Computer Hardware/Software	14%
Telecommunications	6%
Government	5%
Aerospace	5%
Consumer Electronics	3%
Power Generation	3%
Manufacturing	2%
Biotechnology	2%
Environmental	0%
Life Sciences/Medical	0%

Those who marked Other, indicated the following industries:

- Many
- Research & Development
- Retired from Production Automation Systems
- General engineering services
- Government, medical, computer software, non-profit
- Power systems
- Gas and Oil
- Independent contractor
- Various: Telecom, Government, Informatics, etc.
- Multiple industries as I work as free-lancer
- Any technical field
- All -- as consultant
- Several of above from time to time
- Information Technology
- Retired from Aerospace
- Where the wind (customers) BLOWS
- Manufacturing, Retail, Finance
- Electric Power Transmission
- Power Transmission
- Transportation, public
- Industrial Control Systems

- Measurement equipment

21. Native Language

61 people responded to this question. The numbers don't add to 100% because several people indicated that they were raised bilingually.

Language	% Responded
English	79%
German	5%
Dutch	5%
Hebrew	3%
Polish	3%
Spanish	3%
Croatian	2%
French	2%
Norwegian	2%
Romanian	2%

22. Level of Education

Educational Level	% Responded
Student Member	2%
Bachelor's degree	19%
Master's degree	**40%**
PhD.	**34%**
Other	5%

Those who marked Other indicated the following:

- MSEE, working on dissertation
- Professional Degree - PhD without thesis
- University

23. Years of Work Experience

Number of Years	% Responded
0-5	3%
6-10	**12%**
11-15	5%
16-20	**12%**

20+	**61%**
Other	6%

Those who marked Other, indicated the following:

- 56 and counting
- 40+
- About 60 years!
- 46

24. IEEE Member Status

IEEE Status	% Responded
Student	3%
Member	**45%**
Senior Member	**34%**
Fellow	2%
Lifetime Member	11%
Other	5%

Those who marked Other, indicated the following:

- Life Senior Member
- Affiliate Member

25. Other IEEE Societies You Belong to

Top 5 Other IEEE Societies	% Responded
Computer Society	40%
Communications Society	21%
Technology Management Council	12%
Education Society	10%
Electromagnetic Compatibility Society	10%

Other societies represented include the following:

- **7%:**
  - Aerospace and Electronic Systems Society
  - Microwave Theory and Techniques Society
  - Power & Energy Society
  - Society on Social Implications of Technology
- **5%:**
  - Antennas and Propagation Society

- ❍ Consumer Electronics Society
- ❍ Control Systems Society
- ❍ Electron Devices Society
- ❍ Nanotechnology Council
- ❍ Product Safety Engineering Society
- ❍ Reliability Society
- ❍ Vehicular Technology Society
- **2%:**
  - ❍ Broadcast Technology Society
  - ❍ Circuits and Systems
  - ❍ Components, Packaging, and Manufacturing Technology Society
  - ❍ Dielectrics and Electrical Insulation Society
  - ❍ Engineering in Medicine and Biology Society
  - ❍ Geoscience and Remote Sensing Society
  - ❍ Industrial Electronics Society
  - ❍ Instrumentation and Measurement Society
  - ❍ Oceanic Engineering Society
  - ❍ Power Electronics Society
  - ❍ Robotics and Automation Society
  - ❍ Sensors Council
  - ❍ Signal Processing Society
  - ❍ Systems, Man, and Cybernetics Society

26. Other Professional Organizations You Belong To

49 people responded to this question; the numbers don't add to 100% because some respondents identified more than one organization.

Top Professional Organizations Selected	% Responded
Society for Technical Communication	49%
Association for Computing Machinery	14%
Usability Professionals Association	10%
Association of Teachers of Technical Writing	8%
Sigma Xi--Scientific Research Society	4%
Council for Programs in Technical and Scientific Communication	4%
American Association for the Advancement of Science	4%
Accoustical Society of America	4%

Other organizations mentioned included the following (listed alphabetically):

- American Institute of Aeronautics and Astronautics
- American Society of Engineering Education

- American Society of Training Developers
- American Vacuum Society
- Association of Business Communication
- Association of Proposal Management Professionals
- Audio Engineering Society
- Chartered Institute of Certified Accountants
- Engineering Club of Philadelphia
- Engineering Management and Measurement Society
- European Federation of Medical Informatics
- Institution of Engineers--Australia
- Institution of Engineering and Technology
- Instrument Society of America
- International Community on Information Systems for Crisis Response and Management
- International Listening Association
- Israeli ElectroOptics
- Japan Association of College English Teachers
- Japan Association of Language Teaching
- Materials Research Society
- MENSA
- Military Officers Association of America
- National Communication Association
- National Society for Professional Engineers
- Project Management Institute
- Reserve Officers Association
- Robotics International of the Society of Manufacturing Engineers
- Sociedad Estatal para Exposiciones Internacionales (SEEI)
- Society of Petroleum Engineers
- SPIE
- tekom
- Toastmasters
- USNSI
- USNSL
- UXNet
- World Communication Association

I will be reviewing these results as I plan the editorial schedule for next year. Please let me know if you would like to write an article or regular column on one of the requested topics, or if you would like to see an article by a particular author. In addition, we are working on improving the layout and formatting by pulling the newsletter into Drupal later this summer.
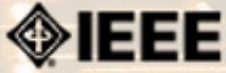
Book/Web Site Reviews

*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***.

Project Management Resources

By Kit Brown

The Project Management Institute (PMI) provides a plethora of resources for project managers (**http://www.pmi.org/ Resources/Pages/Default.aspx**).

Other sources of information about project management include the following:

- Columbia University: **http://www.projectreference.com/**
- Projectmanagement.com: **http://www.projectmanagement.com/**
- Projects@work.com: **http://www.projectsatwork.com/**
- Gantthead.com: **http://www.gantthead.com/**

◆IEEE **Newsletter** **PCS**

Tidbits

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

Leadership for the Y Generation

From *FastCompany* online, 8 April 2008

Though many more women are taking leadership positions on Wall Street and Congress, and an increasing number of women are starting their own businesses, many Generation Y women do not want to take on the traditional idea of leadership.

Generation Y workers seem much more fixated with trying to make the world a better place than previous generations. Increasingly, students fresh out of college and MBA graduates want to work for socially responsible companies....**Read more**.

Trends in Workplace Practices

from *Today's Facility Manager blog* , 3 April 2008

With an uncertain economic future as backdrop, the Families and Work Institute has announced the release of its new *2008 Guide to Bold New Ideas for Making Work Work*. Featuring the latest winners of the Alfred P. Sloan Awards for Business Excellence in Workplace Flexibility, the Guide details the latest and most innovative trends in workplace practices, based in large part on employees' ratings...**Read more.**..

Innovation Needs Interaction

from Knowledge @ WP Carey, Technology Today blog, 7 May 2008

A recent survey found that $20 billion is spent annually on market research, and yet 80 percent of new items fail, according to Bart Steiner, founder and CEO of Phoenix-based Bulbstorm.com.

"Everyone has ideas, and everyone needs exposure and marketing feedback," Steiner said to a morning crowd at the "Achieving Innovation through Collaboration" symposium hosted recently...**Read more**...

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.

Society News: PCS Events

IPCC 2008 in Montréal

By IPCC 2008 Committee

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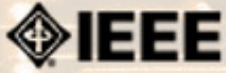(See **http://ewh.ieee.org/soc/pcs/?q=node/127**)

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.

Society News: Member News

PCS Member Selected As Editor-in-Chief for STC's *Technical Communication*

Menno De Jong, a prolific contributor to *Transactions,* the *Journal of Usability Studies*, and many other communication journals, has been named as the new Editor-in-Chief for *Technical Communication,* the Society for Technical Communication's quarterly, peer-reviewed journal. Dr. De Jong is the director of the undergraduate and masters programs in communication at the University of Twente.

Please take the time to congratulate him on his success.

Help Wanted on IEEE Committee on Earth Observation

By Tom Wiener, in an email 17 March 2008

I write to invite PCS members to participate in the activities of the IEEE Committee on Earth Observation (**www.ieee-earth.org**). As our activities increase, we need more and more people participating to embrace the opportunities presented by GEO (Group on Earth Observations) and GEOSS (Global Earth Observation System of Systems).

We are starting a Newsletter to keep TAB and other interested IEEE colleagues abreast of our activities. We have a web-based magazine called Earthzine (**www.earthzine.org**) that can use writers, editors, and web designers.

We are undertaking the IEEE Water Project "Water for the World", and wish to publicize it appropriately.

We are Lead Organization for several tasks in the GEO Work Plan 2007-2009 and wish to report on our activities there, and to invite other IEEE members to participate.

We are taking the lead in a GEO task that will develop and integrate databases of remotely sensed and *in situ* environmental measurements all over the world. This task will be led by MGA, but obviously we need to describe the task and enroll people from all ten IEEE Regions.

Excitedly,

Tom
Thomas Freud Wiener, Sc. D., LSMIEEE
Life Member, IEEE Professional Communications Society
Executive Vice Chair, IEEE Committee on Earth Observation
t DOT wiener AT ieee DOT org

Accepting Nominations for the Publication Services and Products Board N&A Committee

The Publication Services and Products Board N&A Committee is accepting nominations for the following positions:

- 2009 Vice President, Publication Services and Products Board
  (1-year term)
- Three (3) Member at Large Positions (3-year term) to serve from 1 January 2009 through 31 December 2011
- Chair, TAB/PSPB Products & Services Committee (2-year term) 1 January 2009 through 31 December 2010

Please send your endorsement (forms follow) and a 2 page (max) biography of the candidate to Josephine Germano (**j. germano@ieee.org**), IEEE Publications staff.

After PSPB N&A review, the nominations will be brought forward to the Publication Services and Products Board at its meeting of **20 June 2008** during the IEEE June 2008 Meeting Series.

- The nominations for the Vice-President position are for consideration
  by PSPB for recommendation to the IEEE Assembly.
- The nominations for Members-at-Large are for consideration by PSPB
  for recommendation to IEEE Board of Directors.
- The N&A Committees of the IEEE Technical Activities Board and the IEEE
  Publication Services and Products Board, are accepting nominations for
  the position of 2009-2010 Chair, TAB/PSPB Products & Services Committee.
  TAB and PSPB will appoint this individual during the IEEE June 2008
  Meeting Series.

To help you in identifying qualified prospective candidate, visit the PSPB Operations Manual - SECTION 2 - PSPB MEMBERSHIP AND KEY POSITIONS **http://www.ieee.org/portal/cms_docs_iportals/iportals/publications/PSPB/ opsmanual.pdf**

Newsletter
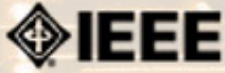
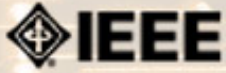## Society News: AdCom News

AdCom Meeting

By AdCom

The AdCom meeting was held 28-29 March 2008 at the lovely **Mercer University** campus. Marj Davis, Helen Grady, and George Hayhoe made everyone feel very welcome--from the great restaurants, good music at the Georgia Music Hall of Fame, and the Cherry Blossom Festival, it was a fun and productive time.

We discussed many things, some of the more pertinent ones included the following:

- **IPCC 2008** in Montréal, which is coming up quickly. Online registration is now available: **http://ewh.ieee.org/soc/pcs/index.php?q=node/2.**
- **Elections:** We are soliciting nominees for the fall AdCom Election. Applications are due by **15 May** and bios will be published in the June newsletter. There are six positions up for election. Send your nominations to Atsuko Yamazaki (**atsuko AT sic DOT shibaura-it DOT ac DOT jp**).
- **Awards:** We selected the 2008 award winners. They will be officially announced at the conference.
- **Standards:** George Hayhoe has been diligently working with Annette Reilly of STC and the ISO standards group to develop and update the technical communication standards. The standard for designers/developers is out for final ballot, two other standards are in draft form, and another standard is being written. Kudos to George!
- **ExpertNow Modules:** Julia Williams and Tom Orr are working on an ExpertNow module that will discuss editing for international audiences. Additional modules are in the planning stages.
- **Second Life booth:** PCS is working on a design for our booth in Second Life. If you are interested in participating, contact Mark Haselkorn (**markh AT u DOT washington DOT edu**)

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

itSMF 2008

METM 2008

ICMIT 2008

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.

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

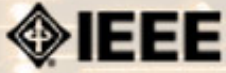| Conference:	4th IEEE International Conference on Management of Innovation & Technology (ICMIT2008)
Dates:	21-24 September 2008
Location:	Bangkok, Thailand

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).

Calls for Articles/Proposals/Courses

Transactions **Special Issue** *NEW!*

TCWorld Call for Papers *NEW!*

METM Spring Workshops

LeaderPoint Executive Experience

Mentors Needed

IEEE Educational Opportunities

International Journal of Design

Design Squad TV

Today's Engineer

Transactions Special Issue

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

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

TCWorld Call for Papers

Conference:	TCWorld 2008
Dates:	5-7 November 2008
Location:	Wiesbaden, Germany

Proposals Due:	5 May 2008
Website:	**http://www.tekom.de/index_neu.jsp?**

We are looking for presentations, workshops and tutorials for the following tracks:

- Localization
- Product Data Management
- Terminology and language technology
- User assistance
- XML applications and automation
- Integrated Information Management
- Technical authoring

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 18 April (TBA)	**A genre analysis approach to translating and editing research articles** (Alan Lounds)	Barcelona TBA	€25
Tues 29 April (TBA)	**Practical tools for improving text flow: focus on punctuation** (T O'Boyle)	Barcelona TBA	€25
Fri 23 May (17:30-21:00h)	NEW! **Using proofreading marks [working title]** (ME Kerans and Bea Mas)	Barcelona TBA	€25
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.

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, Massachussetts. 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**.

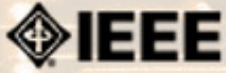To learn more about *Design Squad*, visit **http://pbskids.org/designsquad/**.

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**.

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.
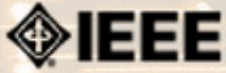
Guidelines

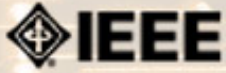# Editorial Schedule for 2008

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

◆IEEE **Newsletter** PCS

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.