

STEPS & SPECS

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The newsletter of the STC Policies and Procedures Special Interest Group

March 1998

Advanced Theory, Practical Applications Focus of P & P Sessions at Annual Conference

by Jerri Houdayer

If you think STC's 45th Annual Conference has little to offer you, think again. In addition to attending sessions at which you actually will learn something, you also will have a chance to meet people from around the world with whom you can exchange ideas and experiences. To top it all off, you're sure to have fun in the process.

Besides being a record-breaker in terms of predicted attendance, the 45th annual conference offers more sessions de-

voted to policies and procedures than any conference in the organization's history. The subject matter is diverse as well, covering such areas as electronic P & P development, improved document distribution methods and innovative ideas for testing the useability of procedures.

Theory & Practical Approaches

The P & P sessions at this year's conference offer a good balance between theory and practical applications.

On the theory side, for example, are sessions such as ET 4U—Models of Academic/Industry Relationships and Learning, which describes how industry and university relationships are improving opportunities for technical communicator internships. Sessions on practical applications include topics such as session TT 5O—Making Smart Choices in Useability Testing.

P & P Sessions

Seven sessions pertain specifically to policies and procedures. Several other sessions are indirectly related.

The P & P sessions (with times and dates) are as follows:

- MG 2L—Managing Quality: Systems and Metrics for Ensuring Quality in Products (Mon., 10:30 a.m.-noon)
- WE 3O—Issues and Answers for Today's Policies and Procedures Developers (Mon., 2 p.m.-3:30 p.m.)

See *CONFERENCE*, p. 2.

P & P SIG Chapter Liaison Appointed

New Position to Encourage Creation of Local P & P SIGs

by Raymond E. Urgo

The new position of P & P SIG chapter liaison, vacant since September of last year, has been filled with the appointment of **Louette Arrowsmith**, a member of the Chicago chapter of STC. The appointment was effective February 1.

In her capacity as SIG liaison, Arrowsmith will be encouraging fellow P & P SIG members to form P & P SIGs in their respective chapters. She also will be developing guidelines for our SIG members to use in promoting P & P events and communication locally.

Other responsibilities include coordinating the exchange

of information among chapter-level P & P SIGs, none of which exist today. Other SIGs, however, do have local groups.

STC encourages the society-level SIGs to develop relations with chapter-level SIGs where there is a special interest in doing so. With Arrowsmith's leadership, we will be meeting this goal. Please join me in welcoming Arrowsmith to the P & P SIG and to her role as a SIG team leader. 📄

Raymond E. Urgo is principal of *Urgo & Associates*, a member of the *Los Angeles chapter of STC* and *manager of the Policies and Procedures SIG*.

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- WE 7O—Rethinking Writing Approaches for Procedures and Online Help (Tue., 2 p.m.-3:30 p.m.)
- WE 7T—Documentation: A Wizard, a Writing Guide and Seven Magic Templates (Tue., 2 p.m.-3:30 p.m.)
- TT 8H—Providing Policies and Procedures Online: Four Solutions (Tue., 4 p.m.-5:30 p.m.)
- WE 8J—Helping Users Get the Job Done: Writing Procedures for the Web and Print Media (Tue., 4 p.m.-5:30 p.m.)
- PC 13—Fundamentals for Flowcharting Policies and Procedures (postconference workshop/seminar; Thurs., 8:30 a.m.-5 p.m.).

P & P SIG Member Presenters

Five P & P SIG members are presenters at this year's conference. The following is a synopsis of each participating member's presentation:

- **Mandy Huang.** NatWest Markets' Mandy Huang will host session WE 7T—Documentation: A Wizard, a Writing Guide and Seven Magic Templates. The presentation will illustrate how she and her team turned around a low-visibility, little-used function into an integral part of the business process with some well-turned tools.
- **Jerri Houdayer, Suzanne Ferrell, Frank Hogencamp and Mandy Huang.** In session WE 3O—Issues and Answers for Today's Policies and Procedures Developers, Houdayer will be moderating a progression

(i.e., a session at which each of several speakers "discusses" a different topic at a separate table) on a variety of topics.

Ferrell will lead a discussion on integrating training with P & Ps, while Frank Hogencamp, of Boeing North American in Seal Beach, California, will discuss his experiences aligning P & Ps to the company's processes. Huang will lead a discussion of the topic presented in her session (WE 7T) about wizards, writing guides and templates.

- **Raymond E. Urgo.** P & P SIG manager Raymond Urgo is speaking at session MG 2L—Managing Quality: Systems and Metrics for Ensuring Quality in Products. Urgo will present a paper titled "A Model to Assess the Maturity Grade of Policies and Procedures Programs," offering a set of tested criteria for assessing the maturity of P & P systems for today's business environment.

Related Sessions

Being a P & P enthusiast does not mean, however, that you must spend all of your time in P & P sessions. There are dozens of related presentations that will provide valuable insights into issues of importance to the P & P technical communicator.

Highlights of these related sessions include one that will discuss how to use intranets to distribute information effectively and another on how to integrate graphics to make documentation more user-friendly.

Another good resource for finding answers to P & P-specific questions is the SIG networking lunch. The P & P SIG will have two to four tables available. It's a chance to discuss topics of inter-

See CONFERENCE, p. 3.

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Quarterly Membership Increase Tops 100 for First Time

by Jerry Laing

One hundred twenty-three persons joined the P & P SIG from December 1997 through January 1998. The SIG's membership total now stands at 359. Welcome to the following new members:

- Sarah Abbott (Australia)
- Carolyn Abo (CA)
- Karl Anderson (IL)
- Paul Anderson (OH)
- Steve Anderson (MD)
- Vicky Aronson (CA)
- Lori Auckerman (CA)
- Elizabeth Bailey (TX)
- Martha Barron (NH)
- Patrick Batchelder (CO)
- Michael Bentley (MA)
- Edie Birk (WA)
- Paula Blanchard (NC)
- Tracey Booth (AZ)
- Mary Britt (NC)
- Marlene Brown-Strattan (CO)
- Suzann Brucato (NJ)
- Gertie Brughmans (Belgium)
- Robert Burns (MD)
- Victoria Bush (IL)
- Joey Campbell (OH)
- Peter Carroll (Australia)
- Margaret Cekis (GA)
- Helen Chapkaneh (CA)
- Arline Chew (CA)
- Lynn Christensen (IL)
- Michael Clark (KY)
- Vimarie Colombo (FL)
- Peggy Coyne (OH)
- Jolene Dancy (CA)
- Jo Davies (CA)
- Tanya-Marise de Sousa (Canada)
- Carla Dionne (CA)
- Linda Doehne (TX)
- Robert Edwards (RI)
- Jennine Ehlers (Canada)
- Adrienne Escoe (CA)
- Jeanette Evans (OH)
- David Fenerty (CO)
- Nellie Finnegan (NY)
- Lisa Florer (FL)
- Brian Follas (NC)
- Gordon Frank (MN)
- Dawn Frazier (FL)
- Robin Frey (NC)
- William German (PA)
- Maureen Gordon (Canada)
- Ann Gosnell (VA)
- Weldon Graham (Canada)
- Art Griffin (CA)
- Heidi Groomer (CO)
- Larry Guayante (CA)
- Rhett Hagler (FL)
- Michael Hamel (NC)
- Ann Helgeson (WA)
- Barbara Holcomb (OH)
- Tania Howard (IA)
- Robert Huster (VA)
- Anthony Iacovino (Canada)
- Amy Janibagian (ID)
- Virginia Jensen (CA)
- Erick Kandl (IL)
- Geoffrey King (NY)
- Lorene Koehler (NM)
- Faye Koretz (NJ)
- Kaj Kristoffersen (MN)
- Jane LaRoque (MA)
- James Lawler (NY)
- John Maitland (OR)
- Amy Matteucci (NM)
- Bob Mazzoni (NC)
- Cindy Meyer (GA)
- Helen Miller (MI)
- Carol Muelchi (GA)
- John Murchland (Canada)
- Eugene Nagel Jr. (NY)
- Gwenette Newby (NJ)
- Marilyn Norton (CO)
- Linda Novotny (IA)
- Diane Ohrt (CO)
- Joy Osaka-Lu (CA)
- Michelle Parcell (IL)
- Ruth Pavilonis (CA)
- Sue Pehkonen (IA)
- Amy Perry (IN)
- Timothy Perry (WA)
- Robert Persson (AZ)
- Kerry Phillips (CA)
- Anthony Pinkham (CA)
- Tascha Rahn (AR)
- Tonja Reichert (IL)
- Jennifer Roe (IL)
- Patricia Reuther (KS)
- Robert Rousseau (Canada)
- Irene Rumiancew (NJ)
- Thomas Saefke (MN)
- Michael Sanko Jr. (CA)
- Linda Schnyder (TX)
- William Seaton Jr. (PA)
- Harriet Serenkin (NY)
- Karen Serlin (CA)
- Kari Snodgrass (IL)
- Allison Stephens (NM)
- Katherine Stevenson (Canada)
- Karen Stopford (CT)
- Marie Stouffer (IL)
- Victoria Thomas (CO)
- Carroll Travis (CA)
- Kathleen Unger (MN)
- Susan Van Wyk (IA)
- Jan Vail (CO)
- Beverly Voigt (CA)
- Kevin Walsh (NJ)
- Mary Wegner (NJ)
- Robert Wells (CA)
- Stephen Wertzbaugher (CO)
- Ernest Willoughby (MI)
- Daniel Wise (AL)
- Robert Wolf (CA)
- Debbie Wong (UT)
- Nancy Woodman (Canada)
- William Wray (CA)
- Ken Yasenchuk (Canada)

Jerrold A. Laing is the P & P SIG Membership team leader and a member of the San Gabriel (CA) chapter of STC.

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est while also getting to meet fellow P & P SIG members, some of whom you may have corresponded by phone or e-mail but have never seen in person.

To learn more about the nuts and bolts of the P & P SIG, you won't want to miss the SIG's business meeting on

May 17, at 3:30 p.m. The location will be announced later.

Get your registration in early. You will be glad you did. Come and have fun and learn at the same time. 📧

Jerri L. Houdayer is a member of the Orange County chapter of STC and heads the Programs and Projects team for the Policies and Procedures SIG. She will be moderating the P & P panel presentation.



I have read all of your on-line newsletters. (They are extremely good—I plan on joining the SIG soon.)

Janey Lee Solwold
Member, Metro Baltimore Chapter

Letters to the editor—positive, negative, indifferent—are always welcome. Send your comments to STEPS & SPECS Editor, 1638 S. Lincoln Street, Kent, OH 44240-4449.

FAQs Coming Soon to P & P SIG Web Page

by Nancy Ford Demeter

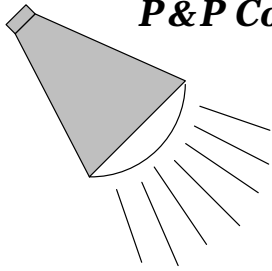
As another benefit for P & P SIG members, the Public Relations team is creating a list of frequently asked questions (FAQs) to add to the SIG's Web page.

The FAQs will be designed to answer basic questions about P & P communication, such as ISO 9000, online communication, managing P & P programs and professional development.

If you have suggestions for questions, or if you would like to help compile questions and answers, e-mail **Nancy Demeter** at nfdemeter@voyager.net or call 517/789-9007.

You can access the P & P SIG's Web page through the STC home page at <http://www.stc-va.org>. 📧

Nancy Ford Demeter is P & P SIG Public Relations team leader and a member of the Southeastern Michigan chapter of STC.



P&P Coming Attractions . . .

Seminars, Workshops and Conferences for the P&P Professional

April 18 & May 2

“Introduction to Policies & Procedures Communication”

University of California at Los Angeles Extension

Instructor: Raymond E. Urgo, Principal,
Urgo & Associates, Los Angeles

Fee: \$225

For more information: 310/825-4192 or
<http://www.unex.ucla.edu>

May 17-20

STC 45th Annual Conference

**Anaheim Hilton
Anaheim, California**

For a description of P & P sessions, see page 1
of this newsletter.

Fee: \$385 (members); \$494 (nonmembers); re-
duced rate available for one-day registration

For more information: 703/522-4114 or e-mail
at stc@stc-va.org

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The mission of the Policies and Procedures special interest group is to assist STC members in developing, implementing and managing policies and procedures communication through educational and networking opportunities, STC conference sessions and publications, and communication with other STC SIGs and professional organizations in areas of common interest.