

STEPS & SPECS

Vol. 4, No. 2

The newsletter of the STC Policies and Procedures Special Interest Group

June 1998

P&P SIG Newsletter Receives Two Awards in Society's Annual SIG Newsletter Competition

by Audrey Cielinski Kessler

For the second time since its inaugural issue in 1995, the Policies and Procedures SIG newsletter, *STEPS & SPECS*, has placed among the award winners in the Society's annual newsletter competition for SIGs.

This year the SIG newsletter has the distinction of having received two awards: Achievement and Most Improved.

Entry requirements included the submission of three consecutive issues and the completion of entry forms on which the newsletter's compliance with judging criteria was indicated. Also included was a description of the hardware and software used to produce the newsletter and an explanation of any special or extenuating circumstances related to the process.

The reviewers provided written comments and offered suggestions for improving the newsletter.

Reviewers' Comments

Overall, the reviewers' comments were positive, with "well done" voiced by three of the four reviewers.

One reviewer noted that the newsletter's layout is "simple and easy-to-read." This reviewer also liked the use of "a limited number of fonts and font families" and the use of graphic elements to break up the text. This same reviewer commented that the articles are "well written and easy-to-read."

Another reviewer said the "table of contents is well done"

See *AWARD*, p. 2.

Congratulations

To the Policies and Procedures SIG

For Receiving the Awards of

Achievement

and

Most Improved

*In the 1996-1997 STC
Newsletter Competition for SIGs*

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AWARD

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and liked the use of the third column of the layout to start an article. This reviewer also noted that the red ink was an attention-getter, though "a little too much."

A third reviewer said the "nameplate looks good," there was a "nice mix of articles" and the table of contents was "nice."

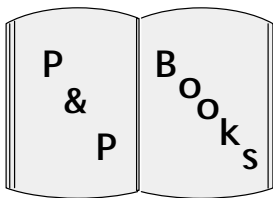
Suggested Improvements

Suggested improvements include making the nameplate larger so it "commands the page rather than being overwhelmed (as it is now)"; using a different paper or a darker color ink for a better contrast between paper and ink; adding

the issue date and newsletter name to each page; adding sub-headings to articles; making the headings and captions stand out more, perhaps by using a larger font and a nonitalic type style; and enlarging the type size of the names in the new-members list to give them greater prominence. Some of these suggestions are being implemented in this issue of *STEPS & SPECS*.

An awards reception for winning SIG and chapter newsletters was held at the STC conference in Anaheim, California, in May. 📖

Audrey Cielinski Kessler is the owner of *The Write Hand*, a writing, editing and desktop publishing company in Kent, Ohio, and a member of the Northeast Ohio chapter of STC.



Book Review:

The User & Task Analysis for Interface Design

by Lurette Arrowsmith

The User & Task Analysis for Interface Design, by JoAnn T. Hackos and Janice C. Redish (ISBN 0-471-17831-4), is a must read for both novice and experienced professionals in software and interface design, usability and human factors specialists, and instructional designers and technical communicators.

Techniques & Templates

Not only do the authors introduce various techniques of user and task analysis, but they also provide templates that can be modified or used as standards for design activities.

The book also helps you to organize and present your findings to a development team and to turn your analysis into an interface design and prototype that can be tested with the product's users.

Case Studies

Both authors have years of proven experience, and the stories they relate in the book not only highlight the lessons being discussed but also provide the reader with case studies that he or she can use to demonstrate

See *REVIEW*, p. 3.

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P&P Briefs

Proposals Solicited . . . Newsletter Help

P&P Proposals Sought for 1999 Annual Conference

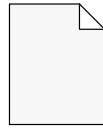
Now is the time to begin working on your proposal for one or more P&P presentations at the 1999 STC Annual Conference. Proposals are due in early August. For more in-



formation about submitting a presentation proposal, contact Programs & Projects team leader, **Jerri L. Houdayer**, at 562/593-8996 or whodare@aol.com.

SIG Newsletter Assistance Needed

With the appointment of SIG newsletter editor **Audrey Cielinski Kessler** to the position of SIG manager beginning July 1, members willing to assist with newsletter prepara-



tion and production or assume the task entirely are asked to contact Audrey at 330/677-8598 or audck@aol.com. A year-long commitment is necessary for anyone assuming the entire newsletter production task.

A Thank You to AP of SIGs

by *Raymond E. Urgo*

A very warm and special thank you is extended to **Shirley Hancock**, STC's outgoing assistant to the president for SIGs. She completes her third year as AP at the end of June.

Shirley was an important asset to the P & P SIG during its early years. She has proven to be a dedicated advocate, advisor and supporter of our administrative and technology needs. **Cynthia Brock**, the outgoing director-sponsor of Region 8, has been appointed Shirley's successor. 📄

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

REVIEW

Continued from p. 2

the need for user analysis as an integral and necessary part of the design process.

The book is exceptional as it is a compilation of experience, examples and meticulous research by two successful business women. The authors explain the value of systems, documents and training and then analyze and integrate the user's needs and environment in the development of a system, document or Web site.

The User & Task Analysis for Interface Design is a new release and a great reference. 📄

Luette Arrowsmith is a consultant focusing on project management, technical editing and class materials and a member of the Chicago chapter of STC.

P&P SIG LISTSERV Now Available

by *Audrey Cielinski Kessler*

It's been a long time in coming, but it's finally here. The P&P SIG's LISTSERV is now available.

Before you can join in the conversation, you need to subscribe to the list by sending an e-mail to the following address:

majordomo@stc.org

In the **body** of the e-mail (not on the "Subject" line), type the following:

subscribe stcppsig-l <your e-mail address>

After the subscribe request has been processed, you will receive an e-mail confirmation from majordomo.

To **unsubscribe**, send another e-mail to **majordomo@stc.org**.

The body of your message should read as follows:

unsubscribe stcppsig-l <your e-mail address>

To post a message to the list, address the e-mail as follows:

stcppsig-l@stc.org

Specify a subject, and type your message in the body.

We hope you find the LISTSERV helpful in your role as a P&P communicator and encourage your active participation. Subscribe today. 📄

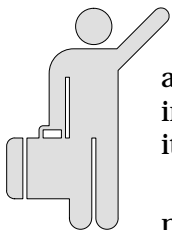
Audrey Cielinski Kessler is the owner of *The Write Hand*, a writing, editing and desktop publishing company in Kent, Ohio, and a member of the Northeast Ohio chapter of STC.

Moving On: P&P SIG Manager Reflects on Tenure

by Raymond E. Urgo

In every living organism there is motion, movement and change. This phenomenon applies even to the managers of special interest groups such as ours.

Since founding and managing the Policies and Procedures SIG during the past five years, I feel the rhythmic pulse to move on and let the SIG benefit from a



new manager. I intend to remain active with the SIG in some other capacity.

As I leave this position, it is a wonderful opportunity to acknowledge some key accomplishments and say "thank you."

Origins

I think back to the Policies and Procedures networking table at the 1993 Annual Conference in Dallas. Seven other STC members and myself discussed the need for a special interest group on policies and procedures. I offered to spearhead

formation of the group. Five years later, our SIG has grown to 424 members. We now are the world's largest known group focused on the discipline of policies and procedures.

Programs & Publications

In the arena of programs, our SIG continues to sponsor more sessions and speakers on P&P topics at annual and regional conferences. Attendance at our presentations continues to swell.

We have published more than a dozen newsletters (on schedule four times a year) with coverage of P&P-related topics, member profiles, book reviews, announcements and SIG business. Our editor has won three competition awards, and the newsletter is the longest-existing publication on policies and procedures to survive during the past five years.


Public Relations

In the realm of public relations, we have a brochure, a Web

site and articles about our SIG in other publications. We have responded to nearly 100 information requests from members and nonmembers and have begun a Web page of frequently asked questions.

A LISTSERV for members to exchange information and ideas about P&P-related issues is now available.

Appreciation

I thank the STC board of directors for their confidence and support in allowing us to pursue our interest in the discipline of policies and procedures. I thank also our SIG's team leaders for their time and efforts in making a vision possible. And finally, I thank all our members for their participation and supportive interest in the SIG. 

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

Quick Tips . . .

Consistency of Text Phrasing in P & P Documents


by Audrey Cielinski Kessler

If you want to maintain consistency in phrasing among a related group of P&P documents, you could rely on your good memory, or you could try a safer route and use mini templates.

Mini templates are pieces of a document that you use regularly but infrequently enough to risk inconsistency.

For easy access, store each mini template in a separate document but grouped within a folder called templates. Give each template a descriptive name so you can find it quickly when you need it.

The use of such templates may seem like a simple idea, but they can save both time and wear

and tear on your brain. That's time and energy you can spend writing more P&P documents. 

Audrey Cielinski Kessler is the owner of The Write Hand, a writing, editing and desktop publishing company in Kent, Ohio, and a member of the Northeast Ohio chapter of STC.

175 Join P&P SIG from February through April

by Jerry Laing

One hundred seventy-five persons joined the P&P SIG from February through April. The SIG's membership total now stands at 424. Welcome to the following new members:

- William Abbott (CT)
- Thomas Ahrens (MD)
- Loretta Albert (NY)
- Michele Alderton (MI)
- Debra Amenson (IA)
- Leanna Bader (AZ)
- Janet Barnes (CO)
- Gillian Barrett (Canada)
- Kenneth Barringer (CO)
- Allyn Baum (Canada)
- Claire Beck (IL)
- Debra Beckett (Canada)
- Ernest Behie (MI)
- Greg Beiser (CA)
- Mary Jean Benefiel (OR)
- Joelle Berg (MN)
- Sonja Berry (ND)
- Miriam Bertram (CA)
- DeAnne Besetzny (IL)
- Linda Blommer (MN)
- Mila Bongco (Canada)
- Chantal Bourassa (Canada)
- Shelley Brenner (Canada)
- Rosland Brown (GA)
- Tom Budzinski (IL)
- Myra Carter (Canada)
- Theresa Caruso (PA)
- Barbara Casimire (NV)
- Donna Chapman (CA)
- Anthony Chernoff (TX)
- Tina Cipolla (VA)
- Lynnea Clark (WA)
- Anthony Colello (TX)
- Leon Cook (IN)
- Sharon Copeland (TX)
- Gerard Cote (Canada)
- Michelle Delarue (Canada)
- Scott Dewbre (NM)
- Lia de Zoeten (Belgium)
- Barry Dixon (CA)
- Ralph Dodson (AZ)
- GERALDINE DONA (Canada)
- Bettie Dondertman (Canada)
- Stephen Dorrance (MA)
- Mary Drayton (CA)
- Ellen Dwyer (NJ)
- Carol Edmonds (MD)
- Sarah Ellis (PA)
- Anne Emmerth (VA)
- Traci Evens (CA)
- Mena Fallone (Canada)
- Amy Frankfurt (MN)
- Catherine Fultz (VA)
- John Gear (WA)
- William Gearhart (TX)
- Debora Gevirman (NY)
- Ted Gibbons (Canada)
- James Gillespie (TX)
- Sue Girgis (Canada)
- Cheryl Goodale (Canada)
- Raelene Gorlinsky (OR)
- Denise Gowan (IN)
- Michael Green (Israel)
- Jill Gustafson (MN)
- Nancy Hale (MI)
- Marcy Harbut (CA)
- Brenda Hardin (AL)
- William Harrison (NY)
- Aija Havely (TX)
- James Hayes Jr. (CA)
- Christopher Henning (New Zealand)
- David Hesler (CA)
- Stephanie Hess (CO)
- Gary Higgins (TX)
- Paula Jean Hirsch (MD)
- Sharon Hlavac (AZ)
- Jennifer Hocko (CT)
- Sherry Hohmann (CA)
- Marion Holbrook (TX)
- Robyn Hume (Canada)
- Jennifer Hunnicutt (TN)
- Kimberly Hunt-Brown (NM)
- Karen Hutchinson (CA)
- Ingrid Innes (Canada)
- Donna Isley (OR)
- Robert Johnson (IL)
- Robert Jones (GA)
- Steven Kendus (PA)
- William Kilpatrick III (AZ)
- Carol Knapp (TX)
- Drew Knox (PA)
- Laureen Knudsen (CA)
- William Konrad (IL)
- Jennifer Krausnick (NM)
- Carol Ann Lapeyrouse (CA)
- Carol Lavery (ID)
- KellyAnn Lawetz (Canada)
- Adam Lee (Canada)
- Michael Lewis (CA)
- Patrick MacTavish (MI)
- Michael Margherita (CA)
- Maria Marquez (FL)
- Allison McGhghy (IA)
- Cynthia McLean (IL)
- Melanie Michael (TN)
- Britt Miglietta (CT)
- Katherine Mize (CA)
- Katherine Murphy (WA)
- Deborah Newett (IL)
- Dorothy Nichols (NC)
- Jonathan Nowland (MN)
- Lloyd Nugent (CA)
- Newt Oliver (CA)
- Patricia Olsen (CA)
- Susan O'Reilly (Canada)
- Kathleen Painchaud (OH)
- Alan Pakaski (IL)
- Denise Pangakos (NC)
- Bruce Perkins (CA)
- Thomas Philo (CA)
- Norman Poirier (Canada)
- Katherine Porray (NY)
- Donna Portner (MN)
- Linda Quinones (FL)
- Janet Rahn (CA)
- Frances Roach (MI)
- Roseann Rocks (CA)
- Donna Rossi (VT)
- Cheryl Rouland (IL)
- Rita Rowe (ID)
- Steve Rowan (Canada)
- Michael Ryan (Australia)
- Sarah Satterthwaite (MA)
- Robert Schaub (WA)
- Margaret Schroeder (WI)
- Beth Seagren (WA)
- Christina Sealy (CA)
- Susan Sereno (MA)
- Rose Siddall (Australia)
- Gem Smith (TX)
- Kent Smith (OR)
- Shirely Smith (CA)
- Laura Smith-Black (CA)
- John Snyder (TX)
- Janey Solwold (MD)
- Helen Spencer (WI)
- Annette Staron-Wilson (NJ)
- Eric Stene (CO)
- Deborah Stewart (NC)
- Mary Stone (Canada)
- Kay Strong (NE)
- Michael Taillon (MA)
- Carol Taylor (New Zealand)
- Danielle Tejada (CA)
- Evelyn Timmins (TX)
- Deborah Todhunter (TN)
- Susan Torres (CA)
- Janice Tovey (NC)
- Alesia Trask (IA)
- Elizabeth Turpin (MI)
- Robin Tushingham (Canada)
- Michele Ufner (PA)
- Lynn Van Deventer (WA)
- Gail Van Lingham (NV)
- Marita Wallace (Canada)
- Jennifer Wendell (MN)
- Camille Wheeler (MN)
- Katie Whitaker (OH)
- Mary Widner (OH)
- Angela Wiens (Canada)
- David Williams (Canada)
- Anne Winogard (FL)
- Susan Wright (CA) 🏠

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

Audrey C. Kessler Appointed New P & P SIG Manager

by Raymond E. Urgo

Please join me in congratulating **Audrey Cielinski Kessler** on being appointed manager of the Policies and Procedures SIG. The one-year term begins on July 1, the start of the society's new fiscal year.

Audrey has been a member of STC since 1983. She resides in Kent, Ohio, and is a member of the Northeast Ohio chapter.

Audrey has been an ardent volunteer to our SIG since its founding in 1994. She is the first editor of the SIG's newsletter and has published more than 12 issues within budget and on schedule. In 1996, STC's newsletter competition presented her with a merit award for the qual-

ity of the first year's newsletters. In the most recent competition, the *STEPS & SPECS* newsletter received awards for achievement and most improved.

Audrey has demonstrated a cooperative spirit as a volunteer. She has found ways to reduce our newsletter expenses, has accommodated the diverse publication needs of our members, has worked with our Web page coordinator to have our newsletter available online, and has kept the STC office informed of our articles.

Audrey has generously served our SIG beyond her position as newsletter editor. She has championed the creation of our LISTSERV and has coordinated

incoming requests to appropriate SIG leaders. To a large extent, the success of our SIG is the result of Audrey's efforts.

During the first few months in her new position, Audrey will be appointing members as SIG team leaders and setting goals for the 1998-1999 fiscal year.

She will be needing your involvement, comments, suggestions and support. I hope you will give it. Audrey can be reached at audck@aol.com. 📧

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

STEPS & SPECS

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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.