

continuous improvement. Specific subclauses have been added which define requirements for information resources, infrastructure resources, and the work environment.

The new structure will assist organizations in transferring information contained in ISO 9004:2000 guidelines for developing an effective quality management system into processes required to meet the requirements of ISO 9001:2000.

### Summation

ISO 9001:2000 is not an evolutionary upgrade in the same manner that ISO 9001:1994 was over ISO 9001:1987. This revision is a major overhaul of the standard, bringing it up to date with current management philosophies and methods. It is intended to make the standard more usable,

easier to understand and apply, and applicable to a broader crosssection of businesses in the new millennium.



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*This article is reprinted with permission from the website of R<sup>2</sup> Innovations at [www.myna.com/~r2innovn/main.htm](http://www.myna.com/~r2innovn/main.htm) which the author maintains for ISO 9000 issues.*

*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.*

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**Steps & Specs**

## New look, new Web!

editor's desk

Now that the newsletter has a new look, how about a new Web site?

We are in the process of reviewing the SIG's Web site, making changes and incorporating your feedback.

Check out the current site at [www.stc.org/pics/ppsig/www/index.htm](http://www.stc.org/pics/ppsig/www/index.htm), and give us your suggestions, ideas or comments.

We would love to hear from you.

Email the editor: [larrowsmith@usg.com](mailto:larrowsmith@usg.com)

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# Steps & Specs

The newsletter of the STC Policies and Procedures Special Interest Group

**STC** society for technical communication

## A Look at ISO 9001:2000

by Ralph R. Robinson

**T**his article is a continuation of one that appeared in the Winter 1999 edition of *DocQment* and is based on a thorough examination of the draft ISO\CD2 9001:2000 standard currently under review by members of TC 176, the Technical Committee of ISO responsible for the ISO 9000 series of standards.

### Changes in the ISO 9001:2000 Family

Aside from the structural changes discussed in the last issue of *DocQment*, there are five major changes that will impact a company's quality management system and therefore the documentation supporting it. Let's take a look at what these changes involve.

### Changes in Terminology

ISO 9001:2000 uses words that are familiar to most of us in business today. This shift to more common business-oriented language will make it easier for users to understand the requirements of the standard.

Some examples of the changes in terminology are the use of *quality management system* in place of *quality system*, *organization* in place of *supplier*, *subcontractor* replacing *supplier*, and *product* replacing *product and/or service*. This simplified language will help to eliminate disputes between companies and their registrars that resulted from the ambiguous wording of the 1994 version. These language changes also will make it easier to understand and apply the conformance standard to an organization's processes.

### Changes in Scope

As I indicated in the previous article, ISO 9002 and ISO 9003 will cease to exist with the release of the ISO 9000:2000 series of quality standards. Companies will now register to a single conformance standard, ISO 9001. The new registration certificate will indicate any activities defined in ISO 9001:2000 that do not take place in the organization as part of its scope of registration.

Clause 1.2, *Reduction in Scope*, specifies how the requirements of ISO 9001 can be excluded and/or modified in order to fit an organization. This will allow companies to adapt quality management systems previously registered under ISO 9002 or ISO 9003 into the revised ISO 9001 standard.

### Additional Customer Satisfaction Requirements

ISO 9001:2000 contains three subclauses that formally specify customer satisfaction requirements. Subclause 5.2, *Customer Requirements*, spells out the requirements for ensuring that a company's processes meet customer requirements. Subclause 7.2, *Customer-Related Processes*, clearly requires organizations to identify customer requirements for their products and/or services, perform contract reviews, and establish systems to ensure effective communication with their customers. Subclause 8.2.1.1, *Measurement and Monitoring of Customer Satisfaction*, defines

requirements for companies to determine what types of customer satisfaction data they need and how it should be collected. This subclause does not, however, attempt to define a specific type or amount of data that needs to be collected.

### Formal Continuous Improvement Requirements

Many of the clauses in the present standard, such as internal quality audits, corrective and preventive action, and management responsibility imply that continuous improvement should become part of a company's quality system. In reality, few organizations adopted this focus as it wasn't necessary for conformance to the standard and therefore not audited.

One of the major differences between ISO 9001 and ISO 14001 and QS 9000 is that the latter two embed continuous improvement as an auditable element in their management system. By following this lead, ISO helps harmonize the quality management system with other management systems present in organizations today.

### Increased Focus on Management Responsibility and Assurance of Resources

While this isn't so much a change as a clarification of intent, the new wording helps to clarify top management's responsibility to establish an effective quality management system leading to customer satisfaction and

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Articles accepted for publication are  
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## P&P SIG Members' Areas of Expertise, Interests Cover Wide Spectrum

by Joy Osaka-Lu and Audrey Cielinski Kessler

If the SIG's membership can be considered an accurate measure, then the "typical" technical communicator is someone with expertise in producing user manuals and an interest in documentation in general.

An "atypical" technical communicator, on the other hand, is likely to have expertise in either marketing or ISO 9000 documentation and an interest in matters related to SIG membership or chapter-level SIG liaison activities. In between is an array of other areas of expertise and interests.

According to data collected from members of the Policies and Procedures SIG from August 1999 through July 2000, 14 percent (68 members) of the SIG's 460 members chose user manuals as their area of expertise.

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### An "atypical" technical communicator, on the other hand, is likely to have expertise in either marketing or ISO 9000 documentation

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No other area of expertise came close to this number, with only slightly more than half as many members (37, or 8 percent) citing instruction design/training as their area of expertise. Close behind in a tie for third place are system manuals and online documentation, with a total of 34 members (7.3 percent) in each category.

In a clear minority are the 10 members (2.1 percent) who cited marketing and the 16 members (3.4 percent) who cited ISO 9000 documentation as their area of expertise.

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### ...14 percent (68 members) of the SIG's 460 members chose user manuals as their area of expertise.

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In terms of the SIG members' interests, no single category was a clear winner. Cited most frequently was documentation, accounting for 83 members or 18 percent. Close behind were professional development and information technology, cited by 14.7% (68 members) and 13.4 percent (62 members), respectively.

At the bottom of the rankings hierarchy were membership (1.5 percent, or 7 members), chapter-level SIG liaison (1.7 percent, or 8 members) and new-member relations (1.9 percent, or 9 members).

Other areas of expertise, cited by too few of the SIG's members to be classified as a separate category included loss prevention, department standards, graphics and process design. As for members' interests, areas receiving too few responses to be grouped separately include process mapping, project management, online help and graphics.

## From the P&P SIG Manager

by Audrey Cielinski Kessler

Just as many of us take our cars for a tune-up or ourselves to the doctor's office for a check up once a year, the Society's SIGs also undergo an annual inspection of sorts. And the news is good. Excellent, in fact.

For perhaps the first time in its history, the SIG program has achieved a status of "Excellent," with 82 percent of the Society's 17 SIGs (including the Policies and Procedures SIG) having done so. This compares with 64 percent of SIGs in 1999.

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### One person *can* make a difference.

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How did we get there? And, perhaps more important, how do we stay there? In short, the answer is "you." It is the members who make the SIG what it is or, in the reverse, what it is not or what if fails to be.

You might think that you, as an individual P&P SIG member among a total of several hundred others, you can't make much of a difference, or that you don't have time to get involved beyond checking off the P&P SIG on your annual dues statement, or that you're not expert enough in P&P communication to make a meaningful contribution. But on each score, you would be mistaken. One person **can** make a difference. Active involvement in the SIG, however, doesn't have to mean a long-term, time-consuming commitment. And you **do** have an element of expertise to contribute to the group. It's not likely that

any of us would be where we are today in our careers if we totally lacked any knowledge of policies and procedures communication. Even persons new to the field have something to contribute. They can, for example, offer a perspective that for the more seasoned P&P communicator is but a distant memory.

So how can you make a contribution to **your** SIG? By volunteering either on a long- or short-term basis. For the latter, you could write an article for the SIG's quarterly newsletter. We're not talking here about a voluminous scholarly tome that will require weeks or months of your time. Anything from one to several paragraphs will suffice. Perhaps you have a tip or two related to the craft of P&P communication that you could share with your fellow members. Or a case study on how you or your organization dealt with a cantankerous subject-matter expert or a printing snafu or the migration of your storehouse of P&P documents from hardcopy to online. The list of possible topics is virtually endless.

Other volunteer opportunities are also available, such as helping in early spring to prepare the SIG's proposal for presentations at the Society's annual conference the following year. Or you could volunteer to be a conference speaker or moderator for a P&P panel, workshop or progression.

You may think you don't have anything of value to contribute, but I would venture to guess that you really do. So I urge you to get involved. It's not hard. You already have the knowledge and the skills to make it happen, to ensure that the health of the P&P SIG remains robust and vital to its members—to **you**.

## Who Should be on the Team?

When you get ready to take your company's policies and procedures online you will want to have the right team in place to ensure that your policies and procedures are usable. Don't try to take the information and just place it on the corporate Intranet if you want your employees to use it.

Be sure to have an Human Resources representative as well as a technical communicator on the team to ensure proper chunking of information.



## Want to write a book review?

Do you have a specific book you'd like to see reviewed in this newsletter?

If you answered "yes" to either question, please e-mail the editor at [larrowsmith@usg.com](mailto:larrowsmith@usg.com) and give her your ideas.

Without your input, the newsletter can't evolve to meet your needs. We want to hear from you, so please, send us your comments and suggestions. We'd like to know what you're thinking.