



AccessAbility SIG Members Roadmap

Monday

9:00 AM – 10:30 AM **Keynote General Session at Convention Center**

10:30 AM **Exposition Hall opens (Coffee break)**

12:00 N – 1:15 PM **AccessAbility SIG Luncheon at Convention Center**

2:00 PM– 3:00 PM **Technical Communication Body of Knowledge I: A Framework for Moving Forward (AR 4I) – Discussion – Room 108B**

Members of an STC-sponsored task force will present a progress report on the first steps taken to define the body of knowledge (BOK) in technical communication. Panel members will describe the project background and rationale, review some personas and scenarios created to guide the design of the TCBOK, and discuss the outline of domains and topics created thus far. This framework is intended to guide development of the next stage of the TCBOK: filling in the content that will define the profession.

Speakers:

David D. Dayton
Hillary Hart

Michael A. Hughes, PhD, IBM Internet Security Systems
Janice (Ginny) Redish, Redish & Associates, Inc.

3:30 PM– 4:30 PM **Trends in User Research (DA 5B) - Discussion – Room 108A**

A panel of thought leaders in the usability field discuss ways to gather real data about users to inform product design and development. Attendees will learn about new approaches as well as hear discussion on the best established practices.

Speakers:

Jean Anderson, Siemens Medical Solutions USA, Inc.

Karen L Bachmann, Seascope Consulting, Inc.

Whitney Quesenbery

Janice (Ginny) Redish, Redish & Associates, Inc.

Todd Zaki Warfel, Messagefirst

Communication Strategies of Successful Virtual Teams (MP 5D) – Discussion – Room 103B

Effective technical communications are paramount for successful virtual teams. Add diversity of cultures, locations, and functional ability, and you have strategic communication decisions to make. Come learn from some veterans.

Speakers:

Andrea Ames, IBM

Lisa R. Pappas, SAS Institute Inc

Geoffrey J.S. Hart, Self-employed

Jan Pejovic, SunGard Higher Education

Monday cont'd

5:00 PM – 6:00 PM Assessing Accessibility of Websites for Users with Disabilities (DA 6A) – Mini-Workshop – Room 104AB

In this mini-workshop, participants will learn how to evaluate a website for use by people with disabilities using a range of assistive technologies, including screen readers.

Speakers:

Jennifer Jobst, University of Texas at Austin

Lisa R. Pappas, SAS Institute Inc

Sarah Swierenga, PhD, Michigan State University

Tuesday

7:30 AM – 8:30 AM AccessAbility SIG Business Breakfast, Marriott Hotel, Room 305

9:00 AM – 10:00 AM Designing for Search (DA 7A) – Presentation – Room 113C

Today, search is not a design failure, but part of the user experience, one of many ways that people find information on the web. Learn from recent user research what your site can do to make search work better.

Speakers:

Caroline Jarrett

Whitney Quesenbery

Writing as an Asynchronous Conversation (DD 7J) – Featured Speaker – Room 113B

Every use of your manuals, help files, and web pages is a conversation started by a very busy person seeking information. How well does what you create converse with the people who come to your materials? What does it mean to converse when you aren't face-to-face? In this session, Ginny will bring together past research, present expectations, and future probabilities in a new look at best practices for technical communicators.

Speaker: Janice (Ginny) Redish, Redish & Associates, Inc.

10:30 AM – 11:30 AM Pictures & Profits: Innovations in Visual Instruction and Multi-ethnic Usability Research (DA 8C) – Presentation – Room 113A

Learn visual design and international usability research strategies that helped build three innovative, visual guides. From building the guides to running the research, learn how simple, cheap ideas can lead to spectacular profits.

Speaker: Patrick Hofmann, Google

1:30 PM – 2:30 PM

Technical Communication Body of Knowledge II: Open Forum for Discussion and Feedback (AR 9H) – Discussion – Room 113A

This is a follow-on session designed to give conference attendees an opportunity to give feedback about the STC-sponsored effort to begin defining the body of knowledge for technical communication. Panel members from industry and academe will make brief statements, after which they will respond to questions and opinions from the audience. Defining the body of knowledge is a cooperative effort requiring input by STC members. What would you like to see offered by a web-delivered gateway for learning about the breadth and depth of technical communication? What would you like included in a guide to resources for professional development?

Speakers:

Nancy W. Coppola Marjorie T. Davis, School of Engineering, Tech Comm Dept
Daphne R. Walmer Mark Hanigan, On the Write Track

Using Content Management to Improve Content Quality (CMI 9G) – Featured Speaker – Room 103B

We all know what content management can do for us after we created content. But how does content management apply to the content creation process and can it help us to improve the quality of our documentation. This session describes the principals of good content management practices, how they apply to the content creation, and how they can help reduce errors, improve consistency and quality, and ultimately improve usability.

Speaker: Steve Manning, The Rockley Group

Home Page Usability - Communicating Your Value (DA 9N) Featured Speaker – Room 103C

It's time to redesign the home page - many stakeholders are involved and each wants a piece of the valuable real estate. Where do you start? How do you guide the business towards a common home page design vision? This presentation will review home pages together, present home page design principles and best practice, talk about user journeys and content prioritization, provide you with planning questions to better inform design and finally explore the future of home pages together.

Speaker: Daniel Szuc

Developing content for the International Marketplace (GLT 9F) – Presentation – Room 108B

Need to develop content once that is applicable to both the domestic and international markets? What do you need to know to write once and use everywhere? This session will show you what caveats, strategies and best-practices you can employ to meet global, diverse users' expectations in your documentation.

Speaker: Butch Pfremmer, Welocalize

