



AccessAbility SIG Members Roadmap

Welcome to Minneapolis and the Technical Communication Summit. Your AccessAbility SIG has prepared this roadmap to guide you to accessibility related sessions and. Please verify sessions and locations as some last-minute changes may occur. Have a great conference!

Monday

7:00 - 8:15 AM **AccessAbility SIG Business Breakfast, Room 103F**

11:00 AM – 12:00 N **Web 2.0 101: Understanding Web 2.0 and Its Impact on Tech. Comm. (W2O 2K)–Room 103DE**

The Semantic Web is coming, and it's bringing major changes to the ways that people create, manage, deliver, consume, and share technical information. This session introduces Web 2.0 and its tools and technologies, and examines how they are changing the landscape of technical communication. Discover how Web 2.0 methods make it possible for us to deliver "content as a service" and to empower customers to personalize technical content in useful and exciting new ways.

Speaker: Scott Abel, The Content Wrangler, Inc.

1:30 – 3:00 PM **Developing Non-Software-Based eLearning with Captivate (PP 3A)–Room 102AB**

This session explains how to use Captivate to develop non-software-based eLearning (that is, eLearning without software demonstrations) such as training on soft skills, policies and procedures, conceptual knowledge -- even hardware installation and maintenance.

Speaker: Rob Houser, User First Services, Inc.

Participatory Design: From Political Statement to Business Model (AR 3E)–Room 102D

This session explores one practical application of research techniques: participatory design. It traces the origins in Scandinavian workplace equality initiatives through its emergence as a full-fledged business model in today's Web 2.0 world. During the session, two hands-on activities will demonstrate the value of participatory design research in product development lifecycles, with an emphasis on the ways data are collected, analyzed, and used to improve product quality and user satisfaction.

Speaker: Bill Hart-Davidson



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Monday (cont.)

3:30 – 5:00 PM **Lessons in Learning: Progressions of the Instructional Design and Learning Community (DD 4E)– Room 101AB**

From instructional tips and tricks to pitfalls to avoid in instructional design, this roundtable session provides participants with an opportunity to explore a variety of topics of interest on information design and architecture.

Speakers:

Elizabeth Bailey, Countrywide Home Loans
Karen L Baranich, SCANA
Nicoletta A. Bleiel, ComponentOne
Robert D Brown, RDB Consulting
Jackie A. Damrau, T-Mobile USA
Susan Drake, Drake Resource Group, Inc.

Deborah Lockwood, CSG Systems
Neil E. Perlin, Hyper/Word Services
Gloria A. Reece
Paul E Sinasohn, Vocera Communications
Janice B Watrous-McCabe, Health Partners

Tuesday

8:30 – 10:00 AM **Don't Leave Me Out! Designing Usable and Accessible Web Sites (IDI 5G) – Room 101GH**

How can a Web site reach as many people as it could? Specifically, should more people with special needs be able to get the information? This session explores how to design Web sites for people with unique needs. It considers practical applications of research on older Web users, blind users, low-vision users, low-literacy users, and others to the design of Web sites. Through video clips and Web site examples, this session demonstrates how easy it is to do a lot right now.

Speaker: Ginny Redish, Redish & Associates

Best Practices: Progressions of STC's Management Community (MP 5D) – Room 101AB

From managing projects to managing people and their careers, this roundtable session provides participants with an opportunity to explore a variety of topics on management.

Speakers:

Francisco Abedrabbo, Oracle Corp.
Elizabeth Bailey, Countrywide Home Loans
Karen Buchanan, Sterling Commerce, Inc.

Jeff Garner, Sakson & Taylor
Walter D. Hanig, Teradata
Michael P. Markley, Sakson & Taylor,

Tuesday (cont.)

Deirdre Murr
Laura Ramsey, Sandpiper Communications

Catherine Varra-Nelson, Sakson & Taylor,
Daniel W. Voss, Lockheed Martin

How Does the Web Sound? (AR 5C)–Room 101E

How do visually impaired screen reader users experience the Web? This session provides an inside look (and listen!), then discusses information design techniques to meet these users' needs -- including using Section 508 and WCAG.

Speaker: Jennifer E. Jobst, The University of Texas at Austin

10:30 AM – 12:00 N Copymarking, Clarity, and More: Progressions of the Technical Editing Community (DD 4D) – Room 101AB

From handling tricky editorial problems to managing editing projects, this roundtable session provides participants with an opportunity to explore a variety of topics of interest to professional editors.

Speakers:

Lisa Adair, Rockwell Automation
Rebekka Andersen
Sarah J Austin
Beth Claas, Medtronic, Inc.
Michelle Corbin, IBM
Jackie Eldridge, Tetra Tech, Inc.
Diane Feldman, AuthorCraft Editorial Svcs.

Sue Jackson, Sun Microsystems
Virginia Janzig, Unisys Corporation
Susan Ledford
Susan Lee
Lisa R. Pappas, SAS Institute Inc
Gail Wolff, RSM McGladrey

12:15 – 1:30 PM SIG Networking Lunch - Joins us at our combined AccessAbility & Usability SIG Tables

2:00 – 3:30 PM Research Reports in Usability (DA 7L)–Room 102D

Three presenters report on their experiences with a variety of usability topics: Electronic library accessibility for users with disabilities, public-oriented transportation website usability and processing of procedural illustrations.

Speakers:

Amy Diehl, MSU. Usability & Accessibility Ctr
Linda Enders-Roberts, SAS Institute
Jill Evans
Robert Krull, RPI

Gary Mills, RPI
Lisa R. Pappas, SAS Institute Inc
Deborah Rowe, RPI
Sarah J. Swierenga, MSU Usability & Accessibility

Building a Site for Diverse Audiences (DA 7A)–Room 102AB

Can one Web site work for audiences as diverse as teens, older adults and people with low levels of literacy? Usability research and plain language showed how these different audiences are more alike than expected -- and how to apply the insights to other Web sites with diverse audiences.

Speakers:

Caroline Jarrett, Effortmark

Whitney Quesenbery, Whitney Interactive Design

4:00 – 5:30 PM

Progressions of the Policies and Procedures Community (MP 8E)–Room 101AB

The Policies and Procedures (P&P) Special Interest Group (SIG) has organized a lineup of speakers who will present a variety of topics all directly related to the P&P Community of Practice. While most topics are appropriate for all skill levels of P&P practitioners, a few are aimed at newcomers to the field and one is aimed specifically at those with senior level experience.

Speakers:

Michelle Anderson, Encore Credit

Karen Bachmann, Seascope Consulting

Deloris Brown

Dawnell Claessen, SAIC

Adrienne Escoe, PhD, Escoe Bliss.

Eddy Frost, Maxima Solutions, Inc

Karen Mardahl

Travis Shoemake

Kathy Stanford-Jones, KCG

Susanna G. White

Of Research, Teaching, and Service: Progressions of STC's Academic Community (AR 8M)–Room 101AB

From the development and design of technical communication programs to academic participation in STC, this roundtable session provides participants with an opportunity to explore a variety of topics of interest to STC's Academic Community.

Moderator: Thomas Barker, Texas Tech University

Speakers:

Thomas Barker, Texas Tech University

Marjorie T Davis., Mercer University

Hillary Hart, University of Texas at Austin

Becky Jo McShane, Weber State University

Aimee Whitside, University of Minnesota

6:00 – 9:00 PM

Honors Reception and Banquet–Convention Center, Ballroom A

Enjoy a gala dinner with your technical communication peers, and cheer on our AccessAbility SIG members receiving awards as Associate Fellows and Fellows

Note: This is a ticketed event (\$45), and tickets will not be sold at the door.

Wednesday

8:30-10:00 AM

Topics in Online Tools and Technologies (PP 9Q) – Room 101AB

Have questions about XML? Madcap Flare? Hovers? Web standards? Sharepoint? Similar software? This open-agenda session provides participants with an opportunity to identify the tool of interest and get answers to their questions.

Moderator: Rachel A. Jordan Houghton, Kentrox

Speakers:

Brian M. Collins, Red Hat, Inc.

Rachel A. Jordan Houghton, Kentrox

Rob Houser, User First Services, Inc.

Char James-Tanny, JTF Associates Inc.

Stephen Massey, Shaw Environmental and Infrastructure

Lisa R. Pappas, SAS Institute Inc

Garret H. Romaine, Kentrox, LLC

10:30 AM – 12:00 N

Ten Things You Should Know about Mobile Learning (DD 10K)–Room 101CD

From toddlers to seniors, people today are digitally communicating with each other in ways that would have been impossible to imagine only a few years ago. But how can these popular portable consumer devices such as mobile phones, PDAs, iPods, handheld computers and game consoles be used for learning purposes? This session explores the answers.

Speaker: Ellen Wagner, Adobe Systems

1:30 – 3:00 PM

Maximizing the Business Value of Your Intranet through Design Standards (CKI 11F)–Room 103AB

What tool can save time in developing and maintaining intranet sites, while improving the quality, consistency, and usability of designs? An effective intranet standard. This session explores such standards. Specifically, it explores which content to include in the standard, how to document it, and how to gain the organizational buy-in necessary for a standard to be successfully approved and implemented. Case studies of actual corporate standards efforts illustrate the concepts presented.

Speaker: Jerome Nadel

Bias in Usability Testing (DA 11A)–Room 101CD

In usability testing, we strive to eliminate bias so that the results will be accurate. But what is bias? How does it affect our results? What can we do about it? Come to this talk and you'll never look at your testing methods the same way again!

Speaker: Carolyn S. Snyder, Snyder Consulting