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From the chair

What a year! Technical Communication has scored a number of successes since our last postComm. We have launched a multi-faceted international program, including a new graduate course, a growing student exchange program, faculty exchanges, and an International Summer Workshop series that includes both education and research; we have launched a new science writing pathway featuring a professional-quality student-staffed magazine; and we have a new website, with interactive features that we hope you will take advantage of. In these pages you will learn more about these initiatives and more!

In this era of shrinking public funding, it has been heartening indeed to see the incredible growth in gifts to the department this year. We especially acknowledge the really remarkable generosity of James Preikges, who has given the department a large unrestricted gift and has established the Preikges Endowment, a fund that will continue to produce revenues to support the department over the years. James has also invited the rest of us to join him in recognizing the lifelong contributions of Professor Emeritus Mike White. James has set aside $15,000 to be used to match gifts from TC alumni and friends to create the Myron L. White Endowment, the proceeds of which will support student activities of many kinds for years to come. TC faculty members themselves have already opened the fund with their personal contributions, and we welcome your participation.

We also want to acknowledge other forms of generosity that have come our way this year: the gifts of software that we have received from a number of corporate friends, the contributions of time and intellect that our instructors from the professional community have made, and the mentorship offered our students by those who have sponsored internships. We welcome all these kinds of participation in the department, and invite you to take part at the level and in the form that works best for you.

Finally, please note (this is a party alert!): Next fall 1999 we will celebrate the first, 25 years of TC at UW by hosting, with the UW Technical Communication Alumni Association, a 25-year all-classes reunion to be held Homecoming Weekend 1999. Watch your mailbox for future updates about this event. And as they say back in Texas, y'all come!

Judy Ramey, TC Department Chair
UW Technical Communication department goes international

Technically communicating with the Dutch. By Matt Fildes, TC undergraduate.

Dawn comes gently with no sunrise visible upon the level landscape surrounding the University of Twente, The Netherlands. Instead, the cloudy cotton-wrapped light gradually beckons the first three exchange students from the University of Washington’s Technical Communication department to wake. Matt Fildes, Joe Ledgett, and Megan Taylor leaped at the chance to participate in the pilot exchange program this spring. They wrapped up their affairs during finals week, packed frantically, and raced into the uncertainties of international travel. Though the transition was intense, the opportunity of studying with their international technical communication counterparts was too valuable to pass up.

Compared to the University of Washington, the University of Twente is literally a walk in the park. Instead of the throbbing pace of Seattle found just off the UW campus, UT stands on the eastern edge of The Netherlands in the countryside, about 200 miles from Amsterdam. The nearest city center is about a fifteen minute drive away in Enschede, with a modest population of 150,000. Among Dutch universities, UT is unique because it is the only university in The Netherlands with a campus, and the Dutch take advantage of this resource. All around the campus grounds broad grass lawns and rows of deciduous trees create a park-like atmosphere with scattered ponds and pools of water dotting the sandy ground. The playful weather provides plenty of rain and wind and is similar to Seattle’s own unpredictable conditions.

A mere 7,000 students attend the University of Twente, compared to the UW’s 35,000 students. Many live on campus, but quite a few also live in nearby Enschede and ride the bus or bicycle to campus. Students work with professors in mostly technical or engineering classes; however, the university also has a thriving Applied Communication Science department that compares with the UW’s own Technical Communication department. This spring students attended classes in both the Applied Communication Science department and the Educational Science and Technology department to share their knowledge about topics like usability testing, audience analysis, and web site construction with their Dutch counterparts.

The UT teaches differently from the UW. Classes may meet only once or twice a week for between two to four hours, and students are expected to learn primarily from studying outside of class. Group projects and research are the keys to success at the university. For the sake of the exchange students, many things are done in English. Each American works in English continued on next page

Matt Fildes enjoys dinner with friends
Dutch (continued from previous page)

with two to three Dutch students on projects assigned from instructors, or American students work together directly with teachers on research. The amount of attention and cooperation helps solve miscommunication and gives both parties a chance to rub elbows with a new culture. During lectures with other students, teachers speak English and clarify some points in Dutch. Working with Americans in English seems like a daunting task for the Dutch, but they rise to the challenge. Almost every Dutch university student is expected to read English articles for research and speak a considerable amount of English.

But why would a Dutch student risk his or her grades to study with an American? "I wanted to work with Americans because it is good English practice, and it is fun to meet people from another culture," said Jelmer Nieuwenweg, who worked with Matt Fildes in a group project. Not many Americans come to the Netherlands, though UT students learn about America in high school, at McDonald's restaurants, and from the semi-popular Jerry Springer talk show on Dutch television twice a day. The Dutch are bombarded with American culture in media, but do not have many chances to meet an American. Thus the arrival of the Americans is a great chance for the Dutch to learn about the real America.

While the UW students found classes interesting, the most valuable part of their education was travel opportunities to see more of Europe. The Netherlands lies conveniently in the middle of Western Europe, and is the perfect launch point to the rest of the continent. The chance to learn about Europe was just as important as studying with Dutch faculty.

Meeting Dutch students could have been difficult, but a foreign student organization, Student Mobility in Twente (SMIT), gives each exchange student a Dutch mentor who helps introduce him to her to The Netherlands. Each American student received a mentor who could guide him or her through procedures for everything from residence permits to cafeteria debit cards. In addition, mentors are often interested in America and like to show their wards the special qualities of The Netherlands. A few SMIT mentors invited Joe and Matt to Amsterdam for the Queen's Birthday celebration where they saw the largest party in The Netherlands and got an impression of the festival from a local's viewpoint. The exchange students have faced their share of difficulties, but each has met with them with an optimistic attitude. Megan lived in Enschede and had to commute daily to campus. While she may have had less access to campus resources, she enjoyed the easy shopping that city living brings. She also had the advantage of Dutch roommates who could offer advice and a glimpse of local culture. Joe's arrival came with a housing mistake, and he spent about two weeks in a room by himself. While the extra space was appreciated, the extra bill was not. A few passionate speeches in the housing office and his persistence straightened the situation out. After three weeks in The Netherlands, Matt fell ill mysteriously and became dehydrated. Eventually he was taken to the hospital and spent a few days under the watchful eyes of the Dutch health care system. However, he found the experience surprisingly comforting because so many people he had just barely met came to visit him in the hospital.

At each obstacle, the students have taken things in stride and learned to adjust or overcome. Part of the joy of travel is solving problems and adapting to a new culture.
The Dutch perspective

Whenever an American meets a foreigner, one of the first questions the American will ask is, "How is the US different from your country?"

Arjen Konijnenberg was asked this question hundreds of times during his stay here at the University of Washington. Arjen is the foreign exchange student from the University of Twente in Enschede, The Netherlands. Arjen's friendly demeanor makes it easy to sit down with him for several hours and discuss the similarities and differences of the two countries.

Seattle and the University of Washington left a lasting impression on Arjen that will stay with him for life. There were many things that amazed him. He felt that we are very fortunate to have such a beautiful, well-equipped campus. He was jealous of our large, modern buildings with their extensive laboratories and classrooms.

Coming from a town of 150,000 to one with over a million was a big change for Arjen. However, Seattle did not overwhelm him. Arjen thought that there were plenty of wide open, green places for him to enjoy, while at the same time he could shop 24 hours a day—something that is not an option in Enschede. The biggest change Arjen had to make was getting used to every detail. The way Americans write the time, date, and temperature is different from the European system. One time he bought a bottle of orange juice and he thought it had gone bad because he read the date using the European system.

Fortunately for Arjen, he was used to all the rain Seattle receives every year. Both Enschede and Seattle have similar weather patterns.

Arjen did not just limit his experience here as a student. He decided to expand his horizons and become employed at a submarine sandwich shop in the HUB. Arjen felt that it was important for him to get a job because "if you don't work, you are just a tourist." It was here that he found a disparity between the US and The Netherlands. Arjen was surprised at the weaker work ethic in America. He felt a little disappointment at the lack of importance American students seem to place on their jobs.

As Arjen leaves the United States for The Netherlands, he wants to be remembered "as a good guy, not as the Dutch guy." If you had the opportunity to sit down and talk with him you would have no problem remembering him as a good guy.

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Student exchange

Last spring Arjen was a pioneer—our first Dutch exchange student. But this spring we expect to host at least four students from Holland, and we are looking for ways to introduce them to you and the Puget Sound community. Would you like to host a Dutch student for a visit to your company? Would you like to serve as "buddy" to take one or more students to a professional society meeting? Would you like to take them to breakfast, for a hike, or to your favorite volunteer activity? Do you have other suggestions? If so, please email Judy Ramey at jramey@u.washington.edu

Dank u well!
Awards and achievements
Please join us in congratulating these deserving award winners!

Faculty
Carolyn Plumb was nominated for this year’s UW Distinguished Teaching Award.
Judy Ramey was promoted to full professor. She also became an STC Fellow.
Mark Haselkorn was awarded the 1996 IEEE Emily K. Schlesinger Award for his outstanding service to the professional communication community.
Jan Sypridakis was promoted to full professor.

Graduate student
Marcia Ruthford received the Outstanding Female Student of the TC department for the ’97-’98 academic year from the Society of Women Engineers.

Undergraduate students
Maria “Gila” Delgado received a $1000 AT&T scholarship for the ’98-’99 academic year which was awarded by the Center for Women in Science & Engineering.
Mark Alway received a Mary Gates Endowment for $2000 for his community service work at Garfield High School working with the web development team. He was also accepted into the STC Honor Society, Sigma Tau Chi.
Donna Faiferlick was invited to membership in Phi Beta Kappa.
Jessica Heinrich was invited to membership in Phi Beta Kappa.
Kathy Manning was invited to membership in Phi Beta Kappa.

EWC receives funding
This autumn, the Engineering Writing Center (EWC) opened its doors for the second year, thanks to funding from Dean Frederick Campbell in UW’s College of Undergraduate Education. The first year was funded by the College of Engineering’s Dean, Denice Denton.

What is the EWC? The mission of the EWC is to reinforce technical writing skills learned in FNGR 271 (Introduction to Technical Writing) and ENGR 333 (Advanced Technical Writing and Oral Presentation) by supporting faculty who include writing assignments in their departmental courses. Of course, the support for faculty occurs mainly in the form of working with engineering students who are completing writing assignments for their departmental courses—so students are the immediate beneficiaries! The staff of EWC will also work directly with faculty who want to develop writing assignments for their engineering courses.

But what does the EWC actually do? Peer tutors in the EWC will sit down with students and their drafts or outlines for a writing assignment and help them work through any part of the assignment. The EWC’s goal is to produce better writers, not necessarily better individual papers, so the peer tutors don’t edit or proofread papers for students. They do, though, provide an objective sounding board, good questions, and valuable suggestions for engineering writing. Students rated the EWC’s services very highly during the first year of operation.

Who are the peer tutors? The peer tutors are selected upper-division students from the College of Engineering. Many of the tutors have been senior-level TC students, but the EWC is particularly interested in recruiting students from the engineering departments for the coming year. Those students who have tutored learned a lot and ended up with a great additional line for their resume!
Ask not what your TC department can do for you...

James Prekeges, a TC alumnus and a "real world" industry employee for the past fifteen years, challenges others to give back to the University of Washington's Technical Communication program.

James Prekeges feels that UW's TC program turns out the best graduates in the field, and that "you should not pass up the opportunity to help this program and its people." His strong belief in giving something back is exemplified by his recent gifts to the department: over $20,000 to the unrestricted TC development fund and the creation of an unrestricted endowment of $50,000.

As a long time friend and advocate of the UW's TC program, James said, "I've accomplished more than I dreamed possible because of the preparation I received from the TC professors at University of Washington. I owe them a lot for my success, so it makes sense to help them continue to give students the kind of opportunities they gave me."

James' career path began spring 1983 when, while earning a Bachelor of Science degree in TC, he worked for several small computer companies. He eventually was offered a full-time position at Microsoft, where he has had job titles ranging from Technical Writer to Program Manager. While juggling both family and career, James also found time to serve as a President of the STC's Puget Sound Chapter, speak at numerous conferences, publish several books and articles, and teach evening classes. James reflects, "Teaching won't get you rich, but it sure is a great way of giving back." He also hopes to finish his masters' degree in the spring of '99.

Giving is not new to James. Convincing of the "real world" value of the TC program, James has contributed for many years to the TC Department's development fund. In fact, James was the first TC graduate to donate at the College of Engineering's "Dean's Club" level. He hopes that others will step up and contribute both in regular donations to the development fund and in the creation of endowments. To this end, he has created a "challenge endowment."

At the suggestion of Judy Ramey, chair of the TC Department, James has created the Myron L. White Endowment challenge for those who would like to help endow the TC department but can't afford the $25,000 endowment minimum. This endowment, named on behalf of Professor Emeritus Myron L. White, honors Mike's work as a teacher and pioneer in the field of technical communication. "Mike has always worked toward improving the student and the student will always be his number one concern and focus," James said. In addition to his gifts to the department this year, James will match up to $15,000 in donations made to the Myron L. White Endowment by August 1st, 1999. This will potentially triple your donation because your gift could be matched twice. For example, if you make a $100 (tax-deductible) donation to the endowment, and get your company to match it, the additional matching funds from James for your $100 gift will result in a $300 total donation.

James says, "It would be like someone giving you a lamp, and a genie pops out continued on next page
International summer workshop series underway.

Summer in Holland! What a great way to open our international summer workshop series!

Last July, Judy Ramey and three TC students—Mark Alway and Jay Pederson, undergraduates, and Tina Loucks, graduate student, took part in the first international summer workshop, focused on Document Usability, held on the campus of the University of Twente. The workshop was attended by faculty and students from the US, Sweden, Holland, England, Germany, and Japan.

The TC students’ participation was supported in part by grants from the Puget Sound Chapter of the Society for Technical Communication and the TC department. Intensive day-long workshop activities were supplemented by outings like a day-trip to the Kroller-Muller Museum, a wonderful modern museum of art and sculpture located in a woods criss-crossed with paths. The students are just now finishing the course projects: document usability tests conducted in international teams that are collaborating over the internet. We expect to see several publications emerge from these projects!

Next Summer in Seattle!—Next July, TC will host the second annual International Summer workshop, with the theme “Reinventing Audience and Task Analysis for the Age of the World Wide Web.” We will host faculty-student teams from University of Twente in The Netherlands, Malardalens University in Sweden, and a number of other international partners.

We are looking for companies or organizations who would like to help us host this workshop, by sponsoring a meal or social event, by providing a presentation of cutting-edge developments in web design, or by hosting an outing to give the attendees a glimpse of our beautiful region. Ideas?—email Judy Ramey at: jramey@u.washington.edu

TC Donors
Thanks to all of those who became donors between July 1997 and October 1998.

Individuals
Mary Casey
Jean Pankos
David Farkas
Patricia and David Gilmore
Lynn Godfrey
Mark and Jodie Haselkorn
Peggy (Crosby) and Hank Haten
Susan Hawkins
George and Christina Jeffs
Joy (Tollman) and Michael Lashley
Barbara Leviton
Mungra Mungin
Annette Obevy
James Prokales

Judy Ramey
W. Hunter and Dorothy Simpson
Laura and Chris Zimmerman

Corporations and Organizations:
NCR Corporation
Swany for Technical Communication, Puget Sound Chapter
Vista Corporation
Washington Biotechnology
Action Council
WinWriters Inc.

Prekages (cont’d from previous page)
granting you three wishes, and you use one of those wishes to grant three more wishes to the person who gave you the lamp in the first place. Everybody wins. I have this vision that a batch of TC graduates will use one of their wishes to give three wishes back to the source of the lamp, the TC department."

To find out how you can donate on an annual basis to the development fund, donate to the Myron L. White endowment, or create your own named endowment, call or e-mail Judy Ramey at: (206) 543-2567, jramey@u.washington.edu
In the real world

This section gives updated information on TC alumni. To be included in the next issue, send an email to Kate Long (katelong@swtc.washington.edu).

Natasha Hoskins (98)
Email: nhoskin@uswest.com
Currently employed as a Systems Analyst/Engineer for US WEST Communications. She works with interface operations and management systems for web-based applications.

Doug Wieringa (92)
Email: dwieringa@activevoice.com
Currently works as a Principal Writer for Active Voice. He started at Battele while still in the undergraduate program, and that turned into a job with a wide range of TC responsibilities. He now works for Active Voice in the technical publications department. Doug co-authored the book Procedure Writing: Principles and Practices.

Joy (Tollman) Lashley (92)
Email: sjaspl@sas.com
Employed by SAS Institute Inc., in Cary, NC, managing documentation projects, as well as writing online help and hardcopy books for SAS (tm).

Jenny Lai (96)
Email: jlai@tc.fluke.com
Currently employed by the Fluke Corporation.

R. Jill DeMarco (96)
Email: jill.demarco@boeing.com
After 16 years with the FAA as a technical writer, Jill changed sides and went to Boeing where she now works on projects related to the certification of new airplane models. Jill recently had the opportunity to help open Boeing's new engineering office in Brussels, Belgium. Jill enjoys spending time with her husband, a UW Dental School alumnus.

Ellen Hobbs Kawaguchi (90)
Email: ehobbs@dw-institute.com
Ellen works for The Data Warehousing Institute as the Vice President of Business Development.

Donna Faiferlick (98)
Email: faifer@earthlink.net
Employed by NOAA HazMat (through Macrostaff) as a Web Development Assistant.

Cherie Lucchurst (96)
Email: cheriel@design-intelligence.com
Employed by Design Intelligence as a Manager of Usability and User Assistance. She has been shaping a usability program for about two years. In addition to usability research, she recently started managing software documentation (the manual, help system, etc.) at DI.
Carl Chatfield ('96)
Email: carlch@microsoft.com
Employed by Microsoft Corporation as a Documentation Manager, working on MS Project. Carl and his family live at Starlingwood Co-housing near Woodinville. Visit their website at: www.wisechat.com

James Prelekes ('84)
Email: jamespr@eskimo.com
After 14 years at Microsoft, James retired and became an Instructor for the UW TC department. He's also working to help preserve the rural lifestyle in his community.

Lynn Gottlieb ('97)
Email: lynn.gottlieb@boeing.com
Employed by The Boeing Company as a Technical Writer. Lynn now supports a group that produces a 4GL.

Jack K Huang ('98)
Email: jckkh@visio.com
Employed by Visio Corporation in International Marketing.

Donna Fulcher ('97)
Email: Donna.L.Fulcher@Boeing.com
Employed by the Boeing Commercial Airplane 777 Tooling Group where she mainly edits procedures. Donna is also working on a web development team that hopes to reduce search time on the Boeing intranet. Donna's partner was recently accepted into the Civil Engineering department.

Cindy King ('96)
Email: cindyk@bobko.com
Employed by Chase Bobko, Inc. as the Director of Business Development. Cindy and another TC grad, Anita Salem, flew to Hawaii this spring and got married. They just bought a house near Lake Washington in Matthews Beach.

Chuck Martin ('93)
Email: writer@best.com
Employed by Oracle as a Principal Technical Writer, Chuck published an article reviewing the Oracle help for Java Technology. He won two silver medals at the Gay Games V in Amsterdam this past August.

Lisa Davis ('93)
Email: lldavis@aplynnet.com
Lisa is self-employed as a Usability & UI Design Specialist. Lisa is currently in the process of restoring her 1919 home.

Annette E. Olney ('88)
Email: pnoodey@accesseone.com
Employed by AT&T Wireless as a Technical Writer.

Waka Fukuoka ('98)
Email: waka.fukuoka@fujixerox.co.jp
Employed by Fuji Xerox Co. Ltd. as a Document Localizer. Waka is in charge of localizing user manuals for copiers. Waka left Seattle returning home to Japan this past June. She enjoys being reunited with her family. Waka tells us she is "experiencing reverse culture shock after being in the US for two years."
Michael Stivers ('97)
Email: mstivers@uw.sgi.com
Employed by Alias/Wavefront, a Silicon Graphics Company, as a Technical Writer. He has been working with character animation and special effects software for the entertainment industry. He and his wife moved to Santa Barbara recently, and are expecting the birth of their second child.

Jayme M. Stubbs ('98)
Email: jaymescrystalpoint.com
Currently employed by Crystal Point, Inc. as a Technical Communication Specialist. Jayme develops User Education Systems: Windows Help, "What's This?" Help, usability testing, user interface design, and all intranet/internet Web projects. She also functions as specification librarian and official Year 2000 contact for her group.

Jeannine Takaki ('97)
Email: a-jeont@microsoft.com
Thanks to the TC department, she found a job doing linguistic testing in Japanese for the Natural Languages Group at Microsoft. She works on natural speech interfaces, natural language text processing, and linguistic tools for proofing and information retrieval.

Steve Land ('97)
Email: stevcl@serv.net
Employed by Corbis as a Developer of an E-commerce site. Steve says he's "living with his wonderful girlfriend and her jealous and spiteful cat" right near the Arboretum.

Gary Faircloth ('95)
Email: gfaircl@us.ibm.com
Started working at IBM through the UW co-op program. Gary has written/edited four books, taught internal classes at IBM, and received an outstanding technical achievement award for work done creating a wizard using "C." He now works as Software Engineer maintaining various internal and external websites. Gary enjoys inline-skating at Golden Gate Park.

Deborah Harkus ('98)
Email: dharkus@waltergroup.com
Employed by The Walter Group as a consultant working in the telecommunications field.

Gerald S. Ferry ('96)
Email: g-ferry@microsoft.com
Works for Microsoft as a Programmer/Writer in the User Education Group. Jerry writes educational materials for programmers and webmasters in the internet community who use Microsoft Windows NT.

Jason D. Grose ('87)
Email: jdgrose@bigfoot.com
Employed by the United States Marine Corps. After graduation, Jason was commissioned as a second lieutenant. Currently stationed in 29 Palms, CA, he works as an administrator for a tank battalion. Jason lives on base with his wife and two children.
Catherine R. Anderson (’95)
Email: cathyl@the4cs.com
Employed at Microsoft as a Technical Content Editor.

Norm Ely (’96)
Email: normel@taun.com
Employed by The Mountain Zone as a Creative Director. He just designed an online outdoor gear store.

Angel Shimek (’96)
Email: shimeksh_angel@tandem.com
Now works for Tandem, a Compaq Company, as an Information Designer.

Matt Shobe (’96)
Email: matts@dkoweb.com
Employed at "dka" as a Utility Infielder.

Susan Krula (’97)
Email: skrola@microsoft.com
Works for Microsoft as a Product Support Lead. Completed her MS in Management at Antioch this June.

Catherine Weatbrook (’90)
Email: cweet@mwlink.com
Works for Excell Data as a Systems Analyst/Consultant. She has been at a client site for almost 3 years doing a bit of everything TC. She’s managing the Pouge Sound STC competition this year.

Katherine Brennan Murphy (’89)
Email: katherine.b.murphy@tek.com
Employed by Tektronix in the MBD Manufacturing Engineering department as a Human Systems Designer.

Lost Sheep
Can you help us find some graduates for whom we have no telephone numbers or addresses? If you know these people, we’d appreciate current information that you can give us about them. Or, if you know some other graduate who should be getting copies of postComm, but isn’t, please let us know.

Brenda Barkey-Braun: received a bachelor’s in 1984 and in 1987 was Publications Manager for CARE Computer Systems, Bellevue.
Ginger Corley: received a General Studies bachelor’s in the early 1980s; we believe.
Denis DeSheny (BA, 1980) and Lori Versteeg (BA, 1990) were married in 1997; she was Communications Manager at Honeywell Marine Systems Division, Seattle; he was taking MS course in Wild-life Management at UW.
Willard “Ed” Meadow: General Studies BS, 1982; was with Quinton Instruments in 1987.
Krista Mee: took a BA in Journalism with a TC minor in 1979; was a science reporter for The San Diego Union in 1985.
Elze Morse: received bachelor’s in 1978; in 1987 had been with TOM Software until she started her own consulting business, Elm Publications.
Barbara Temple: received bachelor’s in the late 1970’s or early 1980’s we think.
Schriver speaks on TC expertise

What attracted you to the field of Technical Communication? Were your initial ideas about the field correct? Where do you want to be next year, both personally and professionally? How do you plan to accomplish your goals?

These are the types of questions document design specialist Karen Schriver directed toward members of the TC community during her April 24 lecture in the HUB.

Schriver, who holds a BA in English from Edinboro University of Pennsylvania (1976), an MA in English (1980) and PhD in Rhetoric and Document Design (1987) from Carnegie Mellon, has taught seminars on planning, writing, visualizing, and evaluating documents since 1983. In addition to US companies, government agencies, and academic institutions, she has been an invited speaker and consultant for audiences in Canada, Japan, and The Netherlands. She is currently the president of KSA, a document design research and consulting firm.

Karen has become a driving force in promoting TC. According to Schriver, “one of the greatest challenges to the field lies in making visible the value of our work to a variety of publics who could benefit from our research and who could enable it to flourish even more than it has.”

Schriver’s visit was sponsored by the UW TC Alumni Association and STC.

Schriver’s speech centered around recognizing, evaluating, and applying what we know about expert performance, so that we can become more effective communicators.

One of the most important things we can do for our field is to recognize the experts within it and draw conclusions on what sets them apart from non-experts. Schriver believes that we have some of the same skills as experts in other fields, but until some form of study is performed to recognize and catalog these skills, we may have trouble knowing what direction to take or how to go about becoming an expert. Recognizing experts in our field is an important step toward improving the field as a whole. An expert sets an example that others in the field can compare themselves against and strive toward. Schriver notes that other fields have experts who are easily categorized through observation. But because Technical Communication is a young field, there is not much empirical data on which to base such a distinction.

Schriver found through studying many case histories in our field that experience alone does not necessarily lead to expertise. In particular, she makes a distinction between experts who possess a deep knowledge of their particular field and the “experienced non-expert” who simply carries out practice routines. The experienced non-expert typically focuses on what he or she knows while overlooking the question whether the document is really reaching its intended audience. One example is the “Just Say No” campaign, in which the central message was simple, clear, and concise, but completely inept with respect to its intended audience.

Schriver encourages us to above all recognize the skills we have, to work toward improving and adding to those skills; and to train ourselves to see the overall picture. After all, grammar is secondary in importance only if your work actually gets read. Many thanks to UW TC alumni association for providing us the opportunity to visit with Karen Schriver—truly, an expert in her field.
Meet the new graduate students

Amy Landers graduated from Eastern Illinois University with a BA in Journalism. While living in the San Francisco Bay Area, she worked as a newspaper editor, public relations consultant and graphic artist. Amy joined the TC program last winter.

Emily Bauer graduated from the University of Wisconsin-Madison this past spring with a BS in journalism and a certificate in technical communication. She worked as a technical writer with a Wisconsin building contractor for more than a year, and also has done a lot of work with software documentation. Emily’s primary interest is in scientific news writing.

Susanna Mahn en-Grubb holds a BA in Corporate Communications from Roger Williams University, Bristol, RI. A citizen of Sweden, she speaks several languages and has traveled extensively throughout Europe, the Caribbean and the United States. She performed media relations for the 1995 America’s Cup and 1996 Olympic Games. For the past two years she has freelanced doing marketing for start-up software companies. She joins our program part-time combined with looking after her newborn son.

George Haglund recently passed the thirty-year mark as Boeing as an Aerodynamics and Flight Operations engineer. His Boeing career was undergirded by his BS and MS degrees in Atmospheric Sciences from the UW (1966, 1968). George’s background in TC includes the UW TC Certificate Program in 1990-1991. He has authored a number of Boeing documents, NASA Contractor Reports, and journal articles in aerodynamics and sonic boom. Currently, George develops and manages airplane flight manuals, and supports twelve West African airlines in their flight operations.

Pam Wilder earned her B.S. from UW’s TC department in 1983. From there, she went to work first for the Northwest and Alaska Fisheries Center (Department of Commerce) and then for Boeing. She has worked as a proposal development specialist, editor, writer, and Web site designer. She was one of the first technical writers at Boeing to learn HTML and has been working on guidelines for the Boeing Web since 1995. Now on an educational leave of absence from the company, she has to investigate how the Web can be used to effectively share detailed information.

Julianne Fendiller earned a BS in Ecology & Systematic Biology from Cal Poly, San Luis Obispo, California. While in school, she interned in the Environmental Division of the County Planning & Building Department. After moving to Washington, she worked in technical training for ST Labs, Inc. providing training to software test engineers at Microsoft. On the weekends, she volunteers as a docent for Discovery Park in Seattle, leading nature walks for children and adults.

Anne Mikolajczik graduated from Occidental College, Los Angeles, CA, with a BA in Chemistry and a minor in Classical Studies. Anne was a senior writing advisor at Occidental’s Center for Teaching and Learning. As an undergraduate, she worked as a technical intern in the Satellite Geodesy and Geodynamics Systems group at NASA’s Jet Propulsion Laboratory doing GPS field installations worldwide. With her MISTC, Anne plans to pursue a career as a science journalist or magazine editor.

Laurel Tuving earned a BA in French from Humboldt State University (1986) and an MFA in English/Creative Writing from UW (1993). For the last four years she has been living and working in Monterey, CA as a usability specialist for the Mcgraw Hill Companies. Her academic interests in TC are instructional design, usability engineering, human-computer interaction, and information design. She likes to get her hands dirty doing crafts such as making paper from plant fibers, beadwork, bookbinding, and decorative painting.

Lani Huson graduated from the University of Washington with a degree in Technical Communication. For eight months, she worked in a technical publications group at Intel Corporation in Dupont, Washington. After gaining more experience in web interface design, she decided to return to school to start graduate work on human-computer interaction and advanced interface design. In her spare time, Lani likes to do outdoor activities typical of other native Washingtonians. Highlights of her summer include competing in the Hood to Coast relay in Oregon and visiting Whistler, B.C.
LeAnne Lay graduated from the UW TC program in '96. After taking some time off to travel, she began working on technical publications at the Tandy Printer Corporation. LeAnne currently works at Advanced Radio Telecom as a consultant. She enjoys spending time with her family.

Robert Shroyer did her undergraduate work at the University of Southern California in Los Angeles, holds Washington and California teaching credentials, and worked as a teacher before entering industry. She spent four years in the computer industry in Silicon Valley, most recently at Technopolis, an educational game company. While at Technopolis, she developed an interest in instructional design and looks forward to learning more about it through the TC master’s degree program.

Tracey Wagner earned her BS in Physics at Lipscomb University in Nashville, TN. She hopes to combine her interest in science with her love of words to help make science more available to general readers. Her recent position with a marketing firm has also piqued her interest in graphic arts and design. Recently married, Tracey enjoys spending time with her husband.

Jennifer Mazuca earned her BS in Technical and Professional Communication from Southern Polytechnic State University in Atlanta, GA, this June. She began working at the Assistant Director of the Engineering Writing Center this summer. Glad to be back home in Seattle, Jennifer enjoys walking with her dog around Greenlake.

Congratulations to the ‘97-’98 TC graduates!
Please join us in celebrating the hard work of these students that has culminated in their degree.

**MSTC graduates**

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<td>Mauro Goodwin</td>
<td>May</td>
<td>St. George</td>
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<td>Deborah Harkus</td>
<td>Michael</td>
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**BSTC graduates**

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Welcome to the new TC undergraduates!

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Faculty profile: Deborah Illman

Medic One, Poet Theodore Roethke, Internet Search Engines, Ultrasound

At first glance, these names may seem a rather eclectic mix, but everything in the above list has at least one thing in common—the University of Washington.

These contributions from the University are just a few of the interesting facts you will find in Research Assistant Professor Deborah Illman’s books Pathbreakers: A Century of Excellence in Science & Technology at the University of Washington and UW Showcase: A Century of Excellence in Arts, Humanities, and Professional Schools at the University of Washington. These books trace the advances made in technology and humanities, respectively, at the University of Washington over the course of this century.

During her research, Deborah learned a lot about the innovations made at the University of Washington. Even Deborah, a UW alumnus, was surprised at some of the advances she found while researching the books. “I was not aware Medic One came from the University of Washington. I never knew it was developed here.”

Deborah is currently finishing up her research project on the history, ethical dimensions, and current practices of pre-publication review, or fact-checking, as a method to improve the accuracy of news reporting about science and engineering. The problem of pre-publication review presents one of the greatest tensions between scientists and communication professionals.

She received a $56,000 fellowship from the National Science Foundation Program for Ethics and Values studies in Science, Technology, and Society for this study. The project has four goals:

1) Trace the history and development of the attitude among the press toward the practice of fact-checking.
2) Explore the ethical dimensions of the problem: What is the journalist’s responsibility to accuracy? What is the scientist’s responsibility?
3) Conduct an in-depth and open-ended survey of current practices and attitudes toward fact checking.

Based on the survey results, analyze reporters’ decision-making processes about fact checking.

The effort of the study is to yield new insights on this problem, as well as produce a set of guidelines and workshops for practitioners.

Deborah is planning to publish her results of this study later this fall.

After she completes the research she has no time to relax, because she already has another project. Deborah is starting up a science and technology news magazine for the Pacific Northwest region. This magazine offers an exciting internship op-
Susan Feinberg takes sabbatical at UW
Feinberg explores usability issues while at UW

Dr. Susan G. Feinberg, Professor and Director, Certificate and MS Program in Technical Communication and Information Design at Illinois Institute of Technology, is spending her sabbatical this year with UWTC. To orient herself to the department, Susan has been sitting in on graduate seminars and spending time with individual TC faculty. Her research goals for the year focus on exploring usability issues in the area of health care and medical information; she plans to identify one or more local partners with whom she can develop usability studies to be conducted in the UW TC Laboratory for Usability Testing and Evaluation (LUTE). She also would be interested in interviewing people working in usability in the fields of health or medicine. You can reach Susan at the main TC department office number, (206) 543-2567.

Northwest Science & Technology Magazine

Deborah Illman proposed a new science-writing pathway in which undergraduates and graduate students would staff a new regional science and technology magazine currently being launched at UW. The pathway consists of a combination of new and expanded course offerings around the theme of science writing, plus an experiential component linked to Northwest Science & Technology magazine. The new pathway responds to Washington's projected sharp growth in the biomedical/biotechnical and other high-technology fields. The magazine itself will be self-sustaining; and the curriculum program would consist of 12 courses (eight new courses and four new sections of existing courses).

Illman (continued from previous page)

portunity for TC students, who are participating in writing and editing. The interns will be able to work with some of the Northwest's brightest scientist and technologists.

While these projects consume much of her time, Deborah still tries to find time to get away for a hike in the mountains. Additionally, she has decided to renovate an English country garden in her backyard. With her busy schedule, gardening offers her a welcome respite from the world of academia.

Deborah, in addition to being a Research Assistant Professor of Technical Communication, is also the Assistant to the Vice Provost for Research. She was Associate Editor of Chemical & Engineering News, the weekly news magazine of the American Chemical Society, where she wrote numerous articles on analytical, environmental, and industrial chemistry.
Meet the new staff

Please join us in welcoming these new staff members who join the department mainstay, Anita Smith, Administrator.

John Anderson
anderj@uwtc.washington.edu

- Comes to us from UW's Bothell extension campus after completing a Bachelor's degree in Computing and Software Systems, with a focus on system analysis.
- Serves as the TC Department's Computer Manager and Systems Resource Analyst.
- Provides recommendations to the TC department on software purchases and computer upgrades.
- Installs, troubleshoots, maintains, and repairs TC computer lab software, hardware, and network problems.
- Assists students and faculty with computer associated problems.
- Maintains and updates TC website and network security.
- Manages and supervises TC computer lab assistants and peer tutors.

Kate Long
kotelong@uwtc.washington.edu

- Comes to us directly from the University of Washington's Undergraduate Advising Center.
- Serves as the TC department's Program Coordinator and Service Provider.
- Interacts with current, past, and future students on general TC department issues.
- Assists Carolyn Plumb on matters concerning Undergraduate Advising.
- Assists David Farkas on matters concerning Graduate Advising.
- Streamlines administrative processes by assisting students and TC faculty by assigning class entry codes, general advising, and application submission.
- Orders and processes TC department textbooks and administrative forms.
- As an avid outdoor enthusiast, Kate enjoys playing soccer, mountain biking, backpacking, and hiking.

Glenda Haynes
ghaynes@uwtc.washington.edu

- Transferred to TC from the UW Center for Career Services.
- Welcomes visitors and provides first line support for students, staff, and faculty.
- Assists Anita Smith in coordinating TC office operations including purchasing and payroll.
- Acts as a liaison between TC and other UW units, specializing in gleaning and surplus.
- Coordinates and issues security codes for TC class rooms, offices, and training labs.
Faculty updates

These faculty updates contain each member's top activities, achievements, and experiences for the past year.

Phil Bereano
phil@uwtc.washington.edu

► Continued as chair for the Committee on Data Acquisition, Storage, and Dissemination of the national American Civil Liberties Union.
► Sabbatical research and professional activities at Danish National Technology Board, studying citizen technology assessment conferences.
► Continued as a consultant to the Biosafety Working Group, composed of UN governmental delegations drafting a treaty on the international regulation of genetically engineered organisms, particularly in topics such as socio-economic impact analysis.

Mary Coney
mconey@uwtc.washington.edu

► On behalf of the department, Mary visited a number of European universities last spring to develop exchange relations with similar programs. Funded by the UW International Initiative, Mary met with faculty from universities in The Netherlands, England, Ireland, and France, and Sweden. Initial responses were very positive to the many possibilities for student and faculty exchanges and joint research projects. One immediate outcome was our department's participation in the first International Technical Communication Workshop at the University of Twente, The Netherlands. UW is planning to host the next workshop in the summer of 1999.
► Continuing her investigation of the rhetorical nature of technical communication, Mary will be giving a joint presentation this fall with an undergraduate student, Carson Reynolds, on the rhetorical challenges to interface design.
► Mary serves as a member of the Chair of the Faculty Senate's Cabinet. Meeting weekly, the cabinet discusses university-level issues and possible solutions, including legislative action, by the various Faculty Councils.

Dave Farkas
farkas@uw.washington.edu

► Dave spent much of the summer writing "The Logical and Rhetorical Construction of Procedural Discourse," which will appear in the February issue of Technical Communication. An earlier study, "Layering as a 'Safety Net' for Minimalist Documentation," recently appeared as a chapter in Minimalism Beyond the Nuremberg Funnel.
► Recent talks include "Procedures with Personality" at July's meeting of the Puget Sound STC.
► In March, served as an instructor in a WinWriters sponsored seminar on help design in Melbourne, Australia. Also, he took part in a day of discussion with technical communication faculty from Australia and New Zealand hosted by the Royal Melbourne Institute of Technology.
► In February, he spoke on online help and multimedia design at WinWriter's conference in Seattle.
► His current project is a textbook, for Allyn and Bacon, Multimedia Design, which he is co-authoring with John Farkas. They plan to complete the book in fall 1999 for publication in mid 2000.
Mark Haselkorn
mark@uwtn.washington.edu

Mark Haselkorn spent the 1997-98 academic year working for the National Science Foundation under an intergovernmental personnel agreement between NSF and the university.

As NSF Coordinator for Year 2000 External Activities, Mark was responsible for supporting large research centers and contractors in addressing potential harm from ambiguous century dates in their systems, commonly known as the Y2K problem.

In addition to his work at NSF, Mark is leading IEEE's efforts in the Year 2000 area as well.

As part of his Y2K related work for NSF and IEEE, Mark has given numerous presentations to key individuals, groups and organizations, including the National Academy of Sciences, John Korkinen (Assistant to the President and Chair of the President's Council on Year 2000 Conversion), Congresswoman Connie Morella, and staff of the Senate Special Committee on the Year 2000 Technology Problem and the House Year 2000 Task Force.

Masashi Kato
mkato@tjp.washington.edu

Organized and ran five hands-on workshops on Nihongo Partner and NP Author for higher education and K-12 teachers including instructors at Washington and Lee University in Virginia, JALEX (the national organization for secondary language teachers), and the Washington Association of Teachers of Japanese.

Currently preparing research surveys on pedagogical effectiveness of Nihongo Partner using over 200 Japanese language students at the University of Washington.

Continued research on new modes of distance learning using TELL (Technology Enhanced Language Learning).

Deborah Illman
illman@uw.washington.edu

See faculty profile, page 16

Miyako McDavid Imai
mimai@tjp.washington.edu

Completed the drill plans for JPP course which integrate 4 skills of language.

Hosted an intensive session for JPP course.
Carolyn Plumb

- Received funding from the College of Engineering to begin an Engineering Writing Center (EWC) to support engineering students and faculty with writing in technical courses. The EWC served over 200 students in its first year. The center will be funded during the 1998-1999 academic year by the UW's College of Undergraduate Education.
- Began the Portfolio Evaluation Program (PEP), a program that will use writing collected from a sample of engineering students (along with interviews, focus groups, and other data) to assess the effectiveness of the engineering writing program at the UW.
- With Cathy Scott, a PhD student in Educational Technology, published a paper about PEP and presented the paper at the annual meeting of the American Society for Engineering Education in Seattle in June.
- Served on the College of Engineering's ENGR Course Restructuring Committee, gathering information about all ENGR courses and making recommendations about change.
- Was nominated for UW's Distinguished Teaching Award.
- Coordinated the first year of the "Advanced Series in Technical Communication," a series of courses offered in the evening through UW Educational Outreach. This past year, courses on indexing, online help authoring, and user-centered design were offered.
- Was chosen to serve on the UW's Advising Task Force, a group of UW faculty and staff who will be looking at how to enhance advising at UW.

Judy Ramey

- Promoted to full professor.
- Elected Fellow of the Society for Technical Communication.
- Served on the faculty of the First International Summer Workshop held last July at the University of Twente in The Netherlands. The workshop's theme was Document Usability; three UW TC students also took part. (See related articles in this issue.)
- Beginning to plan next summer's Second International Summer Workshop, to be held in July at UW. The theme will be Reinventing Audience and Task Analysis for the Age of the World Wide Web; we hope to host faculty and students from around the world.
- As chair, won funding this year for two major UW TC initiatives: a new TC concentration in science writing (see related stories in this issue) and a two-year development effort, in collaboration with Speech Communication, School of Communications, and Political Science, that we expect to lead to two undergraduate programs and an interdisciplinary PhD in Communication Technology, and Political Culture by the academic year '00-'01.
- As chair, directed the design of TC's new website – http://www.uwtc.washington.edu.
- As director of the UW TC Laboratory for Usability Testing and Evaluation (LUTE), supported usability tests for a local company's website, the UW Libraries' new gateway interface, the three usability testing projects of the students who took part in the International Summer Workshop, and many other projects.
Jan Spyridakis

jan@uwtc.washington.edu

Forrest a new course on International Technical Communication. Students studied topics such as cultural models, contrastive rhetoric, international user analysis, visual design, controlled languages, translation, and, of course, internationalization and localization.

Completed a study, funded by STC, with a goal of identifying some semantic and syntactic variables that most influence reader performance. Carol Iakunin, the research associate on the project, presented these results at ITCC in Anaheim in May. A complete report on the project will be submitted to STC and an article on the project will appear in a forthcoming issue of Technical Communication.

Completed an article about a study that two Japanese graduate students and Jan conducted. The article will appear in a special issue of Technical Communication on international technical communication topics. The study examined the preference and effectiveness of manual formats that differed in their use of illustrations and used both American and Japanese subjects.

With the help of Dale Callison, a TC graduate student, completed Web sites for the four courses she teaches: Style in Scientific and Technical Writing (TC 401); Understanding Research in Technical Communication (TC 406); International Technical Communication (TC 512); and Research Methods in Technical Communication (TC 516).

Tom Williams

tom@uwtc.washington.edu

Revised and expanded TC 411, Visual Media in Technical Communication. Expanded to a four-credit required course. TC 411 serves as a foundation for both TC 412 and TC 437.

Offered TC 412, Print Publication, for the first time.

Co-authored with Deborah Harkus, TC graduate student, an article entitled “Editing Visual Media” that appeared in the IEEE Transactions on Professional Communication this past March.

Co-authored with Judy Ramey an article entitled “A Worksheet for Planning the Assessment of Engineering Education Proposals” published in The Proceedings of the ASEE.


Authored “An Introduction to the Principles of Screen Design,” which appeared in the Workshop, Sixth Annual WinWriters Online Help Conference, February 8-11, 1998, Seattle. Also presented the paper at the conference.

Served as a reviewer for Technical Communication, the STC journal, and for the IEEE Transactions on Professional Communication, the IEEE PCS journal.

Served as a member of the Editorial Board, IEEE Transactions on Professional Communication, and as coordinator of the institute’s committee on Transactions production.
Michio Tsutsui

Keiko Nakamura

mtsutsui@tjp.washington.edu

knakamura@tjp.washington.edu

Co-hosted and organized the international conference: International Agility in Aerospace Manufacturing (with the University of Texas, Austin).

Hosted and organized the workshops on Multimedia Technology for Language Teaching and Teaching Technical Japanese.


Presented a paper on community software development at the World CALL Conference in Melbourne, Australia.

Currently developing course materials for second year courses of JPP.

Instructed and supervised second year Japanese classes.

Had 23 students complete two years of JPP curriculum in December, 1997.

Hosted JPP annual intensive session in September, 1998.

Started JPP alumni mailing list to facilitate communication among JPP alumni, current students, staff and instructors.

Received gift of materials from Japanese-Language Teaching Materials Donation Program of the Japan Foundation.

Technical Japanese program update

TJ's R&D product disseminated nationwide

Nhongo Partner (NP), the multimedia language learning tool developed by TJ's Masashi Kato, Brad Mohr, and Michio Tsutsui, is receiving increased attention by Japanese language teachers around the country. Teachers at Washington and Lee University in Virginia, and n the Washington Association of Teachers of Japanese, are developing skills to add to the interactive application's library. The UW's own first and third year Japanese classes will be using NP beginning Winter Quarter 1999. Lecturer Kato continues to be in demand to give presentations on NP; last academic year he attended eight conferences and workshops to demonstrate the software. In April, an article on NP by Kato, Mohr, and TJ's director, Michio Tsutsui, was published in Computer Assisted Language Learning: An International Journal.

New TJ undergrad courses attract students

Two new undergrad TJ courses are attracting strong enrollment for a first-time class. They are Advanced Japanese: Technology, Science and Society; and Introduction to Technical Japanese, first introduced in the '97-'98 academic year. Although adding to the teaching load of TC professors Kato and Tsutsui, these fourth year level Japanese classes fill a critical void by offering technically-oriented undergrads an opportunity to study Japanese with more of a focus on science and technology.

JPP continues strong in fifth year—opens downtown Seattle class

The Japanese Program for Professionals, a TJ-run program, has been providing practical training in Japanese for business-people since 1994. JPP will open a downtown class beginning January 1999. This downtown site will make it easy for business-people in Seattle's central business district to study Japanese and will further strengthen ties between industry and the university. JPP continues to offer its distinctive language classes at Boeing, Microwork, and Battelle/Pacific Northwest National Labs in Richland, Washington.
Looking ahead

With all that’s going on in TC, wouldn’t you like to be more involved? This section lists ways you can be more active in UW’s TC department.

Join the TC Alumni Association.
This is a great way to stay in touch with old friends and make new ones. We finally have a way to share our experiences and get together again as fellow TC alumni.
For more information, contact Lynn McManus, linnmanus@uwrdnet.net or call the TC department at (206) 543-2567.

Offer an internship for a TC student.
TC students must do an internship to complete their degree. Here’s a chance for you to get some help with your professional project and at the same time provide a valuable educational experience for a young professional.
For more information, contact TC internship supervisor Prof. Tom Williams, (206) 543-6351, tamm@uwtc.washington.edu

Check the Spotlight section of the TC web page for weekly events.
Find out about current TC projects, activities, and events. Visit the department’s home page. This page will also contain an electronic version of the postTComm newsletter:
http://www.uwtc.washington.edu/

Volunteer to help house future international exchange students.
Email Judy Ramsey to let her know if you are interested. jramsey@iu.washington.edu