

Interlaboratory Committee on Editing and Publishing

East Coast Meeting

25-26 April 1990

U. S. Naval Academy, Annapolis, MD

Chaired by: Robert Sellers, DTRC
Russell Bishop, NPPS

Attendees:

See Attachment (1)

Introduction

Bob Sellers called the meeting to order at 0830 in a conference in Rieckover Hall, U.S. Naval Academy, Annapolis, MD.

Discussion

1. Dr. Dave Woods, Director of Navy Scientific and Technical Information in the Office of Naval Technology, opened discussions by giving an historical overview and update on the STI Program (STIP). Discussions with him involved the following:

. The STIP data base would be more useful if all facilities took responsibility for directing relevant information to the data base for entry.

. Data base information on technical reports does not coincide with work unit accession numbers.

Navy Auditors appear to be increasingly interested in verifying that a technical report has been generated for each work unit no.

. ** Dr. Woods proposed an awards system for publications that would complement existing awards programs.**

. Dr. Woods suggested topics for monographs: CALS; Text Publishing; How to Prepare and Abstract for a Technical Report; How to Prepare an Abstract for a 1498; Reviewing Technical Reports; and Developing Titles. Some of the existing monographs might be suitable for reprinting; others need to be rewritten: Three current monographs proposed

for reprinting: **Reviewing Technical Reports; Titling of Reports; Preparing an Abstract.**

Dr. Woods is practicing putting information on CD ROM disks and searching them, as would be done using this technology for the STIP data base.

2. Russell Bishop, Director of the NPPSBO at the Naval Academy, reported that two new publications are coming from NPPS. The first is the Navy desktop publishing document, which was being printed at the time of the meeting; and the second is a set of style sheets from the Navy Graphic Design Standard on floppy disk. The disks would include logos and line art.

3. Jim Turner (NPPS/NDW) made several contributions. He said that he would be contacting Don Lee from NPPS headquarters about having someone from the management office attend future ILCEP meetings. He will be attending the NPPS Directors Conference in June at USNA and will mention the work ILCEP is doing.

Other Topics Discussed

ADP Security and Computer Viruses

There was considerable concern expressed about ADP security, particularly as it related to preventing computer viruses from being imported onto our hardware, particularly Macs, and systems. Available PC software for scanning for viruses was discussed, and Tim Calderwood, NRL, expressed interest in setting up an ILCEP subgroup to investigate the issue. There were no volunteers at that time.

It was mentioned that the Department of Agriculture has a good class on ADP security.

Major Concerns

Survival was an obvious concern, given the existing budgetary climate. It was clear from the discussion that ILCEP members feel a strong need to get closer to the customer and focus more on providing specific services that customers need and don't want to do for themselves.

Al Lotring of NUSC emphasized the importance of understanding more fully what our customers really expect from us; pointed the importance of making use of opportunities to strengthen timely feedback. Members discussed the usefulness of customer feedback sheets going out with every job. They agreed that this is a potentially useful vehicle for determining what is working and what isn't, from the customers' perspective. Discussed attempts by the various technical information organizations represented to become involved with customers at earlier stages in the publications process, including development of the initial author's draft.

Tim Calderwood presented a two point strategy being used at NRL.

(1) Provide services that author can't provide for himself or herself.

(2) Emphasize developing strong expertise within TID in using various software packages, higher level functions, such as math and more sophisticated graphics .

Sees a definite trend toward becoming consultants, who are not solely focused on doing jobs on their own in house equipment, but can go out to the customer and assist them in using their own software more effectively to produce documents themselves. It is obviously futile to attempt to bar customers from doing reports work themselves; a much more successful strategy is to go with the flow, offering to develop reports on our own equipment, but being open to assisting customers in doing it themselves.

Bob Sellers raised the concern that customers at DTRC were pressuring for the production of reports of lower and lower technical quality, speed and cost being the primary factors. There followed a discussion of our obligation to the customer, and the product he or she seeks, versus the need to maintain some level of quality control on reports, in the best interests of the reputation of the overall activity. This seems to be posing an increasingly difficult problem, as we find it necessary to compete more aggressively for work. Tim Calderwood pointed out that one of their strategies is to convince customers of the value that a high-quality technical report adds to their research effort.

Two other points were raised: contractor technical reports are sometimes not being turned into Center reports, when they should be; there appears to be a movement toward technical notes, letters, etc., instead of formal technical documentation. The result is that this information isn't finding its way into formal collections and databases. We are, in effect, losing future access to substantial amounts of technical information. A strong concern was expressed that this is a very poor use of taxpayer dollars.

Customer Relations and Marketing

As mentioned earlier, many ILCEP members expressed a strong need to get closer to the customers. Some examples of initiatives: open houses and centralized expos demonstrative products and capabilities; brochures on available products/services; including in new employee orientations; videos about TID organizations; more aggressive use of local area networks, electronic, sign boards, closed circuit television, etc. for marketing purposes. Need for more timely feedback concerning costs and methods to cut costs (perhaps a brochure on author techniques that would help cut their publications costs); feedback of the status of jobs in the production system; feedback on the quality of finished jobs, etc.

Diane Sullivan uses sample pages to give to authors for proper layout and text style. She says this is often more effective than a style manual. Diane also sends out a customer feedback sheet upon completion of each job.

Bob Sellers distributes a small laminated card showing proofreader's marks as an aid to authors. It has the TID logo on the card. Fact sheets and a department video have also been developed.

TIDbits is NATC's marketing newsletter. Bob Vining (now head of Publications) passed

out copies. It is edited by Kathy D'Amore (now Kathy Glockner), head of TID.

Costs

More information for customers on costs; better techniques needed to estimate production costs more closely. Several members felt that we need to emphasize our ability to act as consultants earlier in the production process, offering authors ideas that would lower their final costs. We need a viable range of production options to fit the fiscal situation of the author. Some have practically no money and want a "lick and a promise," others want a full-scale production job. We need to be able to operate at both ends of the spectrum.

We need to investigate more innovative accounting means for use in cultivating customers. One approach is the establishment of "pots" of publications money that TID would charge against, much like a charge account.

Equipment

Increased use of color from color laser and other color copiers; costs are significantly lower than process color. However, color copier output is not always adequate; decisions must be made based on the nature of the job. Need to focus on developing capability for input of color graphics, photos, etc. onto our publishing hardware. Need to look at color scanners, etc.

Automated publishing equipment is spurring editors to increase their range of services. More and more, editors are doing editing, composing, electronic layout, etc. This seems to be the trend for the future. Several members reported that they have met surprisingly little resistance to giving authors back clean manuscripts that don't reflect editorial changes. On line editing is definitely growing. Concern was expressed that problems could arise in cases where authors are not readily able to see changes.

Position Classification

There was a substantial discussion on the problems encountered in classifying publications personnel, in light of rapidly advancing technologies. There was strong concern expressed that the current series descriptions from OPM are woefully inadequate and result in an inability to classify personnel properly (electronic composition, etc.) Jim Turner recommended that ILCEP work with NPPS to develop a unified set of position descriptions that can be sent up the line. Because NPPS is the Central Printing Organization in the Navy and because Mr. Cherny sits on the Navy Policy Committee for Printing, Jim recommended that we let Mr. Cherny use his influence to get something going at OPM.

NPPSO/NDW has a position entitled Automated Publishing Technician (GS 4, 5, 6, and 7). They are proposing a GS-9 position. After that is in place, the career ladder would jump to the Printing Specialist series (GS-1654-11, 12, 13). Jim Turner is going to send us copies of his PDs.

Next Meetings

The next ILCEP East meeting is scheduled for 13-14 March 1991, at USRD, Orlando. Dolores Pieper will host it in their new conference facilities.

The next combined ILCEP meeting is scheduled for 7-8 November 1990, at NOSC, San Diego. Peggy Cathcart is hosting it. THIS MEETING SUBSEQUENTLY WAS RESCHEDULED FOR FEBRUARY 1991, DUE TO CURRENT FEDERAL FISCAL PROBLEMS. LOCATION IS UNCHANGED

ILCEP Attendance List

Naval Research Laboratory

**Maureen Long
Tim Calderwood
Kathy Parrish
Dora Wilbanks
Pat Staffieri
Dan Nelson**

Naval Coastal Systems Center

Sondra Taylor

Naval Aerospace Medical Research Lab

Kathy Mayer

NRL Underwater Sound Detachment

Dolores Pieper

Cruise Missile Project

Phyllis Craig

Naval Underwater Systems Center

Alfred Lotring

Naval Ordnance Station

Bonnie Bazemore
Dorothy Murphy
Larry Martin

Naval Air Test Center

Bob Vining

Naval Surface Warfare Center

Diane Sullivan

Defense Technical Information Center

Barbara Lesser
Victor Furtado
Claire Tozier
Maureen Malone

Navy Publishing and Printing Service

Russell Bishop
William Nickerson
James Turner

Office of Naval Technology

Dr. David Woods

David Taylor Research Center

Bob Sellers
Carol Naas
Margaret Knox
Walter Rice

David Taylor Research Center (Cont.)

Shirley Sloan
Effie Case
Judy Walters
Ruben Ingram
Mary Gotthardt
Yvonne Byrd
Bette Adam