

WELCOME

The Center for Plain English Research and Study at UHD is pleased to welcome practitioners and educators in the Houston area to the **Fourth Forum on Plain English** at the University of Houston-Downtown.

The forum aims to promote informed uses of Plain Language guidelines, which are writing standards recommended by several government agencies for improved communication with the general public.

Our one-day forum will address the following topics:

- Definitions of plain language
- Plain language organizations and resources
- The Grand ClearMark and WriteMark awards programs
- Plain language strategies that work in real documents
- Stages in rewriting documents in plain language
- Testing documents for clarity and effectiveness

PROGRAM

TIME	TALKS	PARTICIPATING SCHOLARS
8:30-9:00am	Registration and coffee Introductions	Dr. Michelle Moosally and Dr. Natalia Matveeva, UHD
9:00-10:15am	Think Globally, Act Locally: International Plain Language Standards and the Center for Plain Language ClearMark Criteria This presentation will discuss efforts by the International Plain Language Working Group (IPLWG) to develop definitions of plain language, standards of plain language as well as training and possible accreditation. The IPLWG comprises representatives from three major plain language organizations: Clarity, PLAIN International, and the U.S. Center for Plain Language.	Dr. Susan Kleimann and Dr. Barbra Kingsley, Kleimann Communication Group, Inc.
10:15-10:30am	Break	
10:30-12:15pm	<i>“They think ‘privacy’ means it won't be shared” – The Law, Consumers, and Privacy Notices, A Plain Language Case Study</i> This case study presentation looks at a project with the Department of Health and Human Services (HHS) to redevelop and redesign the HIPAA notice of privacy practices (NPP) in plain language.	Dr. Susan Kleimann and Dr. Barbra Kingsley, Kleimann Communication Group, Inc.
12:15-1:00pm	Lunch (on-site)	
1:00-2:15pm	Plain Writing Practice <ul style="list-style-type: none">• Plain English guidelines• Before and after examples• Rewriting sentences for clarify and conciseness	Dr. Michelle Moosally and Dr. Natalia Matveeva, UHD
2:15-3:00pm	Q&A and closing remarks and evaluations	Dr. Michelle Moosally and Dr. Natalia Matveeva, UHD

KEYNOTE SPEAKERS



Susan Kleimann, Ph.D., is President of Kleimann Communication Group, Inc., a woman-owned small business that provides plain language training and helps organizations create clear, consumer-focused information. Dr. Kleimann has over 35 years of experience creating information that real people can understand and use. Since founding her company in 1997, Dr. Kleimann has become an international expert on user-centered design, plain language, and disclosure development for complex regulations and rules. She frequently directs large-scale contracts with government agencies such as the Internal Revenue Service (IRS), Consumer Financial Protection Bureau (CFPB), and Department of Housing and Urban Development (HUD), creating documents that touch millions of people every day.



Barbra Kingsley, Ph.D. is a Partner with the Kleimann Communication Group in Washington, DC. Dr. Kingsley has 18 years of experience as an award-winning information designer. She has developed plain language

documents for numerous government agencies including the Department of Health and Human Services, the Internal Revenue Service, the Consumer Financial Protection Bureau, and the Veteran's Benefits Administration, among others. Her work has won awards from the Society for Technical Communication, the Center for Plain Language, and the National Association of Government Communicators.

Forum Co-Organizers:

Michelle Moosally and Natalia Matveeva
English Department, UHD
The Center for Plain English Research and Study (CPERS)
<http://www.uhd.edu/academic/colleges/humanities/cpers/>

Contact Information:

For questions or comments, email us at matveevan@uhd.edu or call (713) 222-5371.

The event is sponsored through the UHD's Faculty Development grant and by the English Department.



Forum on PLAIN ENGLISH

Friday, November 7, 2014
8:30am-3:00pm

The Wilhelmina Cullen
Robertson Auditorium (3rd
floor), Academic Building
UHD

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University of Houston-Downtown
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