The Institute for Plain English Research and Study presents

7ᵗʰ Biannual Forum on

PLAIN ENGLISH

Thursday, October 22, 2020

10:00 a.m. - 3 p.m.

Zoom Webinar, UHD

Our one-day forum will address the following topics:

- Plain Language and Social Justice: Writing to Implement Change
- Building Citizen Trust Through Plain Language and User-Centered Design

Presenters:

Natasha N. Jones is a technical communication scholar and a co-author of the book *Technical Communication after the Social Justice Turn: Building Coalitions for Action* (2019). Her research interests include social justice, narrative, and technical communication pedagogy. Her work has been published in a number of journals including, *Technical Communication Quarterly*, *the Journal of Technical Writing and Communication*, the *Journal of Business and Technical Communication, and Rhetoric, Professional Communication, and Globalization*. She has received national recognition for her work, being awarded the CCCC Best Article in Technical and Scientific Communication and the Nell Ann Pickett Award for best article. She currently serves as the Vice President for the Association of Teachers of Technical Writing (ATTW) and is an Associate Professor at Michigan State University in the Writing, Rhetoric, and American Cultures department.

Dana Howard Botka has helped hundreds of public employees and teams create instructions, correspondence, forms, and web content that everyday citizens can quickly 'get' and act on. Her unique 'group write' methodology combines training in plain language, User-Centered Design, and usability testing with completing actual projects needed by the program. Dana has won several national and state awards for her work with the state of Washington. She is a graduate of Whitman College and is now the owner of PlainPoint Consulting, based in Olympia, WA.

Miriam F. Williams is Professor of English and Associate Chair of Texas State University's Department of English. Prior to her career in higher education, she worked as a caseworker, health and safety inspector, policy analyst, policy editor, and program administrator for State of Texas agencies. Her books and articles focus on race, ethnicity, and technical communication, public policy writing, and critical analysis of historical discourse. She is a Fellow of the Association of Teachers of Technical Writing.

PROGRAM

10:00am - 10:10am	Introduction to the Forum and Session I
10:10am - 11:30am	Session I. Plain Language and Social Justice: Writing to Implement Change (Miriam Williams and Natasha Jones)
11:30am-12:00pm	Q&A
12:00pm - 1:00pm	Lunch time
1:00pm-1:10pm	Introduction to Session II
1:10pm - 2:30pm	Session II. Building Citizen Trust Through Plain Language and User-Centered Design (Dana Howard Botka)
2:30pm - 3:00pm	Q&A; Closing Remarks and Evaluations

Forum Co-Organizers:

Michelle Moosally and Natalia Matveeva, The Institute for Plain English Research and Study (IPERS): www.uhd.edu/ipers

Contact Information:

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

Sponsors and Contributors:

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