General Services Administration

Plain Writing Act Compliance Report

April 10, 2012

I. **Senior Agency Official for Plain Writing:**

    a. **Name of Senior Agency Official responsible for Plain Writing**
    Susan Brita, Deputy Administrator

    b. **Names of Plain Language coordinators within the agency**
    Katherine Spivey, Plain Language Launcher, katherine.spivey@gsa.gov and
    plainlanguage@gsa.gov

II. **Explain what specific types of agency communications have you released by making them available in a format that is consistent with the Plain Writing guidelines.**

Type of communications of document or posting. List how this is made available to the public	Who is the intended user and approximate number of potential users	What has changed by using Plain Writing
Ordering guide – posted on website	Federal contracting officers	Shorter paragraphs, more pronouns, clearer instructions
Web pages on GSA.gov	2 million hits/month	Shorter paragraphs, more pronouns, fewer acronyms
Style guide revised to include plain language	Web team for GSA.gov	Allowed pronoun use on gsa.gov

III. **Inform agency staff of Plain Writing Act's requirements:**

    a. Information on the Act is posted on the agency intranet with shortcut.
    http://insite.gsa.gov/plainlanguage (7/13/2011)
    plainlanguage@gsa.gov (7/28/2011)

    b. Published an article on the Act and its requirements in the internal agency news bulletin

Created GSA Wiki (7/18/2011)

c. Posters, signs, etc

Updated howto.gov's plain language pages (8/4/2011)
Tabletop placards and posters distributed to DC offices (10/7/2011)
Filmed Leadership in a Minute video (10/11/2011)
Wrote blog for Social Media Center (10/11/2011)
Content for lobby video monitor (10/24/2011)
Started Chatter group (1/3/2012)
Interview with Federal Computer Week (3/10/2012)

IV. Training

a. Agency provided the following trainings:

Type of Training	Number of employees trained	Date
In-house training – live (instructor trained by Plain Language Action and Information Network)	FAS Portal Team (50) FAS Comms Team (42)	8/3/2011 8/4/2011
	Willow Wood (27)	8/31/2011
	Noma (22)	9/9/2011
	Noma/web writing (17)	9/27/2011
	Noma, basics (12)	10/18/2011
	Performance Improvement Council (part of Office of Governmental Policy) (11)	10/31/2011
	18th & F (7)	(12/1/2011)

	Noma/web writing (8)	**12/9/2011**
	Noma class (basic) (9)	**1/20/2012**
	Workshop (team class – 7)	**1/31/2012**
	ROB basics class (18)	**2/16/2012**
Webinars	**WMU webinar (382 attendees)**	**9/1/2011**
	WMU webinar web writing (364 attendees)	**9/28/2011**
	WMU webinar (policy and regulations) (?)	**10/21/2011**
Online training	**Published live** **Dec 2011 (10)** **Jan 2012 (45)** **Feb 2012 (14)** **March 2012 (14)**	**12/23/2011**
Brownbags	**WW (26)**	**6/21/2011**
	CC (10)	**6/28/2011**
	OCSIT (10)	**8/2/2011**
	Noma (3)	**10/4/2011**
	Noma (2)	**12/6/2011**

	Plainathon (6)	12/7/2011
	Noma (12)	1/10/2012
Briefing	Schedules team (2)	8/30/2011
	Senior Mgmt Team (25)	9/19/2011
	Regional Public Affairs Officers (15)	9/21/2011
	Office of Civil Rights team (4)	10/25/2011
	Chief Acquisition Officer team (30)	11/1/2011
	Briefed GSA/FAS/ITS/QTAB (26)	11/9/2011

V. Ongoing compliance/ sustaining change

    a. Name of agency contact for compliance issues: Susan Brita

VI. Agency's plain writing website

    a. Website address: http://www.gsa.gov/plainlanguage

VII. Customer Satisfaction Evaluation after Experiencing Plain Writing Communications

1. In July 2011, we created and posted an email address, plainlanguage@gsa.gov, published on our plain language page, www.gsa.gov/plainlanguage. No one has emailed us asking for clarification of any GSA.gov page.

2. We published a feedback tool on GSA.gov's top 20 pages that asked "Was this page clear?" and provided space for comments. We fed the votes and comments into a Google doc, which we shared with the top 20 pages' owners. They are reviewing the comments and revising the pages in response to the comments. Many of the comments cover usability issues, not plain language, but we are planning to expand the feedback tool to other GSA.gov pages.