

General Services Administration
Plain Writing Act Compliance Report
April 30, 2013

I. Senior Agency Official for Plain Writing:

- a. **Name of Senior Agency Official responsible for Plain Writing**
Susan Brita, Deputy Administrator, susan.brita@gsa.gov
- 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
nearly 1300 webpages for Answers.usa.gov	1.5 million users	able to use FAQ content across many different mediums: mobile, blogs, Facebook, Govdelivery alerts

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

- a. Information on the Act is posted on the agency intranet with shortcut.
- b. Published an article on the Act and its requirements in the internal agency news bulletin

Created Plain Language Group on Salesforce Chatter (1/3/2012) @60 members

c. Posters, signs, etc

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)	7 (Basics)	1/20/2012
	7	1/31/2012
	25	2/16/2012
	17	3/7/2012
	19 (Web Writing)	4/11/2012
	25 (PL in Action)	6/5/2012
	9	6/7/2012
	4	6/21/2012
	4	8/1/2012
Webinars/Telepresence	10	8/9/2012
	300	10/31/2012
Online training	112	GSA's Online University
Brownbags/Office Hours/Plainathons/chats	12	1/10/2012
	5	4/3/2012
	3	4/12/12
	10	6/7/2012

	5	6/21/2012
	6	10/12/2012
Briefings	“Adapting Ordering Guides to Plain English” (10)	2/1/2012

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. In 2012, no one contacted us asking for clarification of any GSA.gov page.
 - 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 review the comments and revise the pages in response to the comments. Most comments cover usability issues, not plain language.
 - o Met 4/26/2012 to discuss results (10 participants)
 - We expanded this feedback tool to the Integrated Technology Services pages. Of the @130 pages, we got this response to the question: Was this page clear?
 - o 2822 responses: 7/1/2012-12/31/2012:
 Yes – 989 (79.12 %)
 No - 239 (19.12 %)
 Erroneous: 22 (1.76%)
 Total: 1,250
 - Other GSA websites have replicated this pioneering effort.