

# ADM PRINT PRODUCTS ACTION PLAN

March 2008 Revision



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## EXECUTIVE SUMMARY

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The agency's printed products should convey a visually cohesive and consistent message that fosters public confidence and reinforces the agency's primary mission of protecting people and the environment. The Branding Initiative, specifically the public focus groups, recommends the agency provide visually consistent print products to reflect the agency's unified and consistent regulatory approach and high-quality technical content. The Branding Initiative provides a unique set of design tools — logo, palette, typefaces, templates, images, and language — to address the agency's need for visually consistent public communication. However, the staff has no convenient application tools to meet these recommendations, and the public only gradually benefits when reports are published.

The Office of Administration (ADM) proposes to revise outdated tools, develop new staff tools and additional guidance, and reissue visually inconsistent print products. The staff will revise NUREG-1379, "Nuclear Regulatory Commission Editorial Style Guide," last published October 1989. The revised guidance will encompass technology and policy changes such as the migration to MS Word, the use of plain English, and the Branding Initiative. The staff also will develop document templates applying these publication standards. Using these templates, the staff will reissue the agency reports most commonly accessed by the public. Agencywide guidance and templates will contribute to a consistent feel and look, resulting in the more polished dissemination of public information, including agency reports, conference papers, *Federal Register* notices, and generic communications.

By undertaking these activities, the agency would reduce staff frustration, improve efficiency of document reviews and support services, better align the quality of print products to the agency's high-quality content, more rapidly present the benefits of the Branding Initiative to the public, and foster public confidence through instant design recognition, clear communication, and consistent editorial style.

## TABLE OF CONTENTS

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EXECUTIVE SUMMARY .....	iii
TABLE OF CONTENTS .....	iv
GOALS.....	1
BACKGROUND .....	1
KEY MESSAGES.....	1
BENEFITS FROM THIS PLAN .....	2
ROLES AND RESPONSIBILITIES .....	2
Roles and Responsibilities of the Office of Administration.....	2
Roles and Responsibilities of Editorial Working Group Members in non-ADM Offices .....	3
Roles and Responsibilities of Graphic Standards – Branding Working Group Members in non-ADM Offices.....	3
WORKING GROUP MEMBERS .....	4
ACTION PLAN SUMMARY.....	4
TOOLS, RESOURCES, AND DELIVERABLES .....	5
Working Group Tools .....	5
Total Estimated Resources .....	5
Resource Allocation .....	6
Deliverables .....	6
SCHEDULE .....	7
NUREG-1379 Revision .....	8
NUREG-1379, Supp. 1, Sample Templates for Branding Initiative .....	<b>Error! Bookmark not defined.</b>

## **GOALS**

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This plan outlines the schedule and necessary resources for improving NRC printed products. The plan includes the following projects:

- Update NUREG-1379, “NRC Editorial Style Guide,” with additional agency-specific usage examples and formatting and layout preferences.
- Develop a supplement to NUREG-1379, encompassing the agency’s Branding Initiative and editorial and graphics standards.
- Reissue the agency reports most commonly accessed by the public.
- Update several Management Directives (MDs) associated with the publishing process.

Specifically, this plan undertakes the following:

1. Present the background information, key messages, and benefits.
2. Define the roles and responsibilities of the Office of Administration (ADM) and the working groups.
3. Summarize the action plan.
4. Establish the deliverables.
5. Provide a schedule.

## **BACKGROUND**

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This project was initiated through the recommendations from the Information Experts report “Gauging Public Perception: External Focus Group Findings, Analysis, and Communications Recommendations for U.S. Nuclear Regulatory Commission.” Information Experts were tasked by NRC to determine “How does the American public perceive the work of the Nuclear Regulatory Commission?” They conducted 10 focus groups and, among other things, recommended the establishment of an editorial style guide and comprehensive agency branding standards document. (Report included.)

## **KEY MESSAGES**

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NRC’s two key messages for communication are as follows:

- NRC’s fundamental mission is to license and regulate the Nation’s civilian use of byproduct, source, and special nuclear materials to ensure adequate protection of public health and safety, promote the common defense and security, and protect the environment. In carrying out this mission, NRC will act in a manner that fosters public confidence through clear communication and consistent branding, editorial, and graphic style standards.
- The branding, editorial, and graphic style standards apply to all NRC correspondence and publications, with the exception of documents requiring industry-specific style

standards (legal opinions, court documents, journal articles, conference papers, etc.). The graphic standards also will apply to all materials (posters, Web pages, business cards, meeting announcements, etc., that are used to represent the programs and activities of the agency).

## **BENEFITS FROM THIS PLAN**

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The Branding Initiative provides a unique set of design tools to address the agency's need for visually consistent public communication. The agency has a new logo, defined color palette, specified typefaces, design templates, selected images, and suggested language. As of now, the staff will apply these design tools to documents only when each document is revised. In addition, the staff has outdated guidance and no convenient application tools to apply these design tools and meet the public focus groups' recommendations. Without an accelerated schedule for design revision, the public only gradually benefits when reports are published.

- Updated agencywide guidance and new application templates will contribute to a consistent feel and look, resulting in the more polished dissemination of public information, including agency reports, conference papers, *Federal Register* notices, and generic communications.
- The staff will more readily apply the new design tools, thus meeting the recommendations of the public focus groups for a consistent visual style.
- The agency will reduce staff frustration from outdated guidance that is inconsistent with the agency's current policy (Branding Initiative, plain English, metrification), information technology (MS Word, Adobe Acrobat, electronic dissemination), and editorial and graphics standards.
- The agency will improve efficiency of document reviews and support services and better align the quality of print products to the agency's high-quality content.
- The public will more rapidly benefit from the Branding Initiative.
- The agency will foster public confidence through instant design recognition, clear communication, and consistent editorial style.

## **ROLES AND RESPONSIBILITIES**

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ADM is the lead office. The staff in ADM/DAS/RDEB and ADM/DAS/PSMB will serve as lead members of the working groups.

### **Roles and Responsibilities of the Office of Administration**

- Convert the current version of NUREG-1379 from a strictly scanned graphic format (image-only PDF) to an electronic document available as HTML.
- Coordinate the working group and track comments (comment coordinators).
- Coordinate the Graphic Standards – Branding Working Group (comment coordinators).
- Apply an iterative process for document review: (1) production of draft document; (2) working group and ADM management review of camera-ready, draft document, comments, and outstanding issues; and (2) agencywide release of final document.

- Prepare NUREG style and layout templates in accordance with the Branding Initiative: (1) standard NUREG report (8.5" x 11"), (2) NUREG/BR (bifold), and (3) NUREG/BR (trifold).
- Layout and prepare the NUREG for publication: single-source MS Word file for print and electronic dissemination (PDF and HTML).
- Review and concur on the final NUREG prior to publication.
- Revise the MDs addressing publications to match the agency's current technology and style standards.
  - MD 3.7, "NUREG-Series Publications"
  - MD 3.13, "Printing"
  - MD 3.25, "Automated Graphics Services"

#### **Roles and Responsibilities of Editorial Working Group Members in non-ADM Offices**

- Provide agency-specific examples for inclusion in NUREG-1379.
- Participate in layout review for NUREG and NUREG/BR templates (e.g., provide input on document schema or hierarchy for optimum change management and object-based templates).
- Review and concur on the final document.

#### **Roles and Responsibilities of Graphic Standards – Branding Working Group Members in non-ADM Offices**

- Provide agency-specific examples for inclusion in NUREG-1379, Supp. 1.
- Participate in layout review for NUREG and NUREG/BR templates.
- Review and concur on the final document.

## WORKING GROUP MEMBERS

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Office	Name	Telephone
<b>Editorial Working Group</b>		
<b>Lead – ADM</b>	<b>Helen Chang</b>	<b>415-5225</b>
ADM	Caroline Hsu	415-7794
EDO	Mindy Landau	415-8703
EDO	Ann Thomas	415-1732
FSME	Catherine Poland	415-7812
HR	James Morris	415-2303
OIS	Paula Garrity	415-5960
OPA	Ivonne Couret	415-8205
SECY	J. Samuel Walker	415-1965
<b>Graphic Standards – Branding Working Group</b>		
<b>Lead – ADM</b>	<b>Gary Lauffer</b>	<b>415-5638</b>
ADM	Cindy Bladey	415-6978
EDO	Mindy Landau	415-8703
EDO	Lance Rakovan	415-2589
OPA	Holly Harrington	415-8203

## ACTION PLAN SUMMARY

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The Editorial Working Group will closely coordinate its activities with Publications (ADM/DAS/PMSB) and the Web Content Services Team (OIS/IRSD/ISB/WCST).

- The working group will provide comments and examples of agency-specific usage and formatting.
- The working group also will consider additional documents for revision (NUREG/BR-0210, "The ABC's of Better Correspondence"; NUREG-0544, "NRC Collection of Abbreviations"; NUREG-0650, "Preparing NUREG-Series Publications") using this iterative process.
- The working group will continue close coordination with the Communications Council.

- The working group lead also will ensure that these changes are reflected in the revised MD 3.7, “NUREG-Series Publications.”

The Graphic Standards – Branding Working Group will closely coordinate its activities with Technical Editing (ADM/DAS/RDEB) and the Web Content Services Team (OIS/IRSD/ISB/WCST).

- The working group will present sample templates to the Communications Council and ADM management to eventually be incorporated into the MDs.
- The working group lead also will ensure that these templates are reflected in the revised MD 3.13, “Printing,” and MD 3.25, “Automated Graphics Services.”

## **TOOLS, RESOURCES, AND DELIVERABLES**

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The working groups have provided this plan and associated information to NRC management for use during these planned activities. In addition, the working groups will prepare and maintain an archive of comments and any comment resolutions for use in future revisions.

### **Working Group Tools**

- **E-mail:** The working groups primarily will use e-mail distribution to communicate.
- **Briefings:** The working groups will brief ADM management and the Communications Council, as necessary, on milestones or anticipated challenges.
- **Comment Process:** The working groups will provide comments in PDF and will need Adobe Acrobat Professional or Reader. The ADM staff will serve as comment coordinators.
- **Conversion Process:** The ADM staff on the working groups will use Adobe Acrobat Professional and Adobe Dreamweaver.
- **Template Development:** The ADM staff on the Graphic Standards – Branding Working Group will also use Adobe InDesign, MS Word, and Adobe Acrobat to develop the templates. The ADM staff will serve as publication designers.

### **Total Estimated Resources**

- **ADM Staff:** The ADM staff will serve as project leads, comment coordinators, and publication designers. This project will require an average of 0.5 FTE (~640 hours from ADM/DAS/RDEB) for the Editorial Working Group and an average of 2.0 FTE (~2,600 hours from ADM/DAS/PMSB) for the Graphic Standards – Branding Working Group. Technical editing of these products will be a part of ongoing work. The required software tools and licenses are already installed for the ADM staff.

- **Non-ADM Staff:** The non-ADM offices have committed time for these improvements. Required FTE from offices not directly participating on the working groups is expected to be minimal and will be determined once the scope is finalized during the kickoff meetings. The working groups can submit comments through Adobe Acrobat Reader, which is available throughout the agency.
- **Contractor Assistance:** The graphics contract project manager estimates this effort will require 6 months full-time of 2 commercial graphics service professionals at \$88/hr. for the following projects:
  - Conversion of approximately 30 existing NRC documents to the new brand.
  - Further development of the brand to encompass a wider range of document styles.
  - Development of instructions and templates.

Total Estimated Resources	ADM/RDEB	ADM/PMSB	Total FTE	Contract \$
	0.5	2.0	2.5	\$92,000

### Resource Allocation

ADM has absorbed 0.5 FTE (ADM/RDEB) as a part of its ongoing work. The staff already began the revision of NUREG-1379. ADM requested resources of 2.0 FTE (ADM/PMSB) and \$92,000 in FY 2010 to address the work as a part of the standard revision schedule, later than is now proposed under the adjusted schedule. If the ADM plan is accepted with the accelerated schedule, then these resources may need to be addressed in the FY 2009 resource review.

### Deliverables

- **Comments:** The working groups will archive comments and the resolution of conflicting comments in a format accessible for future revisions.
- **Paper Copies Available:** The working groups will print a limited number of paper copies.
- **Internal Web Site and ADAMS:** The NUREGs will be available in two electronic formats: HTML and print-on-demand PDF on the NRC internal Web site. The official agency version in ADAMS will be the MS Word source file and “live-text” PDF. In the interim, as requested by the Office of the Executive Director for Operations, the HTML version of NUREG-1379, last published October 1989, will remain available on the Technical Editing Web page (NRC internal Web site: ADM > Technical Editing > NUREG-1379).

- **NUREG Availability:** The working groups will note issuance of the revised NUREG-1379 and new Supplement 1 on the NRC internal Web page and in ADAMS. The working groups will submit network announcements (policy reminders).
- **NUREG Report Templates:** The Graphic Standards – Branding Working Group will develop a comprehensive specification book. The specification book will include template samples. The working group will develop 3–4 sample designs to address document hierarchy and layout. The approved sample design will include standard pages for a standard NUREG report (to include at least 5 sample body pages, color). The working group also will consider program-coded functionality to include an automatic table of contents generated by the headings and internal cross references. The document design elements will include the following:
  - Front matter
  - Table of contents
  - Text-only pages (odd, even, chapter page)
  - Text with pull-quote
  - Data presentation (charts: bar, pie, line)
  - Figure with caption
  - Lists
  - Equations

## **SCHEDULE**

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This plan proposes the following schedules for the revision of NUREG-1379 and the templates to match the agency's Branding Initiative. The ADM staff will follow the overall agency schedule for review and revision of the MDs addressing publications. For the template conversion project, the ADM staff will use an iterative approach: (1) convert a small number of documents in the first delivery order, (2) confirm the content of converted documents with program offices, (3) review the quality of deliverables with the contractor, and (4) convert the remainder of the documents to the agency brand.

<b>NUREG-1379 Revision</b>		
<b>Date</b>	<b>Activity</b>	<b>Notes</b>
12/1/2007 (done)	Prepare Source Files	There had been no searchable, electronic version of this NUREG. ADM staff converted the scanned image of NUREG-1379 to an MS Word source file for conversion to HTML (Dreamweaver).
2/25/2008 (done)	Publish Current Version to Internal Web Site	ADM staff published HTML of NUREG to the Web. ADM staff prepared a print-ready PDF of final HTML for working group review.
3/3/2008 (done)	Share Accrued Comments and Test Comment Tools	ADM staff consolidates accrued comments and sends to working group. This iteration of comments also serves as a software test for the comment cycle. (If members cannot view the comments, ADM staff will assist.)
3/11/2008, 10:00 a.m., T-7e16 (done)	Kickoff Meeting	Working group reviews NUREG-1379 in PDF (MS Word source file). Discusses approach to revision, presents commenting tools (Adobe), solicits specific comments, and finalizes publication schedule.
4/7/2008	Comments Due (draft)	Working group comments are due.
4/7/2008	Prepare Interim Version (draft)	ADM staff prepares interim PDF version and summarized comments for reviewers.
4/14/2008	Interim Version (draft) to Management	ADM staff submits interim PDF version to working group and ADM management for review.
6/9/2008	Comments Due (final)	Working group resolves conflicting comments.
7/14/2008	Prepare Interim Version (final)	ADM staff prepares final version and tracks comments.
8/11/2008 (tentative)	Publish (ADAMS, internal Web site, print)	ADM staff publishes to Technical Editing Web site as PDF and HTML and confirm Accession No. in ADAMS. ADM staff produces limited number of internal, paper copies.
8/28/2008 (tentative)	Network Announcement	ADM staff announces availability of NUREG (network announcement, policy reminder). <sup>1</sup>

<sup>1</sup> Technical editors will be available to review any template changes related to the conversion of existing documents.

**NUREG-1379, Supp. 1, Sample Templates for Branding Initiative**

<b>Date</b>	<b>Activity</b>	<b>Notes</b>
4/14/2008	Prepare 3–4 Sample Designs for Standard NUREG Report	ADM staff prepares a print-ready PDF of sample designs (visuals only of NUREG standard report). These sample designs will address document hierarchy and layout.
4/21/2008	Present Designs to Graphic Standards – Branding Working Group	Graphic Standards – Branding Working Group reviews and provides comments (Branding Initiative), considers if any additional templates should be included in this revision, and finalizes production schedule.
4/14/2008	Contract Actions for Conversion of Existing Documents	ADM staff prepares contract actions for the conversion of existing agency documents to the new brand standards. As the templates have not been finalized, the schedule for the delivery orders has not been established.
4/28/2008	Prepare Sample Designs for Brochures	ADM staff prepares a print-ready PDF of sample design (visuals only).
4/28/2008	Present Designs to Graphic Standards – Branding Working Group	Graphic Standards – Branding Working Group reviews and provides comments (Branding Initiative) and finalizes production schedule.
5/12/2008	Prepare Sample Designs for Brochures	ADM staff prepares functional templates as well as print-ready PDFs of sample designs for each deliverable.
6/13/2008	Technical Editor Review	ADM staff (technical editor) reviews source files for functionality and PDFs for layout.
7/11/2008	Consolidate Comments	ADM staff finalizes templates. ADM staff requests deliverables from contractor using templates (i.e., submit delivery order).
7/25/2008	Present Designs to Communications Council	Graphic Standards – Branding Working Group presents revised designs and solicits comments.
7/25/2008	Initial Delivery Order for Conversion of Existing Documents	ADM staff prepares initial batch of documents for conversion to the agency brand.

**NUREG-1379, Supp. 1, Sample Templates for Branding Initiative**

<b>Date</b>	<b>Activity</b>	<b>Notes</b>
8/22/2008	Comments Due	Graphic Standards – Branding Working Group consolidates comments, including comments from outside the working group.
9/19/2008 (tentative)	Prepare Final Version	ADM staff prepares final version and tracks comments. Functional templates in MS Word and Adobe InDesign are completed.
9/19/2008 (tentative)	Prepare Draft MDs	ADM staff circulates draft MDs for internal office comment as a part of the standard MD revision schedule. <sup>2</sup>
10/20/2008 (tentative)	Publish (ADAMS, internal Web site, print)	ADM staff publishes to Technical Editing Web site as PDF and HTML and confirm Accession No. in ADAMS. ADM staff produces limited number of internal, paper copies.
10/31/2008 (tentative)	Network Announcement of NUREG-1379, Supp. 1	ADM staff announces availability of NUREG supplement (network announcement, policy reminder) and any completed documents that have been converted to the new brand. <sup>3</sup>
11/7/2009 (tentative)	Quality Review	ADM staff meets with the contractor and the program offices to discuss the quality of converted documents.
2/19/2009 (tentative)	Network Announcement for Conversion of Existing Documents	ADM staff announces the final batch of documents that have been converted to the new brand.

<sup>2</sup> MD 3.7, “NUREG-Series Publications,” MD 3.13, “Printing,” and MD 3.25, “Automated Graphics Services.”

<sup>3</sup> Any completed documents would be available. The initial delivery order may be incomplete by this date as the conversion of some documents may include restructuring the document hierarchy to match the agency’s standards for accessibility (e.g., Section 508 of the Rehabilitation Act, tagged documents).