



NATIONAL  
ARCHIVES

To: Donna M. Garland, Chief Strategy and Communications Officer

From: Acting Director, Strategy Division

Subject: NARA's Plain Writing Compliance Report for 2013

Date:

Attached is the final version of NARA's Plain Writing Compliance Report for 2013 that will be posted on Archives.gov. The report covers the period from January 1, 2013, to December 31, 2013, and is mandated by Office of Management and Budget Memorandum, M-11-15, Final Guidance on Implementing the Plain Writing Act of 2010.

Please review and approve the attached report.

Approval: \_\_\_\_\_

Date: \_\_\_\_\_

Apr. 8, 2014

NATIONAL ARCHIVES *and*  
RECORDS ADMINISTRATION

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[www.archives.gov](http://www.archives.gov)

NATIONAL ARCHIVES AND RECORDS ADMINISTRATION

PLAIN WRITING COMPLIANCE REPORT FOR 2013

(January 1, 2013—December 31, 2013)

as directed by the PLAIN WRITING ACT of 2010

APRIL 8, 2014

## **Our Commitment**

The National Archives and Records Administration (NARA) is committed to improving our service to the public by using plain writing in all of our communications. We are using plain writing in all new or revised material that:

- provides information about any of our services,
- is necessary to obtain any of our benefits, or
- explains how to comply with a NARA requirement.

## **NARA's Senior Agency Official for Plain Writing**

The Senior Agency Official for plain writing is Donna Garland, Chief Strategy and Communications Officer.

## **NARA's 2013 Plain Writing Team**

To carry out the provisions of the Plain Writing Act of 2010, NARA's Plain Writing Team:

- promotes the use of plain writing at NARA;
- reviews communications directed to the public;
- develops training classes and other plain writing tools, such as the NARA Style Guide, Plain Writing Checklist, Top Ten Principles for Plain Writing, and weekly writing tips;
- updates NARA's internal and external plain writing web pages;
- screens NARA surveys for the public;
- compiles the annual NARA-wide Plain Writing Compliance Report; and
- issued an agency-wide directive on plain language use and reporting requirements.

## **NARA's Plain Writing Implementation Plan for 2014**

In 2014, NARA will continue to promote the use of plain writing in a number of ways. Across the agency, we have designated staff to be plain writing points of contact.

Each quarter NARA's Plain Writing Team:

- promotes the use of the NARA Style Guide, Plain Language Checklist, Top Ten Principles, and the weekly writing tips;
- reviews draft documents;
- solicits good examples of plain writing in use; and
- reviews our plain writing web pages and updates them as needed.

Throughout the year, we:

- develop and conduct plain writing workshops,
- train employees who write as part of their jobs, and
- gather positive and negative responses from the public about how clearly our

documents are written.

No later than June 1, 2014, we will develop a plain language toolkit for managers and supervisors; we will also implement additional customer feedback strategies to obtain public feedback on whether plain language has improved the customer's experience at NARA.

### **External Communications**

Our goal is to always write so that the public can find what they need, understand what they find, and use what they find to meet their needs. The table at the end of this report presents examples of NARA documents and web pages that are now plain language compliant. This information was collected from NARA office reports that detailed their plain writing improvements.

### **Ways NARA Staff Know About Plain Writing Act Requirements**

- NARA's internal news blog, *Declarations*, posts weekly plain language tips, and staff can post questions or responses in the comments. You can see [samples of the tips](http://www.archives.gov/open/plainwriting/tips/) at [www.archives.gov/open/plainwriting/tips/](http://www.archives.gov/open/plainwriting/tips/).
- Our Internal Collaboration Network, an online agency forum, has a Plain Language Group where employees can ask, discuss, or answer questions.
- Our public website's [Plain Language section](http://www.archives.gov/open/plain-writing/) (<http://www.archives.gov/open/plain-writing/>), has links to tools, resources, and Before and After examples.

### **Training**

NARA employees who regularly write as part of their job receive training in plain writing. These staff may include:

- archivists who respond to requests for records,
- exhibit specialists who write exhibit scripts,
- staff who respond to FOIA requests,
- contract officers who prepare notices,
- staff who answer veterans' requests for military records,
- press officers who write news releases, and
- IT specialists who develop web pages and content contributors who write web content.

| <b>Type of plain writing training</b> | <b>Number of employees trained from April to December 2012</b> | <b>Number of employees trained in 2013</b> |
|---------------------------------------|--|--|
| Webinars                              | 10   | 35   |
| Online training                       | 713  | 129  |
| Instructor-led training               | 50   | 66   |

## Ways NARA Supports and Encourages Plain Writing

- Our Communications Staff, if asked by another NARA office, reviews and edits textual material.
- Our Communications Staff writes and posts weekly plain writing articles on the staff-only “Declarations” blog. Commenters often suggest topics for future articles.
- Our Web Services Branch reviews updated web content to make sure the information is clear.
- Our Web Services Branch helps offices develop new web content that is clear and usable.
- NARA offices follow the NARA Style Guide and use peer reviews to make sure writers use plain language.
- The Strategy Division has quarterly meetings with the agencywide plain language liaisons to discuss their program’s plain language review strategies and plain language progress.
- NARA offices proofread documents several times before they are published or posted online.

## NARA’s Plain Writing Web Page

NARA’s public (Archives.gov) website has a [plain writing section](http://www.archives.gov/open/plain-writing/) at <http://www.archives.gov/open/plain-writing/>.

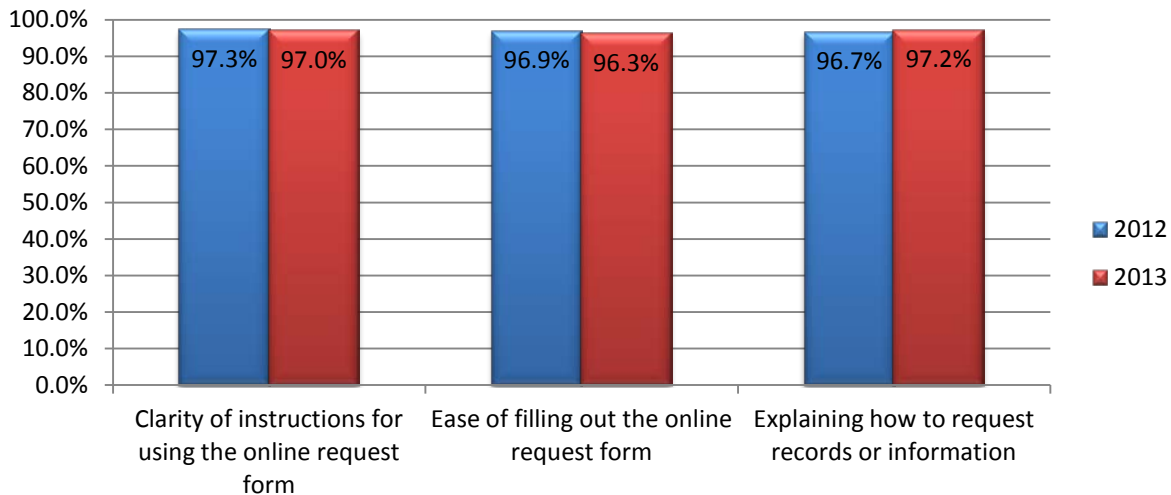
The page has tools and resources for writing plainly. It also includes links to [“before” and “after” examples](#), contact information for those who want to make comments or have concerns about our compliance with the act, and links to the Plain Language Action and Information Network’s (PLAIN) website.

## Customer Satisfaction

**The National Personnel Records Center’s** customer satisfaction survey contains several questions that ask about clear communication. This year 1,621 customers responded.

As you compare the survey results from 2012 and 2013 in the chart below, the National Personnel Records Center continues to have a high level of customer satisfaction for plain language:

## National Personnel Records Center Customer Satisfaction Survey



**The Office of Innovation (Web Services Branch)** uses the American Customer Satisfaction Index (ACSI) survey on Archives.gov. The results help staff create an effective and easy website for our users. In December 2012, the office added 3 randomized additional plain language questions to the ACSI survey. The Web Services Branch [continues to work with content contributors](#) and aims to improve the content satisfaction score by reviewing updates, using plain language, and evaluating user feedback.

We review and [post data online](#) from the survey each month. The current Archives.gov content satisfaction score is 77 out of 100 (each question is graded on a 1–10 scale).

The plain language questions on the ACSI survey are:

- Please rate the clarity of the wording on Archives.gov.
- Please rate how well you understand the wording on Archives.gov.
- Please rate Archives.gov on its use of short, clear sentences.

**The Office of Education and Public Programs** posts its internship openings on Archives.gov. By rewriting them in plain language, the number of applications went up from 1 in 2012 to 15 in 2013.

**The Center for the Legislative Archives** staff proofreads blog posts to ensure that they do not contain jargon the average person may not understand. If the Center is featuring a document that is unfamiliar to the public (for example, a congressional committee discharge petition), staff include a simple, one-sentence definition.

Google Analytics tracks the number of page views for blog posts. Staff uses the results to determine which are the most and least popular and where to make improvements. This process

also includes a review for use of plain language.

The Center's strategy to write blog posts in plain language has resulted in an increase of readers of its Tumblr blog. At the beginning of 2013, the blog had 22,000 followers. By the end of the year, it reached nearly 100,000.

**The Franklin D. Roosevelt Library** opened a new permanent exhibition in 2013. All text in the exhibit script was written by the supervisory museum curator, reviewed by a committee of historians, and proofread by one other staff person and the library director. The Roosevelt story includes complex and often controversial themes (for example: the American economy of the 1930s, the Holocaust, and Japanese American internment). The new script carefully uses headings, succinct sentences, and everyday words to discuss subjects that are often explained using technical language and jargon. We explore complex themes from multiple perspectives using plain language so that more of our visitors may understand the subjects and themes.

In preparing the new exhibit script, the supervisory museum curator consulted NARA's Style Guide to ensure that the writing was clear, effective, and consistent in style. Visitors have consistently commented positively about the presentation of information.

### **Communicating with NARA about Plain Writing**

We encourage comments and questions from the public and NARA staff. We want to hear about our writing from researchers, veterans, museum visitors, historians, journalists, educators, individuals with a specific interest in records management, the general public, and staff members. Comments help us to make sure that our communications are clear. Please email us at [plainwriting@nara.gov](mailto:plainwriting@nara.gov).

### **Agency Coordinator Information**

Kimberly Richardson is the plain writing contact for the National Archives and she can be reached at [plainwriting@nara.gov](mailto:plainwriting@nara.gov).

| <b>NARA Communications That Use Plain Writing</b>   |   |   |
|---|---|---|
| <b>Type of document and how it is made available to the public</b>  | <b>The audience and the size of the audience</b>                              | <b>How we use principles of plain writing</b>   |
| <b>Strategy and Communications Office</b>   |   |   |
| <b>Strategy Division</b>  |   |   |
| Internal policies; usually releasable to the public under a FOIA request  | NARA employees, about 3,200   | Active voice; bulleted lists; pronouns; easy to understand wording; informative paragraph topic headings  |
| <b>Communications and Marketing Division</b>  |   |   |
| Press releases that are posted on NARA's public website: Archives.gov, and released to media  | Press, RSS Feed subscribers, and the public                                   | Organized text so that the main point is highlighted at the top, removed redundant words, used familiar words, and used fewer acronyms and abbreviations  |
| Directive and summary 2-page brochure describing parking rules at the National Archives at College Park.  | All NARA staff, volunteers, and contractors                                   | Simplified wording; broke up long sentences. Wrote two-page brochure that summarizes the most important points so staff can understand the policy without reading the entire 20-page directive. |
| Weekly slides on video monitors in some NARA locations  | Staff and visitors  | Using just a few words, each slide announces news or events in clear, direct, and engaging terms.   |
| Exhibit scripts. The text is printed on labels mounted on exhibit walls and in display cases in the Washington, DC museum.  | The visiting public<br><br>Approximately 1 million a year                     | Ensured consistent style throughout all elements. The text on each label is concise, with direct and economical language, and clear explanations of item background, content, and importance.   |
| <i>Prologue</i> magazine<br>- printed and mailed to subscribers and members of the Foundation for the National Archives;<br>- sold in Archives Shop and Presidential library shops<br>- Posted at Archives.gov and at Zinio.com | General public, researchers, Foundation supporters<br><br>Approximately 3,000 | Articles are academic but have short paragraphs. Headings now break up text and guide reader. We avoid overuse of acronyms/abbreviations, jargon, and wordiness.                                |



| <b>Type of document and how it is made available to the public</b>   | <b>The audience and the size of the audience</b>   | <b>How we use principles of plain writing</b>   |
|--|--|---|
| Monthly Calendar of Events <ul style="list-style-type: none"> <li>- Printed and mailed to subscribers</li> <li>- Posted on Archives.gov (NARA’s public website)</li> </ul> | General public<br><br>Approximately 6,700 print subscribers; online audience approximately | Event descriptions are short. Key words are at the beginning. Dates and times are in larger, bolder type than the rest of the text  |
| Archives.gov news (short sentences on main web page that capture the essence of the announcement and encourage readers to link to more information)                        | General public (all visitors to Archives.gov main page), RSS feed subscribers              | Key words are at the beginning. Sentences are short enough to contain the main message in one screen view.  |
| Blog posts (Pieces of History)   | General public   | Posts use familiar words, pronouns (I, you, and we), short sentences, and active verbs.   |
| Blog posts (Declarations) on intranet  | All NARA staff, volunteers, and contractors  | Posts use a conversational tone, familiar words, pronouns (I, you, and we), short sentences, and active verbs.  |
| Plain Language Tips (Declarations blog on intranet)  | All NARA staff, volunteers, and contractors  | Weekly “tips” on writing style, grammar, punctuation explain and promote plain writing. Posts use a conversational tone, active verbs, concise sentences, and formatting such as tables, bullet points to clearly present the material. |
| Facebook (US National Archives)  | General public (47,400 followers)  | Posts use familiar words, pronouns (I, you, and we), short sentences, and active verbs.   |
| <b>Partnerships</b>  |  |   |
| Emails sent to interested researchers and advocates  | About 300 researchers and advocates  | Emails are short and friendly   |

| Type of document and how it is made available to the public  | The audience and the size of the audience  | How we use principles of plain writing   |
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| <b>Legislative Archives, Presidential Libraries, and Museum Services</b>   |  |  |
| <b>Center for the Legislative Archives</b>   |  |  |
| 2013 Annual Report to the Advisory Committee on the Records of Congress  | Members of the committee, U.S. House of Representatives, U.S. Senate, congressional papers community<br><br>100                          | Uses short sentences and short paragraphs limited to one idea; white space and bold headlines separate sections of the report. was Four people proofread and edited before publication.                  |
| Tumblr blog posts: Congress in the Archives<br><a href="http://congressarchives.tumblr.com/">http://congressarchives.tumblr.com/</a>         | General public<br><br>100,000  | Uses everyday words and avoids jargon. Each post has a topic sentence describing the main idea. At least three people proofread posts before publication.  |
| Education Updates blog posts<br>Education Updates<br><a href="http://blogs.archives.gov/education/">http://blogs.archives.gov/education/</a> | History and civics educators<br><br>2,000  | Uses active voice to clearly communicate actions. Each paragraph contains only one or two ideas. Posts are proofread by at least three people before publication.  |
| <b>Exhibits Program</b>  |  |  |
| Exhibits—"A Place at the Table," script for Records of Rights interactive table exhibit  | Museum visitors, general public; over 40,000 visitors during December 2013 for Records of Rights exhibit (exhibit opened early December) | Used short and clear titles, a highlighted first statement with clear main topic, short paragraphs, bulleted lists, and simplified language to engage the wide range of ages of exhibit viewers/readers. |
| Exhibits—Contract or task orders for exhibit fabrication   | Exhibit fabrication firms and design professionals; approximately 25 for each task order   | Used bulleted lists, organized format, clear language, and explicit explanation of work required; used defined technical language only when necessary for specifications.                                |

| <b>Type of document and how it is made available to the public</b>                      | <b>The audience and the size of the audience</b>  | <b>How we use principles of plain writing</b>   |
|---|---|---|
| Exhibits—Public Program event mailers   | Each event (approximately 75 annually) mailer seen by approximately 2,000 museum visitors and general public during the year  | Used clear but succinct wording for event title and descriptive information, explicit directions, strong keywords to appeal to readers, and accompanying illustration, if available, to attract interest. |
| <b>Educational and Public Programs</b>  |   |   |
| <i>Baseball: The National Pastime in the National Archives</i> (electronic publication) | General public, with a focus on adults and secondary through college students<br>Size of Audience: 27,746 views from Scribd.com<br><br>4,261 downloads of the eBook<br><br>Additional downloads from Archives.gov | Three staff members review and edit all text for clarity and adherence to other plain language principles.<br><br>NARA’s editors reviewed and edited the document.  |
| DocsTeach activity on material related to <i>12Years a Slave</i>                        | Secondary teachers and students<br>1,385 visits<br>10,556 page views<br><br>(Web page visitors included people from the United States, United Kingdom, France, Canada, and Germany.)                              | Peer review for clarity, brevity, adherence to topic, and usability.  |
| Internship postings on archives.gov   | College and graduate students   | Peer review for clarity, brevity, and adherence to topic. Eliminated jargon and re-wrote in active voice.   |

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| <b>Presidential Libraries</b>   |   |  |
| <i>Herbert Hoover Library</i>   |   |  |
| Captions for exhibits in museum.  | General public, yearly attendance in 2013 was 40,000. | Captions are written by staff, reviewed and edited at the museum, and then submitted to SCP for final edits.   |
| Museum press releases such as the Heartland Christmas press release, <a href="http://www.hoover.archives.gov/pressreleases/Herbert%20Hoover%20Heartland%20PR.pdf">www.hoover.archives.gov/pressreleases/Herbert%20Hoover%20Heartland%20PR.pdf</a> . | Reporters and general public                          | Used plain language tips online, and two staff people proofread the release.   |
| <i>Harry Truman Library</i>   |   |  |
| Web pages such as the descriptions of products on online gift store (eStore)  | General public<br>5,000                               | Visitor Services staff wrote, and the archives staff proofread, descriptions of over 100 eStore products to provide clearer description of merchandise.  |
| Administrative Correspondence<br>e-mail messages and letters  | Museum visitors<br>50,000                             | Changed audiovisual reference letters to inform customers that use of copyrighted photographs and other materials bought from us cannot be used without permission from copyright holders.   |
| Exhibit text & item labels  | Museum visitors<br>50,000                             | Text panels for our temporary exhibit revised eight times so each panel is brief (under 135 words), accurate, and clearly understandable by general audiences. Similar process used for the creation of individual item labels, with multiple drafts and several stages of proofreading. |

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| <i>Franklin Roosevelt Library</i>  |   |  |
| <p>Brochures:</p> <p>1) "Franklin D. Roosevelt Presidential Library and Museum" Brochure</p> <p>2) "Franklin D. Roosevelt Presidential Library and Museum" Map</p> | <p>1) Visiting public; mail requests; students &amp; teachers information centers</p> <p>2) Visiting public; students &amp; teachers</p> <p>200,000</p> | <p>All brochure and map text proof -read by more than one person and approved by the director. Used headings for each subject throughout the layouts.</p> <p>Used active voice and more succinct sentence structure in both paragraph and list writing.</p>  |
| <p><b><u>Reference Requests:</u></b></p> <p>Example 1) Family Books</p> <p>Example 2) WWII Poem</p>  | <p>Both examples written for: Individual Request</p> <p>2,500</p>   | <p>Responses begin by repeating or summarizing the question asked.</p> <p>Use active voice.</p> <p>Edit to eliminate unnecessary words and run-on sentences.</p> <p>Use list or outline structure when possible for responses requiring several answers.</p>                                       |
| <p>Museum Text:</p> <p>Example 1: "The 'Roosevelt Recession"</p> <p>Example 2: "A New Kind of First Lady"</p>  | <p>Both examples written for: Visiting Public; Students &amp; Teachers; Online Tour</p> <p>100,000</p>  | <p>All museum text proof read by two or more staff, including the library director.</p> <p>Use everyday words to better explain complex themes for the average visitor.</p> <p>Use headings in the exhibits to differentiate between subjects. Use short sentences structure and active voice.</p> |

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| <b>Office of the Chief Operating Officer</b>   |  |   |
| FY 2013 Performance & Accountability Report  | Reports: Congress, General Public  | Used active voice, shorter sentences, easily understood words, definitions for archival terms, graphics |
| FY 2014 Annual Performance Plan (part of FY 2014 Performance Budget)   | Reports: Congress, General Public  | Used active voice, shorter sentences, easily understood words, definitions for archival terms, graphics |
| FY2013 Presentation at MER 2013 Conference, “Taming the Email Gorilla in the Room – From Concept to Reality” | Presentations: Records Management Professionals and Litigation Specialists representing federal, state, local government and private industry  | Used active voice, shorter sentences, easily understood words, definitions for archival terms, graphics |
| FY2013 Presentation at NAGARA Conference, Capstone Email Management Implementation                           | Presentations: Records Management Professionals and Litigation Specialists representing federal, state, local government and private industry  | Used active voice, shorter sentences, easily understood words, definitions for archival terms, graphics |
| <b>Research Services</b>   |  |   |
| <b>Washington, DC Area</b>   |  |   |
| Updated District of Columbia Reference Reports (21 separate reports online and in the A1 Research Center)    | General Public (visitors to <a href="http://www.archives.gov/research/district-of-columbia/">http://www.archives.gov/research/district-of-columbia/</a> )<br>General Public/Researchers visiting the Archives Research Complex in DC | Revised/edited reports; reduced wordiness; simplified language  |

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| Updated Federal Employees Reference Reports (18 separate reports online and in the Archives Research Center in DC) | <ul style="list-style-type: none"> <li>• General Public (visitors to <a href="http://www.archives.gov/research/genealogy/reference-reports.html">http://www.archives.gov/research/genealogy/reference-reports.html</a>)</li> <li>• General Public/Researchers visiting the A1 Research Complex</li> </ul> | Revised/edited reports; reduced wordiness; simplified language   |
| <b>National Historical Publications and Records Commission</b>   |   |  |
| Annual Report  | Public, Grantees, Applicants<br>1,000   | Reviewed for correct grammar and clarity<br>Won the 2013 Graphic Design USA Inhouse Design Award competition   |
| Press Release  | Media, Public<br>1,000  | Reorganized text to clarify relationship with NARA<br><br>Removed redundancies and enhanced project descriptions   |
| Grant Announcements  | Applicants<br>250   | Revised for clarity  |
| Website  | Public<br>10,000  | Reviewed for correct grammar and clarity   |
| NHPRC News (online publication)  | Public<br>2,000   | Reviewed for correct grammar and clarity   |
| Founders Online site   | Public<br>20,000  | Reviewed with partner for correct grammar and clarity. It received accolades from the Press, individual users, and was featured twice in the White House blog. |

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| <b>Agency Services</b>   |  |  |
| <b>National Declassification Center</b>  |  |  |
| Freedom of Information Act (FOIA) and Mandatory Declassification Review (MDR) Final Response to Researchers General public | (1,342 cases closed in FY 2013)  | Use the peer review “buddy” system; developed a new tip sheet; revised letter templates to use active voice and declarative sentences  |
| Director’s Semi-Annual Report  | The President and general public (two reports)   | Use headings, bulleted lists, and fewer words  |
| New release blog posts   | General public and researchers (six posts)   | Simplified language, removed redundant words and replaced jargon, and used bulleted lists to highlight significant releases  |
| Not “public,” but a significant stakeholder, FOIA and MDR consultation letters to agencies                                 | Other government agency FOIA/MDR offices that have classified information in records requested by a researcher under FOIA or MDR | Revised letter templates to use active voice and meet the requirements of the Open Government Act.   |
| <b>Information Security Oversight Office (ISOO)</b>  |  |  |
| ISOO Annual Report to the President and Cost Report<br><br>Available to the public through the ISOO website and in print.  | General public and Executive Branch Agencies   | Used active voice, succinct sentences, avoided legal and technical jargon, ceased redundancy, minimized acronyms, and prepared distinct sections with headlines for specific readers.<br><br>Charts were simplified and eliminated analytical content of past reports. |



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|---|---|---|
| <p>ISOO Taskers and Notices</p> <p>Available to specified agencies through email and to the public via the website</p>  | <p>Executive Branch Agencies</p>                  | <p>Used simple language to convey messages</p>  |
| <p>Public Interest Declassification Board Blog Posts and Communications with the Public (Email, Handouts, etc.)</p> <p>Available to the public through the Board’s Website and in print</p> | <p>Declassification Community, General public</p> | <p>Used active voice, avoided legal and technical jargon, and wrote in succinct, short paragraphs tailored to readers</p>   |
| <p>Minutes for the National Industrial Security Program Advisory Committee</p> <p>Available to the public through the ISOO website</p>  | <p>General public</p>                             | <p>Incorporated short paragraphs and headings to break up text and guide reader for clarity and brevity</p>   |
| <p>Minutes of the State, Local, Tribal, and Private Sector Policy Advisory Committee</p> <p>Available to the public through the ISOO website</p>  | <p>General public</p>                             | <p>Used headings, subheadings, correct punctuation; reduced overuse of government terminology</p>   |
| <p>Controlled Unclassified Information Office (CUI) Electronic Surveys (questionpro)</p> <p>Available to Members through the Email</p>  | <p>CUI Advisory Council Members (45)</p>          | <p>Throughout the summer of 2013 the CUI office surveyed selected Executive branch departments and agencies on specific elements of the CUI program. Questions were designed for an audience that had an “above average” understanding of the CUI program as it currently exists.</p> |

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|---|--|--|
| <b>National Personnel Records Center</b>  |  |  |
| Revised/developed 47 Case Reference Guide procedures for processing requests for military records   | Archives Technicians, Supervisors and Managers – Approximately 300               | Followed plain writing checklist and NARA’s Style Guide  |
| Revised 35 military reference pattern response letters and forms.   | General Public - Approximately 1.5 million annually.                             | Followed plain writing checklist and NARA’s Style Guide  |
| Revised 49 Archives.gov web pages associated with NPRC services.  | General public and federal agency customers                                      | Followed plain writing checklist and NARA’s Style Guide  |
| <b>Federal Records Centers Program</b>  |  |  |
| Web pages for each of the 17 Federal Records Centers in the Federal Records Centers Program (FRCP) that are posted on Archives.gov.                                       | Federal agencies   | Removed unnecessary words, eliminated redundancy, and ensured consistency in terminology and format.   |
| 7600B Interagency agreement document that is distributed to all agency customers contracting services.  | Federal agencies   | Eliminated bureaucratic language; clarified explanations; and ensured consistency in terminology and format  |
| Several memos and letters providing updates on FRCP programs, activities and services or explaining new policies and procedures that are distributed primarily via email. | Federal agencies   | Organized information according to users’ concerns and needs; used headings, used pronouns and active voice; and avoided bureaucratic language.                |
| <b>Office of the Chief Records Officer</b>  |  |  |
| NARA Bulletins on Records Management  | Heads of Federal agencies, Federal records officers, and interested stakeholders | Developed Bulletins with a focus on clarity and readability for the end user. All draft Bulletins are sent for review by NARA officials before final approval. |

| <b>Type of document and how it is made available to the public</b>  | <b>The audience and the size of the audience</b>   | <b>How we use principles of plain writing</b>   |
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| Communications (numbered memos)   | Federal records officers   | Communications are developed by subject experts. Before distribution, they are reviewed by a member of the administration team for clarity. |
| <i>Federal Register</i> postings containing Records Control Schedules with records proposed for destruction/deletion. | Readers of the <i>Federal Register</i> and individuals with specific interest in Records management        | The staff member tasked with editing and preparing the postings has completed NARA plain language training.                                 |
| Blog Postings on <i>Records Express</i>   | Public. We have about 500 subscribers and posted 38 items in 2013.   | Postings are developed with “writing for the web” techniques in mind.   |
| Content uploaded to AC portion of archives.gov  | Visitors to NARA website searching for records management information                                      | Content posted on the web is also developed with “writing for the web” in mind and reviewed by AC administration staff before posting.      |
| Press Releases  | Media  | Sent to editorial staff for review and distribution   |
| <b>Office of Government Information Services (OGIS)</b>   |  |   |
| Entries F-M in the "OGIS Library" section of OGIS's website   | General public and FOIA staff members from agencies across the government.<br><br>15,443 visits to website | Reduced and explained acronyms; used short sentences  |

| <b>Type of document and how it is made available to the public</b>   | <b>The audience and the size of the audience</b>   | <b>How we use principles of plain writing</b>   |
|--|--|---|
| <p>Letters OGIS sends to customers to close individual requests for assistance</p>   | <p>FOIA requesters and agency FOIA staffers<br/>Audience will include the general public when the letters are redacted and posted online.</p> <p>Approximate audience for OGIS case closure letters: In FY 2013 we closed 500 cases; letters were copied to the relevant agency.</p> | <p>Use active voice and lists where appropriate</p>   |
| <p>OGIS's annual report</p>  | <p>General public, FOIA staff members from agencies across the government, members of Congress and other stakeholders.</p> <p>500 print copies + 15,443 web visitors.</p>  | <p>Use lists, short sentences, and active voice</p>   |
| <b>Office of Innovation</b>  |  |   |
| <p>Accessibility Report</p> <p>After:<br/><a href="http://www.archives.gov/global-pages/accessibility.html">http://www.archives.gov/global-pages/accessibility.html</a></p> <p>Before:<br/><a href="http://www.archives.gov/open/plain-writing/examples/accessibility-before.html">http://www.archives.gov/open/plain-writing/examples/accessibility-before.html</a></p> | <p>20,000</p>  | <p>Added contact information, revised to use plain language, rearranged to put top tasks first, webified with headings and bullets</p> <p>Customer Feedback: Fewer questions about who to contact and what is available</p> |

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|---|---|--|
| ISCAP Decision Table<br><br><a href="http://www.archives.gov/declassification/iscap/decision-table.html">www.archives.gov/declassification/iscap/decision-table.html</a>  |   | Consolidated information into sortable table<br><br>Customer Feedback: Easier to locate documents  |
| Records Management homepage<br><br><a href="http://www.archives.gov/records-mgmt/">www.archives.gov/records-mgmt/</a>   |   | Revised layout / added mega footer specific to the content<br><br>Customer Feedback: Most requested documents highlighted  |
| Fort Worth finding aids<br><br><a href="http://www.archives.gov/fort-worth/finding-aids/rg015-veterans-administration.html">http://www.archives.gov/fort-worth/finding-aids/rg015-veterans-administration.html</a><br><br><a href="http://www.archives.gov/fort-worth/finding-aids/rg016-secretary-agriculture.html">http://www.archives.gov/fort-worth/finding-aids/rg016-secretary-agriculture.html</a>   |   | Content simplified to link straight into online catalog. Eliminates duplication of content and directs researcher straight to the source.<br><br>Customer Feedback: Easier to locate documents   |
| Thousands of pages on archives.gov  |   | Acronyms for NARA's online catalog (ARC and OPA) were replaced with the readily understood term "online catalog".<br>Customer Feedback: Easier for customers to understand.  |
| Name change of NARA's regional facilities<br><br><a href="http://www.archives.gov/boston/">www.archives.gov/boston/</a><br><br><a href="http://www.archives.gov/atlanta/">www.archives.gov/atlanta/</a><br><br><a href="http://www.archives.gov/nyc/">www.archives.gov/nyc/</a><br><br><a href="http://www.archives.gov/riverside/">www.archives.gov/riverside/</a><br><br><a href="http://www.archives.gov/san-francisco/">www.archives.gov/san-francisco/</a> |   | Facility names were simplified—instead of being called by the region of their location, they are now known by the city where they are located, e.g. Southeast Region became National Archives at Atlanta, and Southwest Region became National Archives at Fort Worth. |

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|--|---|---|
| Publications main page<br><a href="http://www.archives.gov/publications/">http://www.archives.gov/publications/</a>                          |   | Reworked introduction and summary, changed lists so there weren't duplicate links to same items.<br><br>Customer Feedback: More clear what publications are available for free download vs. for sale. |
| Digital books for download<br><a href="http://www.archives.gov/publications/ebooks/">http://www.archives.gov/publications/ebooks/</a>        |   | New section of downloadable digital books<br><br>Customer Feedback: Easier to tell which format is for which device (mobile/computer/etc.).   |
| Hire an Independent Researcher list<br><a href="http://www.archives.gov/research/hire-help/">http://www.archives.gov/research/hire-help/</a> |   | Edited to make it easier to find researchers.   |
| Mission page<br><a href="http://www.archives.gov/about/info/mission.html">http://www.archives.gov/about/info/mission.html</a>                |   | Acronyms removed and language reworked for clarity.<br><br>Customer Feedback: Easier to understand purpose.   |
| Archives history section<br><a href="http://www.archives.gov/about/history/">http://www.archives.gov/about/history/</a>                      |   | Replaced content to make it more readable with the assistance of the new on staff historian.<br><br>Customer Feedback: Information about building history is easier to find.                          |
| Regulations process<br><a href="http://www.archives.gov/about/regulations/">http://www.archives.gov/about/regulations/</a>                   |   | Entire section revised to simplify language, including adding images to illustrate regulations process.<br><br>Customer Feedback: Easier to understand process.                                       |

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|--|---|--|
| Main page for the reports produced by NARA<br><a href="http://www.archives.gov/about/plans-reports/">http://www.archives.gov/about/plans-reports/</a>                  |   | Customer Feedback: Revised Main page to make summaries of various reports more clear.  |
| Frequently Asked Questions page<br><a href="http://www.archives.gov/faqs/">http://www.archives.gov/faqs/</a>   |   | Customer Feedback: Removed acronyms and simplified wording while adding more details.  |
| <b>Office of Human Capital</b>   |   |  |
| Annual Employee Survey (Employee Viewpoint Survey) Report and Results posted on archives.gov   | Office of Personnel Management, other Federal agencies, job candidates, general public. | Director of Human Capital Planning and Accountability and NARA's Chief Human Capital Officer review text.<br><br>Writer review and application of NARA's Style Guide<br><br>Writer attended NARA sponsored training on plain writing |
| Vacancy Announcements posted on usajobs.gov  | Job applicants  | Used standardized template written in plain language   |
| Responses to applicants who have applied for NARA jobs made through emails and/or letters, typically generated through USA Staffing automated system or self-generated | Job applicants  | Used standardized form letters written in plain language   |
| <b>Office of the Federal Register</b>  |   |  |
| FOIA Response Letters  | FOIA Requesters<br><br>Audience: 20   | Use active voice and shorter sentences   |