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National Ergonomics Month Coming Soon!

*By Haydee M. Cuevas,
Ronald G. Shapiro, and
Karen R. Young*

The year is 2025. Our HFES president reports the following:

- This year, for the first time, there were no fatal accidents attributable to human error, pilot error, medical error, or user error.
- *Consumer Reports* includes usability as its most important metric in evaluating product quality.
- Virtually every Fortune 500 company has at least 1% of its technical workforce trained in human factors/ergonomics (HF/E).
- Every major university has an HF/E department, with an ergonomics major and minor for both graduate and undergraduate students.
- The demand for HF/E professionals far exceeds the supply; thus an ergonomics major or minor is one of the most sought-after degrees by employers.
- Ergonomics is taught in the science curriculum of all 50 states.
- HFES membership is at 25,000.

Is this scenario possible? Yes! In actuality, excellent HF/E techniques and professionals already exist. The problem is that few people are aware of what HF/E is, how it can benefit them, and the consequences of bad ergonomics. We need to show corporate officials, government officials, consumers, and students that HF/E can greatly benefit them, and we need to improve our linkages between science and practice.

What Is the Society Doing to Help?

HFES has designated October of each year as National Ergonomics Month (NEM) – a month to focus on promoting the HF/E field to corporate executives, students, and the general public by disseminating information and through service to the community. NEM is a month to promote improved linkages within the field through the HFES Annual Meeting. Additionally, this year, the Society will provide valuable information on its Web site (hfes.org) to help all members promote the field to our target audiences.

What Can You Do?

First, keep reading the *HFES Bulletin* and watch the Web site. Over the next few months, we will be providing you with information about what you can do to get involved (as a professional or student), both at the Annual Meeting and at home via local or student chapter activities.

Visit the HFES Web site during the months of September and October. We will be providing information about how to reach out to the press and to the community.

Volunteer to help lead NEM by sending a note to Haydee M. Cuevas (ha651622@ucf.edu) or Ronald G. Shapiro (rshapiro@us.ibm.com) and suggesting new activities or offering to help with NEM organization and implementation.

Will It Work?

It's up to you! HFES members should devote October to communicating with one another, with outside individuals and groups, and friends and family to promote the field. If each of us reaches 100 students per year through direct contact and 1000 readers of an article that we have written, we'll reach 5.5 million people per year. By 2025, we will have reached 121 million people directly! Indirectly, people will have talked with one another, and everyone in the United States will know about the human factors/ergonomics field.

Haydee M. Cuevas is a doctoral candidate in the Applied Experimental and Human Factors Psychology Program at the University of Central Florida. She was appointed by the HFES Executive Council to serve as assistant chair for the NEM Committee. Ronald G. Shapiro is program manager, IBM Enterprise-Wide Technical Learning Curriculum, and chair of the National Ergonomics Month Committee. Karen R. Young, an assistant professor of psychology at the University of Alabama in Huntsville, is serving as editor for NEM.

Program and Reg Form On Line Now!

The on-line preliminary program, itinerary planner, and registration form are now available at hfes.org. Simply click the link for the 47th Annual Meeting on the home page to view information about technical sessions, tours, workshops, seminars, and special events. Save \$\$ when you register by September 15.

Cognitive Engineering Session Highlights

By Nancy Cooke, CEDM Program Chair, and Dave Kaber, Program Chair-Elect

Mark your calendars for a variety of informative and exciting Cognitive Engineering and Decision Making (CEDM) TG events during the 47th Annual Meeting. There will be a panel on "Human-Robot Coordination" (October 16 at 10:30 a.m.) and three symposia, including "Cognitive Analysis-Based Design for Practitioners" (October 14 at 10:30 a.m.), "Decision-Making and Automated Decision Support: Theoretical and Applied Issues" (October 14 at 3:30 p.m.), and "Insights from Technical Work Studies in Health Care" (October 15 at 10:30 p.m.).

For those who may be interested in the scope of CEDM research, come to the session on October 16 at 8:30 a.m. entitled "From Executive Decision Making to Homeland Security: Cognitive Engineering Steps Out of the Box." This session promises to provide information on relatively new problem domains that are attracting the attention of cognitive engineers. Later that day, be sure to attend the session at 3:30 p.m. entitled "Some Musings on Cognitive Engineering and Decision Making" to hear broader perspectives on CEDM research.

In keeping with tradition, a dedicated group of CEDM reviewers evaluated the 101 submissions and worked hard to define a diverse and stimulating 2003 program. This year there will be 19 CEDM sessions, five of which will be cosponsored with other TGs, including the Medical Systems and Rehabilitation, Aging, and Training Technical Groups.

Cognitive engineering can be characterized partly by its opportunistic reliance on tools and methods that facilitate the study of complex cognitive systems. Many of these tools will be showcased this year in several lecture sessions on knowledge elicitation methods, cognitive task analysis methods, and human performance modeling, along with some examples of the applications of new methods to CEDM problems.

Finally, there are many poster and lecture sessions scheduled on topics that reflect the breadth of interests in CEDM, including automation, teams, display design, communication patterns, and cognitive processes. We look forward to seeing you at these sessions in Denver!

HFES Placement Service

If you are an employer seeking full- or part-time staff or interns, HFES offers the only on-line Placement Service devoted exclusively to human factors/ergonomics (HF/E) professionals all over the world. To recruit top HF/E professionals, visit our Web site, <http://hfes.org>, and post a job, search the résumés, or do both. Candidates searching the database can send their résumés directly to your desktop.

HFES members can post résumés free of charge at <http://hfes.org> and search the database of available jobs. If you see a job posting that interests you, you can e-mail your résumé directly to the employer. If you prefer to remain anonymous, the "Confidential" selection protects your identity until you choose to become known to the employer.

On-Site Job Fair at the Annual Meeting

The on-site Placement Center at the annual meeting provides an outstanding opportunity for employers and job seekers to meet informally and in prearranged interviews. Hours are as follows:

Monday–Tuesday, October 13–14, 1:00 p.m. to 6:00 p.m.

Wednesday, October 15, 8:30 a.m. to 6:00 p.m.

Thursday, October 16, 8:30 a.m. to 5:00 p.m.

Employers may reserve booths and/or tables at the on-site Placement Center. For a reservation form, call or e-mail HFES at 310/394-1811, or placement@hfes.org. Employers are encouraged to post job openings on the HFES Web site as soon as possible. This will provide candidates the time to search the database and employers the time to review résumés and schedule meetings with potential candidates. The scheduling of formal or informal interviews at the Annual Meeting is the sole responsibility of the employer.

Candidates looking for a job or seeking new career opportunities are encouraged to post their résumés and search for jobs on the HFES Web site. This service is for HFES members only.

If you plan to be available for interviews at the HFES 47th Annual Meeting, bring copies of your résumé to the meeting and check the HFES Web site to see a listing of the employers who will be conducting interviews in Denver. ☒



Bulletin

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International Ergonomics Association Progress Report

By Waldemar Karwowski, IEA President (2000–2003)

HFES is the largest member society of the International Ergonomics Association (IEA). IEA, made up of 40 ergonomics and human factors societies around the world, promotes the knowledge and practice of ergonomics by initiating and supporting international activities and cooperation. The mission of IEA is to elaborate and advance ergonomics science and practice, and to improve the quality of life by expanding its scope of application and contribution to society. On the eve of the IEA Congress in Seoul, I am happy to share with you highlights of IEA's major accomplishments since 2000.

Financial and Administrative Progress

IEA has improved its financial resources, grown in the number of member societies, and moved to the next level of leadership in developing ergonomics worldwide. Between 2000 and 2003, membership increased from 36 to 40 societies. We have also supported the founding of the Federation of European Ergonomics Societies (FEES), which is to be confirmed by the Council at the 2003 Meeting as the first IEA Network. FEES can serve as a model for regional cooperation among various ergonomics societies under the common umbrella of IEA.

Total assets have grown 31.5% since 1999, due largely to growth in the IEA Sustaining Membership Program. Another significant factor were capitation fees and repayment of the seed money from the XIVth Triennial Congress of the International Ergonomics Society and the 44th Annual Meeting of the Human Factors and Ergonomics Society (IEA 2000/HFES 2000), cosponsored and organized by HFES with the unselfish service of hundreds of HFES members and generous HFES financial support. IEA 2000/HFES 2000 was the largest gathering of human factors/ergonomics professionals in the history of ergonomics worldwide, with a total participation of about 3,400 attendees. HFES technical groups and members contributed \$20,000 in travel support for more than 20 attendees from industrially developing countries.

In 2002, we signed a formal agreement with Conservatoire National des Arts et Metiers (CNAM), Paris, to establish a permanent IEA archive. It now houses records documenting the development of IEA since its inception in 1959. We have also secured a permanent IEA office in order to effectively manage the demands of day-to-day administration. These demands have grown considerably in the last six years.

IEA has nongovernmental organization status with the World Health Organization (WHO) and the International Labor Organization (ILO). We have entered into a new level of collaboration with these two bodies. In 2001, we also signed an agreement of cooperation with the International Occupational Hygiene Association.

During the reporting period, we have undertaken a major effort, led by Secretary-General Pierre Falzon, to completely reorganize and update the IEA Basic Documents to ensure that they truly reflect the IEA Rules and Operating Procedures adopted by the Council. The significance of this tedious task cannot be overstated, as the IEA Basic Documents serve as our constitution, which specifies and communicates to the outside world about who we are and how we operate.

Committee Achievements and Milestones

The IEA Executive Committee, the Council, and various IEA committees have accomplished the following.

Significant financial resources are needed to carry out the IEA's long-term initiatives and sustain our daily operations. By launching the successful IEA Campaign for Development, coordinated with IEA Treasurer Kazu Kogi, we have reached a new level of external funding in support of our growing needs. Through the invigorated IEA Sustaining Membership Program, the amount of outside support is now close to the annual membership dues we are receiving from the IEA member societies. The quest for outside sponsorship will continue in the years to come in order to meet and exceed our original goal of securing \$100,000 on a three-year cycle. We project that this goal should be met by the end of 2003. If you or your organization would like to offer your support to IEA, please contact the IEA Treasurer (www.iea.cc).

Responding to the recent proliferation of the claims (often false) of ergonomically designed products, we have developed the foundations for the IEA Ergonomics Quality in Design (EQUID) Certification Program. This new program aims to enhance public understanding of the meaning of ergonomics and should have a profound impact on the implementation of ergonomics principles in practice. The EQUID program also aims to help the public make informed decisions about the value of ergonomics in the design of products, work systems, and services. As the first step, we are focusing on the processes that can help organizations design consumer products according to accepted ergonomics knowledge and methods. We plan to launch a pilot EQUID certification program in 2004.

Following one of our strategic objectives, last September we organized the IEA symposium, "Developing Ergonomics in a Developing World," held in Santiago, Chile. Logistical support was provided by the IEA Science, Technology and Practice Committee, chaired by Ken Laughery, with additional support from the Asociacion Chilena de Seguridad (ACHS) represented by Martin Fruns, the Chilean Ministry of Labour, Prevencion-integral.com of Spain, and the Chilean Society of Ergonomics. This successful symposium drew the largest gathering on ergonomics in the history of South America, with total attendance of more than 700 participants from Chile, Guatemala, Venezuela, Argentina, Mexico, Cuba, Peru, Brazil, and Panama, in addition to attendees from Africa, Europe, and North America.

Through the work of the IEA Professional Standards and Education Committee, chaired by John Wilson, we developed an on-line Directory of Educational Programs in Human Factors/

Ergonomics 2003. This directory is now available on the IEA Web site. The directory incorporates information from the *HFES Directory of Human Factors/Ergonomics Graduate Programs in North America* (<http://hfes.org/publications/2002gradschools/TofC.html>). We are also developing a model of the core ergonomics curriculum for the master's degree in ergonomics, which should be helpful to those interested in launching new ergonomics programs in academia. In October 2001, the IEA Subcommittee on the Endorsement of Professional Certification Programs in Ergonomics (chaired by Past IEA President Hal Hendrick) recommended – and the Council approved – the first IEA endorsement of a professional certification, the CPE/CHEP Professional Certification Program of the Board of Certification in Professional Ergonomics.

Through the work of the IEA Communication and Public Relations Committee, chaired by Michael J. Smith, we have continued development of the IEA Web site (www.iea.cc), which will enable us to introduce an ergonomics portal to serve the needs of ergonomists worldwide. I also acknowledge the excellent work of Andy Marshal, editor of the IEA newsletter, *Ergonomics International*. Through such efforts, we seek to reduce ergonomics “illiteracy” around the world.

One of the IEA's objectives is to foster the development of new ergonomics societies and help the cause of the ergonomics profession and ergonomics discipline in both industrially developed and developing countries. In 2002, through the work of the IEA Industrially Developing Countries Committee, chaired by Patricia Scott, we helped to organize the Roving Seminar in Namibia, Africa.

An Internet-based, long-term development project is another educational initiative led by the IDC Committee. The goal is to deliver distance learning materials to developing countries that contain base-level ergonomics training but are flexible enough to be modified to represent the unique needs and abilities of each country. We have also begun communicating with the following new societies to help them to join the IEA family in the near future: Ergonomics Society of Thailand, Egyptian Ergonomics Society of Fitness and Disability, Ergonomics Society of Venezuela, and Ergonomics Society of Argentina.

Our work at IEA is guided by the IEA Strategic Plan. Since this is a living document, we have recently embarked on its review and potential modifications in order to better reflect our growing needs and aspirations. Through the work of the IEA Policy and Development Committee, chaired by Klaus Zink, we have also developed an action plan, which translates our strategic goals into specific activities of the IEA Executive and IEA Council.

One of the important policy issues we have been discussing with the IEA member societies over the last three years is the structure of our association's membership. I believe IEA is in a unique position to bring under our common umbrella various societies and organizations that believe in the cause of ergonomics. As a federation that represents ergonomics worldwide, we will be more effective in fulfilling the needs of the global society by working together to adapt and design our living and working environments for the benefit of all people.

In the last few years, we have lost two outstanding HFES members who served as IEA presidents. We remember Alphonse Chapanis (1976–1979) and Harry L. Davis (1979–1985) for their contributions to the IEA community, ergonomics discipline, and our profession.

As 2000–2003 president, I have been very glad to see ample evidence of the growth of ergonomics worldwide. On behalf of the IEA, I would like to express my sincere appreciation to the Human Factors and Ergonomics Society for its organizational, financial, and technical support. I also thank Peter A. Hancock, Betty M. Sanders, Michael J. Smith, and Michael S. Wogalter – the HFES representatives to the IEA Council – for their diligent work during my term.

As a member of HFES, it has been my distinct privilege and honor to serve the IEA with a sense of purpose and responsibility. I am proud of what we have accomplished together during these last three years. I am also confident that our federation is poised to grow for the benefit of our discipline and profession in the years to come.

The work of IEA is accomplished by many individuals, members of the IEA federated and affiliated societies who selflessly give their time and effort to various IEA activities. On behalf of the Council, I express our sincere appreciation to all these individuals for their contribution to ergonomics worldwide in the last three years. It is thanks to them that the ergonomics discipline plays an ever-increasing role in the global society, and that IEA is able to promote ergonomics and advance its cause in industry, government, and the homes of millions of people worldwide. ☒

STANDARDS

Voting Equipment Standard Nearing Completion

In July, draft 4.0a of the Institute of Electrical and Electronics Engineers' Voting Equipment Standards Project 1583 became available at the Web site (<http://grouper.ieee.org/groups/scc38/1583/>). A final draft is anticipated this fall. Work began on the standard in June 2001 following the widely publicized confusion over Florida's “butterfly” presidential election ballot.

HFES, via the Voting System Task Force led by member John O'Hara, is developing two sections of the standard: one providing the usability and accessibility standards (Section 5.3) and the other, the test criteria (Section 6.3). Currently, Section 5.3 is near completion after being affirmed in April by the IEEE working group, and the testing section is in draft form. A copy of the white paper that served as the basis for the testing section is also available at the Project 1538 Web site.

For background on the Society's activities with regard to this standard, see the November 2002 issue of the *HFES Bulletin*, available at <http://hfes.org/news/menu.html>. ☒

Consideration of an HFES Alliance with OSHA

By Carol Stuart-Buttle, Chair
Outreach Advisory Committee

The Occupational Safety and Health Administration (OSHA) remains alive and kicking, although some may say it is not as assertive as it should be. After the federal ergonomics standard was rescinded in early 2001, the Department of Labor (DOL) drew up a four-pronged approach to address ergonomics: develop guidelines; enforce existing rules; provide compliance assistance, including training grants; and identify and address research gaps. To help guide these areas, a National Advisory Committee on Ergonomics (NACE) was formed (more on NACE below; also see the article by Carter Kerk in the May issue of the *HFES Bulletin*, available at <http://hfes.org/news/menu.html>).

HFES Responses to OSHA Activities

Throughout these political developments, HFES has responded to OSHA. First, the Society released a position statement on the original draft federal regulation. Our position is that HFES is to be a source and advocate for the science and the profession. By this position, we place ourselves uniquely with respect to other groups that also support ergonomics. Below is text quoted from the last paragraph of the HFES position statement.

The Society believes that open discussion and debate is the essence of any regulatory process. Although some constituencies have unfairly criticized the science underlying the ergonomic control of musculoskeletal disorders (MSDs) in the pursuit of partisan agendas, HFES believes that legislative and regulatory bodies must base their decisions on the highest level of contemporary scientific knowledge, which our Society continually strives to promote and embody. We believe that the scientific content of the OSHA draft regulation for the control of MSDs meets that criterion and is sufficient to the purpose.

HFES also responded in 2002 to the DOL's four-pronged approach. Again, we emphasized the science. Some extracts are below.

As a scientific society of human factors and ergonomics professionals, the Human Factors and Ergonomics Society (HFES) is an advocate of basing the application of ergonomics on scientific evidence. HFES supports the conclusions of the National Academy of Sciences (NAS) study that reviewed the scientific literature and found clear evidence that work injury can be attributed to particular jobs and work conditions and that selectively applied ergonomic interventions can be effective in reducing injuries.

It should be noted that there are members of HFES who are on the NAS panel (e.g., Raja Parasuraman, whose article on Committee on Human Factors activities appeared in the *May Bulletin*). Throughout the years, most of the distinguished professionals on the CoHF have been members of HFES.

The final paragraph of the Society's comments on the four-pronged approach reads:

A year ago, Labor Secretary Elaine Chao announced six principles for developing an approach to address ergonomics-related issues. Sound science was one of the six principles, along with prevention, incentive driven, flexibility, feasibility, and clarity. HFES recommends that OSHA apply the science rigorously to its current strategy.

The Society submitted a nomination for NACE. Although our nomination was not successful, four NACE members are HFES members, including the chair, Carter Kerk.

To date, OSHA has issued three guidelines of four that it announced are planned. The guideline for nursing homes, which was the first one, is very practical as well as political. Although the guideline may be successful in helping the industry, the development process is based on best practices rather than science, albeit some competent practitioners are involved. The next two guidelines that have been announced are still drafts and open to public comment. These are the guidelines for retail grocery stores and for the poultry processing industry. HFES has formed an ad hoc committee to review and respond to these drafts. The fourth, on shipyard industries, is still in the drafting stage.

Does an Alliance Make Sense?

This brings me to the issue of an alliance with OSHA. Not part of the four-pronged approach per se, the encouragement of alliances and agreements with OSHA fulfills the outreach and compliance assistance elements. There are national, regional, area office, and state plan alliances. To date, 14 ergonomics-specific national alliances have been formed. However, the 15 alliances not specific to ergonomics also include addressing MSDs. The national ergonomics-related alliances are with groups such as associations related to the airline, printing, plastics, and meat-processing industries.


There are also two safety and health association alliances – American Industrial Hygiene Association and American Society of Safety Engineers – and some medical association alliances. Listed as non-ergonomics-specific are alliances with a number of trade associations such as the American Textile Manufacturers Institute and the Risk and Insurance Management Society, as well as with some corporations, such as Dow Chemical. (Dow Chemical's alliance focus is on process safety management, but the alliance is not considered ergonomics related.) OSHA provides a sample template for alliances, and most organizations have formed alliances that drew on their strengths and interests. To be consistent with HFES's strengths, the Society would be offering the scientific base for activities such as guidelines.

The Outreach Advisory Committee felt that the issue of an OSHA alliance should be considered by HFES. Pros and cons of an alliance were presented to the Executive Council during its midyear meeting in April. The Council concluded that at this time, HFES should not pursue an alliance with OSHA but that the issue should be reconsidered if the political climate changes.

continued on next page

Although there were more pros than cons about forming such an alliance, a few cons dominated. A main issue is the deep political nature of ergonomics at the government level at the present time. It is naïve to think an association of our size and limited resources can enter such a fray. We are involved in other activities through which we can access the government to make a difference, however, such as joint programs with the Federation of Behavioral, Psychological, and Cognitive Sciences.

To illustrate the deep political nature of the government at present, some may recall the news reports of the denial of scientists on national technical panels based on their past support for an ergonomics standard. Some of those scientists are HFES members. Politics has always entered the appointments of government committees, but based on media reports, never before has it reached the core technical committees that are formed to represent science objectively. The Society's consistent stand and message is that we are the source and advocate for the science of ergonomics. The Executive Council concluded that we should wait on an alliance.

Carol Stuart-Buttle, consultant of Stuart-Buttle Ergonomics, may be reached at csb@stuartbuttleergonomics.com or 215/844-1880. 

CHAPTERS

New England Chapter Adopts Outreach Plan

By Fayona Meyerovitz, President

The HFES New England Chapter (NEC) created an outreach strategy because several of us wanted to increase public awareness of the human factors/ergonomics (HF/E) field. We view outreach as an objective of our chapter for the benefit of members as well as the public. Aspects of our profession are relatively unknown or misunderstood compared with the level of public awareness of many other professions. Members of the public often require assistance with HF/E issues but may not know that there are professionals who specialize in the issues or problems they need to address or where to find those professionals. NEC outreach efforts are aimed at creating new business opportunities and therefore employment positions for members. We also hope to attract grants that facilitate research opportunities that benefit the discipline.

The process of formulating the strategy was fully collaborative, beginning with a collation of ideas, most of which were generated by HFES members. We then held a meeting dedicated to outreach, to which all members were invited. The plan was considered and refined, and more input was collated. An updated version was sent to the chapter's Board of Directors and to members who had volunteered to help with outreach.

We anticipate that in the short term, our focus will be on distributing the HFES video *HF/E: The Profession and the Society* to local TV affiliates for broadcast. This seems to be the easiest way

to reach the greatest number of viewers. The plan, described below, provides a set of options for long-term use by individual members and the chapter. We hope it will benefit and stimulate other groups within HFES who wish to advance the HF/E profession among their communities.

Objectives

- Raise general education and awareness
- Stimulate interest in the field
- Increase awareness of specific HF/E issues
- Enhance safety and productivity
- Improve health
- Stimulate awareness of and membership in HFES and in NEC
- Increase research grants
- Attract business
- Increase employment and consulting opportunities

Target Audiences

- The public
- Decision makers in business and in funding agencies
- Schools and universities
- Product consumers
- The media
- Local cable channels, towns, and hospitals

Marketing Messages

- What we do – branches or disciplines within HF/E
- Basic messages that make HF/E simple and accessible, using the abbreviation *HF/E*
- Logo competition
- Statistics that prove the need for HF/E
- Our contributions, success stories, cost savings, and impact on profit
- Our strong points

Key Channels

- Community awareness (through networking on an individual basis)
- School workshops and science projects
- Kiosks at shopping malls displaying HF/E projects completed by schoolchildren
- Children's museum exhibits
- HF/E exhibitions at educational institutions
- Career days
- Networking with career counselors
- Ergonomics competitions
- Lectures at universities, colleges, and community centers
- Career news
- Articles in general and niche publications
- Attracting reporters by presenting content for articles of interest on specific topics that highlight HF/E contributions and innovations
- Articles on the field in general
- Fun quizzes for magazines
- "Ask Us" columns
- Debates on topical issues
- Speaker press releases
- Press releases on local chapter activities
- Announcements of NEC activities of interest to the public
- Letters to the editor

CHAPTERS, cont.

- Exposure on TV and radio (emphasis on local channels in the short term)
- Video presentations for airing on local TV stations
- Science fair judging
- Listing of member competencies for media referrals.

When performing outreach activities, NEC members will act as representatives of their own organizations or represent themselves. In keeping with the HFES policy, we will not act as representatives of the Human Factors and Ergonomics Society. NEC representation may only be made with the express consent of the Board. ☒

STUDENT VIEWS

National Ergonomics Month: Student Focus

By Haydee M. Cuevas

As the future generation of human factors/ergonomics (HF/E) professionals, students are in an excellent position during National Ergonomics Month (NEM) to make people aware of what ergonomics is, how it can benefit them, and the consequences of bad ergonomics. So how can you, as a student, promote NEM? Below are a few suggestions to get you started.

Annual Meeting Participation

During the HFES 47th Annual Meeting, attend the activities planned for Student Career and Development Day, a full-day program on Monday, October 13. Attend the kick-off session for NEM ("NEM: A Time For Teaching, Learning, Service, and Fun") on Monday just before the Opening Reception. There you can get more NEM activity ideas by participating in "Games to Explain Human Factors: Come Participate, Have Fun." Use this games presentation when you return to school.

Mingle and interact with your fellow HFES members (students and professionals alike) to promote improved linkages within the field, a primary objective of NEM. We will test your networking savvy at the Student Reception on Tuesday, October 14, with bonuses for the best networkers.

Involvement in Your Student Chapter

Create a plan of action to begin promoting NEM to the general public when classes start in the fall. The best individual and chapter ideas will be recognized at the 47th Annual Meeting. To enter your ideas in the NEM contest, contact Haydee M. Cuevas. The submission deadline is *September 26, 2003*. Here are some ideas:

- Organize an HFE-related community service project with media coverage, such as assisting a hospital in arranging its gift shop to be more ergonomically designed.
- Visit local elementary, middle, or high schools and/or other on-campus professional society chapters (e.g., IIE, IEEE, business clubs) and give an HF/E presentation, such as the games presentation, that discusses how to benefit from and utilize HF/E.

- Invite a guest speaker from a local company to give a talk at your university. Advertise across campus.
- Raise money to buy and donate copies of HF/E texts to your university and/or local libraries. Make sure to add a bookplate mentioning your donor organization. Issue a press release to make the public aware of these new library resources.
- Offer to write a column for the school newspaper about how good ergonomics can help students survive the school year (e.g., proper workstation configuration, ways to reduce repetitive stress disorders).
- Staff a booth during the activities fair in the first week of school and hand out outreach materials (e.g., HF/E courses being offered that year, local HFES chapter membership information and meeting times).
- Sponsor an interdisciplinary social hour between students and faculty of the major disciplines within HF/E (e.g., psychology, engineering) to foster collaboration among departments.
- Sponsor a usability contest (e.g., Web site or device) and have a local company judge the entries and donate a prize.

As you can see, the possibilities are endless! For any questions about NEM, contact Haydee M. Cuevas (ha651622@ucf.edu) or Ronald G. Shapiro (rshapiro@us.ibm.com).

Haydee M. Cuevas is a doctoral candidate in the Applied Experimental and Human Factors Psychology Program at the University of Central Florida. She was appointed by the HFES Executive Council to serve as assistant chair for the NEM Committee. Special thanks to Melanie Diez, Ronald G. Shapiro, and Karen R. Young for helpful comments and suggestions that improved this article. ☒

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Opinions expressed in BULLETIN articles are those of the authors and should not be considered as expressions of official policy by the Human Factors and Ergonomics Society.

FLASH!

Plan to Attend!

HFES 47th Annual Meeting
Denver, Colorado
October 13–17, 2003

Early registration deadline:
September 15, 2003
Hotel booking deadline:
September 19, 2003
Go to hfes.org for details



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