HFES Government Relations: Progress and Prospects

By William C. Howell, Chair, Government Relations Committee

In the first article (March 2008 HFES Bulletin) in this two-part series, I introduced a new variation on an old theme: an attempt to create within the HFES volunteer organization a government relations (GR) structure that actually accomplishes something. I explained how this latest initiative differs from the failed efforts of the past and the logic on which our hope for a more promising future rests. Like previous attempts, it involves a standing committee (the GRC), but unlike those past efforts, the committee’s role is clearly defined and limited to coordinating and supporting other HFES agents rather than assuming the entire GR responsibility itself. This new role presumes the existence of both willing “agents” and an enabling structure, so the initial focus of the committee was on building, testing, and refining such a system.

As I reported in March, the essential structure and supporting documentation was then in place, including a newly formed “intelligence network” comprising points of contact from all the technical groups (TGs), through whom the GRC might remain informed on relevant policy developments in the many specialty domains in which HFES members are employed. At that time, however, neither the TG network nor most of the other elements in the new system had been around long enough to prove themselves, individually or collectively.

Now, a half-year later, we have some results to report, although the system as a whole is still very much a work in progress. This second part, then, is my candid review of the new system’s performance to date and prospects for the future. But to put it in perspective, especially in view of the outsize expectations held by many HFES members, I feel a brief detour into some basic GR realities is in order.

Advocacy 101

The purpose of government relations in any organization is basically to inform and influence public policy in directions consistent with its interests and/or core values. Large, well-heeled outfits like the NRA, the Teamsters, or major drug companies can effectively promote their interests through direct, brute-force tactics – in essence, buying it through professional lobbyists, campaign contributions, and/or control over large blocks of voters. Such tactics, however, are beyond the reach of not-for-profit educational and charitable organizations – especially small ones like HFES – not only because they lack the numbers and dollars but because their federal tax status severely restricts what they can do.

Moreover, although a smidge of self-interest is involved, we like to believe that the betterment of society through HF/E (a core value) is the chief driving force behind our advocacy efforts. We recognize that the policy establishment is largely unaware of both the field’s past contributions (to safety, efficiency, convenience, and comfort) and its vast unrealized potential. So for us, GR is about informing policy through a variety of less draconian advocacy vehicles – including endorsing key appointments, presenting congressional testimony and briefings, and supporting appropriations bills and specific agency programs. Given its modest size, the diversity of represented interests, and the fact that literally thousands of equally worthy organizations are vying for attention through these same vehicles, HFES must be highly selective and strategic in its GR activities. Timing and leveraging are at least as critical as HF/E relevance in this regard. For example, effort spent trying to educate key members of Congress or their staffs on the virtues of HF/E in the absence of some specific issue or decision currently on their radar is totally wasted.

To be effective, advocacy must engage a current issue and do so in support of some specific action. And in any such effort, the impact of multiple advocacy organizations is vital both because of the sheer number of voting constituencies represented and because it reduces the appearance of sheer self-interest (the default assumption about any professional organization’s advocacy effort).

HFES Election Results

The deadline for submitting election ballots has passed, and the following elected members will begin their terms in fall 2008:

President-Elect
Kathleen L. Mosier, San Francisco State University

Secretary-Treasurer-Elect
Scott A. Shappell, Clemson University

Executive Council at-Large
Francis T. Durso, Texas Tech University
M. Susan Hallbeck, University of Nebraska, Lincoln
As it turns out, because of HF/E’s unique expertise on a wide range of high-profile topics (e.g., driver distraction, voting systems, nuclear power, medical errors, workplace injuries, aviation safety), collaborating organizations aren’t terribly hard to find. We can provide effective, practical examples in support of objectives such as behavioral research funding that policy makers would otherwise have trouble grasping. Therefore, many of our advocacy opportunities (the majority, in fact) come in the form of invitations to join with other societies or consortia by “signing on” or cosponsoring initiatives. On occasion, HFES can take the lead in some particularly relevant policy initiative – soliciting others, rather than responding to theirs – but in view of our limited size and resources, this must be reserved for only the most important, promising, and timely opportunities.

**GR Results to Date**

Following from the foregoing tutorial, the overarching objective of the new GR structure is to maximize HF/E’s impact by keeping abreast of policy developments and enabling timely action on selected targets, often in collaboration with other organizations. As designed, the TG network, GRC, and Central Office each plays an important role in this structure.

**TG network, position papers, and “backgrounders.”** The first solicitation from the TG network yielded for consideration four topics in the general areas of health care and aging. They were reviewed by the GRC, and all were deemed worthy of further development. One recommendation is that HFES actively support two pending bills aimed at promoting wellness for the disabled. The current status of these bills was investigated and found to be dormant, so by virtue of the timing consideration (above), the topic was designated for monitoring and possible future action. None of the four topics was considered appropriate for a corporate policy initiative at this time, but all were recommended for an important new instrument, the backgrounder, about which a word of explanation is in order.

Opportunities to weigh in on policy issues appear in many forms, often unpredictably and with short fuses. Occasionally they call for a corporate position on some issue; more often, they simply require informed input. For HFES to seize such opportunities, once alerted to their existence, it should be prepared to meet either contingency with a formally sanctioned position paper for issues requiring a corporate stance or with a succinct information document (dubbed a backgrounder) for which HF/E expertise is required.

The GRC has initiated a process by which such documents are to be developed and entered into a Central Office file as promising policy topics are identified. The TGs whose topics the GRC has endorsed have been invited to contribute to this file, as have several other TGs with an interest in nuclear energy. To assist in this effort, the invitations were accompanied by a set of guidelines on backgrounder preparation and a sample (on the timely voting system usability topic) that was drafted earlier by Bill Killam.

Backgrounders can serve many purposes; for example, as rapid responses to requests from congressional or agency offices, as topics for HFES-funded policy briefings, and as “leave-behind” material for congressional visits. Position papers, though serving a single need, are useful for enabling timely corporate action on controversial issues.

**Core support for the Committee on Human Factors.** Few vehicles for influencing public policy are as potent as the National Academy of Sciences, the body established by the Lincoln administration for the express purpose of providing government with informed, unbiased advice. Within the NAS, HF/E is one of very few fields accorded its own standing committee (see Bill Marras’s article in the April Bulletin).

But despite nearly 30 years of valuable service funded chiefly by a declining number of military units, few of the HFES members and civilian organizations that have benefited indirectly from its work are aware of its existence – which, unfortunately, remains constantly at risk. Therefore, on the recommendation of the GRC, HFES has made an annual commitment of $5,000 toward core support for this vital activity. It’s hoped that this institutional show of support will stimulate both awareness and much-needed sponsorships from within the HF/E community.

**Odds and ends.** An important feature of the new GR structure is a log maintained by the Central Office staff into which each item handled by the system is filed. The number of items registered is large and growing, so I won’t try to enumerate them here – especially because most are fairly routine matters, such as supporting noncontroversial endorsement requests (e.g., appropriations for behavioral science or HF/E program funding) or appointment nominations. One noteworthy case involved a short-fuse request for expert testimony at a hearing on the Transportation Security Administration’s airport security technologies. A rapid but comprehensive GRC search identified one HF/E expert, Colin Drury, who met a specific set of qualifications; he was invited to appear, and the field was thus ably represented at an important policy event.

The vast majority of GR actions are executed by HFES Executive Director Lynn Strother, just as they have been in the past. Two differences, however, distinguish the process before and after
the existence of the new GR structure. First, the new system reduces the chance that actionable policy developments will be missed. Second, it expedites selective action by virtue of the support it affords through formal authorization processes, documentation, and a dedicated advisory body (the GRC).

In sum, the results so far are encouraging, despite the initiative’s “work in progress” status. How far it will go toward fulfilling its charge (enabling HFES to do more in the policy arena) depends largely on the support it receives from the TGs, future HFES leaders, and the membership.

William C. (Bill) Howell is retired but holds adjunct faculty appointments at Arizona State University (Polytechnic Campus) and Rice University. He also serves on several national advisory boards.

Presidential Address: “Quo Vadis Ergonomia?” Redux

By John F. (“Jeff”) Kelley, HFES President

This article offers a preview of John F. (“Jeff”) Kelley’s presidential address, which he will deliver at the HFES Annual Meeting during the Opening Plenary Session on September 23.

Al Chapanis originally asked this question in a 1979 article in Ergonomics. The original translation was probably intended to be something like, “Whither/where goest thou, ergonomics?” I’m no Latin scholar, but I believe that quo, from the Latin quor, could also be translated as “wherefore” or “why,” as in “Why goest thou, ergonomics?” A lot has been said and written about what we do, but I promised, when I ran for president of HFES, to think about why we do it. With the StoryCorps booth that I hosted at last year’s Annual Meeting in Baltimore, I got a lot of other people thinking about this too. If you’ll bear with me during my 30 minutes at the Plenary Session in New York, I will think about it out loud.

University Lab Poster Schedule

Following is the listing of university lab posters that will be on display at the 52nd Annual Meeting in New York. The posters can be viewed in the posters hall (location to be published in the on-site program) on Tuesday, September 23, and Thursday, September 25.

Tuesday, September 23
- ARCH Lab, George Mason University
- Occupational Safety and Ergonomics Lab and Human Factors Laboratory, Auburn University
- Humans and Automation Laboratory, Massachusetts Institute of Technology
- Human System and Engineering Laboratory, Mississippi State University
- Human-Computer Interaction Laboratory, University of Virginia
- Engineering Psychophysiology Laboratory, Central Michigan University
- Applied Physics Laboratory, Johns Hopkins University
- Dynamic Decision Making Laboratory, Carnegie Mellon University
- California PATH, University of California, Berkeley

Thursday, September 25
- Visual Performance Laboratory, Texas Tech University
- Distracted Driver Laboratory, Texas Tech University
- Dr. Keith Jones’s Laboratory, Texas Tech University
- The Institute for Ergonomics (two posters), Ohio State University
- Team Performance Lab, University of Central Florida
- Human Factors and Aging Laboratory, Georgia Institute of Technology
- Problem Solving and Educational Technology Laboratory, Georgia Institute of Technology
- Cognitive Engineering Research Group, University of Queensland
- Human Factors Division, University of Michigan Transportation Institute
- Macrocognition Metrics and Scenarios

Janet Miller and Emily Patterson invite all attendees to a presentation about macrocognition metrics and scenarios on Tuesday, September 23. The session will take place at 4:00-6:00 p.m. in the Birds of a Feather room (location will be published in the on-site program).

Macrocognition is defined as how activity in real-world teams is adapted to the complex demands of a setting with high consequences for failure. The primary distinction between macrocognition and prior research is that the base unit for measurement is a real-world team coordinating its activity rather than individuals processing information “between the ears.”

This meeting will encourage wide-ranging discussion about what are the cutting-edge advances in this area, what still needs to be done, and how to transition advances in macrocognition metrics and scenarios to immediate uses in software evaluations and real-world team training.
Three New Titles Coming in 2008

HFES is pleased to announce the upcoming publication of three new books.

Best of Human Factors: Thirty Classic Contributions to Human Factors/Ergonomics Science and and Engineering, edited by Nancy J. Cooke and Eduardo Salas. In this book are 30 of the best papers published in the 50-year history of the journal. These highly cited and valued works serve as a historical resource for HF/E professionals, a compendium of readings for graduate-level education, and a means to introduce the field of Human factors/ergonomics to anyone with an interest in improving the human-system interface. ~600 pages, 6/7 × 10″, paperback. Estimated publication date: September 22.

Augmented Cognition: A Practitioner’s Guide, edited by Dylan D. Schmorrow and Kay M. Stanney. This book represents the first comprehensive publication dedicated to formalizing the study and practice of augmented cognition. The Practitioner’s Guide is built on the collective efforts of hundreds of dedicated scientists and engineers who worked diligently over the past decade to establish the science, tools, and technologies that comprise the field of augmented cognition. This guide pulls together a vast array of information into a single source and provides valuable advice on how to study and practice in this field successfully. The guide can serve equally well as a reference for the seasoned expert in the field of augmented cognition or as a primer for anyone eager to join this emerging field of study. ~300 pages, 8/5 × 11″, paperback. Estimated publication date: September 22.

Reviews of Human Factors and Ergonomics, Volume 4, edited by C. Melody Carswell. The fourth volume, like its predecessors, offers a series of comprehensive reviews of a diverse range of HF/E topics. Esteemed authors in their respective fields address haptic interaction design, spatial mental representation, digital human modeling, air traffic control, forensic human factors, office ergonomics, and handheld electronic devices. ~200 pages, 6 × 9″, paperback. Estimated publication date: November 1.

IEA Fellow Nominations Invited

By William S. Marras, HFES IEA Representatives Committee Member

The International Ergonomics Association (IEA) invites HFES members to nominate HFES Fellows and Honorary Fellows for the IEA Fellow Award. The IEA Fellowship was created to recognize extraordinary or sustained, superior accomplishments of an individual to the ergonomics profession or discipline at an international level.

To be considered by the IEA Awards Committee for IEA Fellow, candidates must meet two eligibility criteria: (a) international service (including such activities as service to IEA, an extensive publication record in international journals, international consulting, or service to the United Nations or similar organizations) and (b) membership in an IEA federated (e.g., HFES) or affiliated society for at least 10 years. HFES endorsement for this award further requires that the nominee be an HFES Fellow. Additional information about the award, nomination form, and list of past recipients can be found at the IEA Web site, http://www.iea.cc/.

Nominations are due at HFES by March 1, 2009. Note that this deadline is earlier than that shown on the IEA Web site because nominations from HFES require prior endorsement from the Society before they are forwarded to the IEA.

Please send an electronic copy of a completed nomination form, a copy of the nominee’s current CV, and any supporting material to William S. Marras, HFES IEA Delegates Committee Member, marras1@osu.edu. Questions may be directed to Executive Director Lynn Strother (lynn@hfes.org). Additional information regarding IEA triennial awards can be obtained at http://www.iea.cc or from IEA Awards Chair and Past President Pierre Falzon, falzon@cnam.fr.

K. U. Smith Award Submissions

Submissions are invited for the IEA K. U. Smith Student Award, to be presented during the IEA 17th Triennial Congress on August 9–14, 2009, in Beijing, China. Two cash awards of $3000 will be given to recognize students’ exceptional applications of or contributions to the human factors/ergonomics field. Applications should include an abstract for the paper, the student’s résumé, and a letter from the student’s academic adviser. The research or project described in the paper referenced by the submitted abstract must have been completed after June 2008.

The deadline for submissions is October 6, 2008. For more information, e-mail Pascale Carayon (carayon@engr.wisc.edu), or visit the Awards section of the IEA Web site, http://www.iea.cc.

HFES Fellow Dee Andrews, a senior scientist for training psychology in the Air Force Research Laboratory (AFRL), has been named an AFRL Fellow. This award is the highest honor bestowed upon AFRL scientists and engineers in recognition of their technical excellence and outstanding contributions to the laboratory’s research and development programs. Andrews may be reached at dee.andrews@mba.afmc.af.mil.

HFES Fellow Thomas Sheridan, professor emeritus at MIT and Senior Fellow at the Department of Transportation’s Volpe National Transportation Systems Center, has been appointed chief systems engineer for human factors at the Federal Aviation Administration. This is a newly created part-time advisory role for helping to plan the Next Generation Air Transportation System (NextGen) in coordination with other chief systems engineers for safety, communications, surveillance, security, weather, en route automation, and air-ground integration. Sheridan may be reached at sheridan@mit.edu.

James Hitt recently accepted a new position as program manager at Northrop Grumman. He can be reached at jim.hitt@ngc.com.
Alan Hedge has been quoted numerous times lately in articles and appearances about how overly air conditioned offices negatively affect work productivity (New York Times, June 29; Philadelphia Inquirer, June 30; NBC Today Show, July 1; CNN, July 14; Columbus Dispatch, July 18; CBS News The Early Show, July 29).

Gavin Lew and Anthony Andre were quoted in an article on iPhone usability issues for people who have large fingers or long fingernails. The article appeared in the June 12 issue of the Los Angeles Times.

David Strayer was quoted in an article on hands-free cell phone use that appeared in the Los Angeles Times on June 30. The article mentioned Strayer’s study, published in Human Factors, which compares behind-the-wheel behavior of cell phone users with that of drunk drivers.

In the News

ISAP 2009

Proposals are invited for the 15th International Symposium on Aviation Psychology, to be held in Dayton, Ohio, April 27–30, 2009. Posters, papers, sessions, panels, and workshops that pertain to any topic related to the field of aviation psychology are welcomed. Topics on human performance problems and opportunities within the aviation systems and design solutions that best utilize human capabilities for creating safe and efficient aviation systems are appropriate.

The deadline for proposals is October 15, 2008. For submission information, visit www.wright.edu/isap or e-mail Michael Vidulich or Pamela Tsang at isap_technical@wright.edu.

IEA 2009

The 17th World Congress on Ergonomics, IEA2009, will be held on August 9–14 in Beijing. The theme is “Partnerships in Ergonomics – Changes, Challenges, and Opportunities.”

Abstracts and proposals are due November 15, 2008. Selected authors who present at the conference will be invited to adapt their papers for publication in an IEA-endorsed journal. Submission guidelines are at http://www.iea2009.org/cfp.htm.

Ergo Cup Competition

Submit your entry for the Ergo Cup® Award competition, which recognizes innovative solutions to issues that affect health, safety, and productivity. The award will be given at the Applied Ergonomics Conference and Expo 2009, to be held March 23–26 at the Grand Sierra Resort in Reno, Nevada.


ATM2009

Submissions are sought for the Eighth USA/EUROPE Air Traffic Management Research & Development Seminar (ATM2009), to be held June 29–July 2, 2009, in Napa, California.

Papers presenting results from innovative research as well as investigative R&D should focus on operational improvements for the next-generation ATM system and for envisioned interim steps in addition to more near term changes to today’s systems.

The Program Committee welcomes papers that present new concepts, analyses, and methodologies that address the following themes in air traffic operations: traffic flow optimization, air-ground automation integrated concepts, trajectory and queue management, separation, enhanced surveillance and navigation, dynamic airspace and capacity management, integrated airport/airside operations, finance and policy, performance measurement, safety assessment and security, and environmental impacts in ATM system design and operation.

Submissions are due January 25, 2009. For more information, visit http://www.atmseminar.org, or e-mail Sabrina Saunders-Hodge (sabrina.saunders-hodge@faa.gov) or Vu Duong (vu.duong@eurocontrol.int).

Calls for Papers

Include 2009

The RCA Helen Hamlyn Centre is seeking submissions for Include 2009, “Inclusive Design into Innovation: Transforming Practice in Design, Research and Business,” to be held at the Royal College of Art, London, on April 5–8, 2009.

Topics that deal with inclusive design in its broadest sense and in any context of user-centered practice will be considered. Suggested themes include new and emerging practices, new users (exploring beyond age and disability), new designers, realizing new ideas, and people-centered innovations. Issues and experiences that may be discussed include changes in design education to encompass an inclusive approach, legislation and policy for inclusive design, collaborative research with users in inclusive design, boardroom barriers to inclusive design, and excluding design.

Submissions are due October 1, 2008. For more information, visit http://www.hhc.rca.ac.uk/1350/all/1/call_for_papers.aspx or e-mail include@rca.ac.uk.

NDM International

Submissions are invited for the 9th Biannual International Conference on Naturalistic Decision Making (NDM). The conference, to be held June 23–26, 2009, will focus on contemporary research on NDM in instances in which interaction with computing technology is an essential feature.

Studies pertaining to the positive and negative effects that computers have had on NDM are especially welcomed. Reports of developments in NDM research, including macrocognition, cognitive task analysis, micro-macro relationships and alternative approaches, are also encouraged.

Submissions are due October 3, 2008. For details, visit http://www.cs.mdx.ac.uk/research/idc/ndm9/.

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Ergonomics and Human Factors: Strategic Solutions for Workplace Safety and Health, September 9–11, 2008, Boston, MA.


★ Indicates new listing
The Protective Technology Branch conducts research for the control and prevention of occupational traumatic injuries through a multidisciplinary program of safety and human factors engineering. The scope of research activities include: developing and evaluating engineering solutions for the control and prevention of occupational traumatic injuries in all industries; developing computerized workplace simulations for evaluating worker performance, workplace hazards, proposed hazard controls, and mathematical modeling of hazardous operations; and the development and evaluation of personal protective equipment for the prevention or mitigation of traumatic injuries. The Branch includes a multidisciplinary staff of approximately 30 professional, technical and support staff, including the following specialized areas: safety engineering, electrical/electronics engineering, industrial engineering, mechanical engineering, biomechanical engineering, computer engineering, human factors and ergonomics. The PTB research program utilizes state-of-the-art laboratories which include the most recent generation of scientific equipment, complemented with the latest in high-tech computer hardware and software. Currently, PTB has: (1) a surround screen Virtual Reality lab; (2) an Anthropometry Research lab with a series of body, head, and hand scanners; (3) a Human Factors lab with environment control functions and motion capture systems; (4) a High Bay lab with impact simulation capacity; (5) a Digital Human Modeling lab with various computerized modeling packages; (6) a Safety Engineering lab for motor vehicle cab design and driver response research and (7) a System Safety lab for sensor and technology development.

Individuals interested in seeking a challenging opportunity and future careers in the prevention of occupational traumatic injuries, and who feel they qualify for these positions, are encouraged to send their CV to Ms. Tonya Jacquez at tjc1@cdc.gov or NIOSH, DSR, 1095 Willowdale Rd., MS-1901, Morgantown, WV 26505.

Technical inquiries may be made by contacting Dr. Alfred Amendola at aaal@cdc.gov or (304) 285-6386. Program-wide inquiries may be made by contacting Dr. Hongwei Hsiao at hhxh4@cdc.gov or (304) 285-5910.

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Reviews of Human Factors and Ergonomics

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Edited by Deborah A. Boehm-Davis

Volume 3 of Reviews of Human Factors and Ergonomics includes the most comprehensive and up-to-date material on six topics within the human factors/ergonomics field. The chapters are designed to be accessible to a wide audience and thus should be an excellent basis for an upper-level undergraduate or beginning graduate course in human factors, as well as a concise overview for practitioners.

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