

**Beyond the Written Report:
Alternative Communication Techniques**

Web-Based Audit Reports

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Joint Legislative Audit & Review Committee

April 2016



Most Training Benefits Program participants complete training for new occupations, but the Program has not always improved participants' employment or earnings

[Print Friendly Version](#)

RESULTS
what we learned

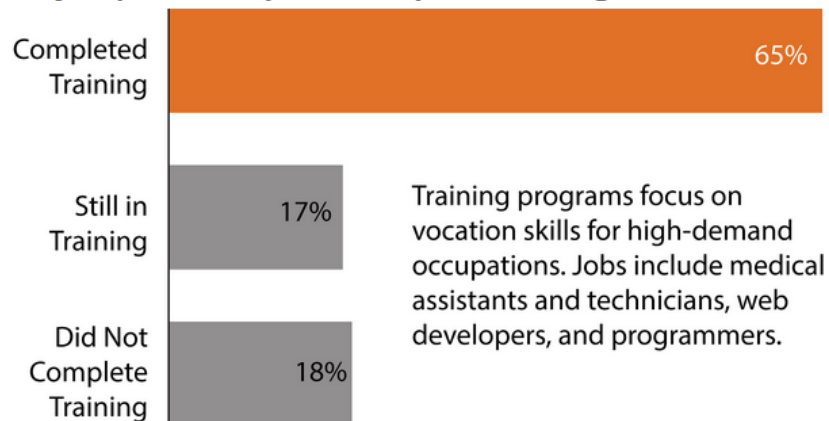
REPORT
details

RECOMMENDATIONS
and Agency Response

MORE
about the study

The Employment Security Department's (ESD) Training Benefits Program provides **additional unemployment benefits to eligible workers while they train** for high-demand occupations. The state paid \$36.6 million in the previous biennium.

Majority of Participants Complete Training



Source: JLARC staff analysis of Training Benefits Program Annual Reports.

Participants can train through programs that teach skills needed for high-demand occupations. Participants have a high completion rate and 72% report working in the industry they trained for.

Earnings Increase for Some, Not Others

Briefing Report:

Washington Health Benefit Exchange Options

Legislative Auditor's Conclusion:

Many part-time K-12 and higher education employees would likely pay more if insured through the Exchange

John Woolley and Eric Thomas, JLARC Staff

Joint Legislative Audit & Review Committee

January 2016

JLARC

Motion Picture Program Contributions

JLARC Staff 2015 Tax Preference Performance Evaluation

2006 Preference enacted to **regain and revitalize the state's competitive position** and **provide family wage jobs.**

UNCERTAINTY ON COMPETITIVE POSITION

WA concentration of motion picture employment **ranks in top 1/3** among states but remains **below the national average**

National Average 1.0 WA .35

WASHINGTON MAY GAIN OR LOSE JOBS

Jobs gained from film industry spending **may be offset by jobs lost** from reduced public spending

Gain vs. Loss depends on how much qualified film industry spending is caused by the preference

All Net Gain +111 FTE jobs

45% Break Even in jobs

None Net Loss -90 FTE jobs

NEW TAXES GAINED ARE LESS THAN CREDITS GIVEN

For every **One dollar** in tax credit

Film spending generates **Six cents** in new revenue

Preference and Recommendation

Businesses may claim a credit against their business & occupation tax equal to the contributions they make to the Washington Motion Picture Competitiveness Program (MPCP).

The MPCP reimburses film companies for qualifying expenses.

The Legislature should provide detail about the competitive position target and the desired outcomes for number and quality of jobs.

The [complete report](#) is on the JLARC web site.

For more information, contact: Keenan Konopaski, Washington State Legislative Auditor (360) 786-5187 keenan.konopaski@leg.wa.gov

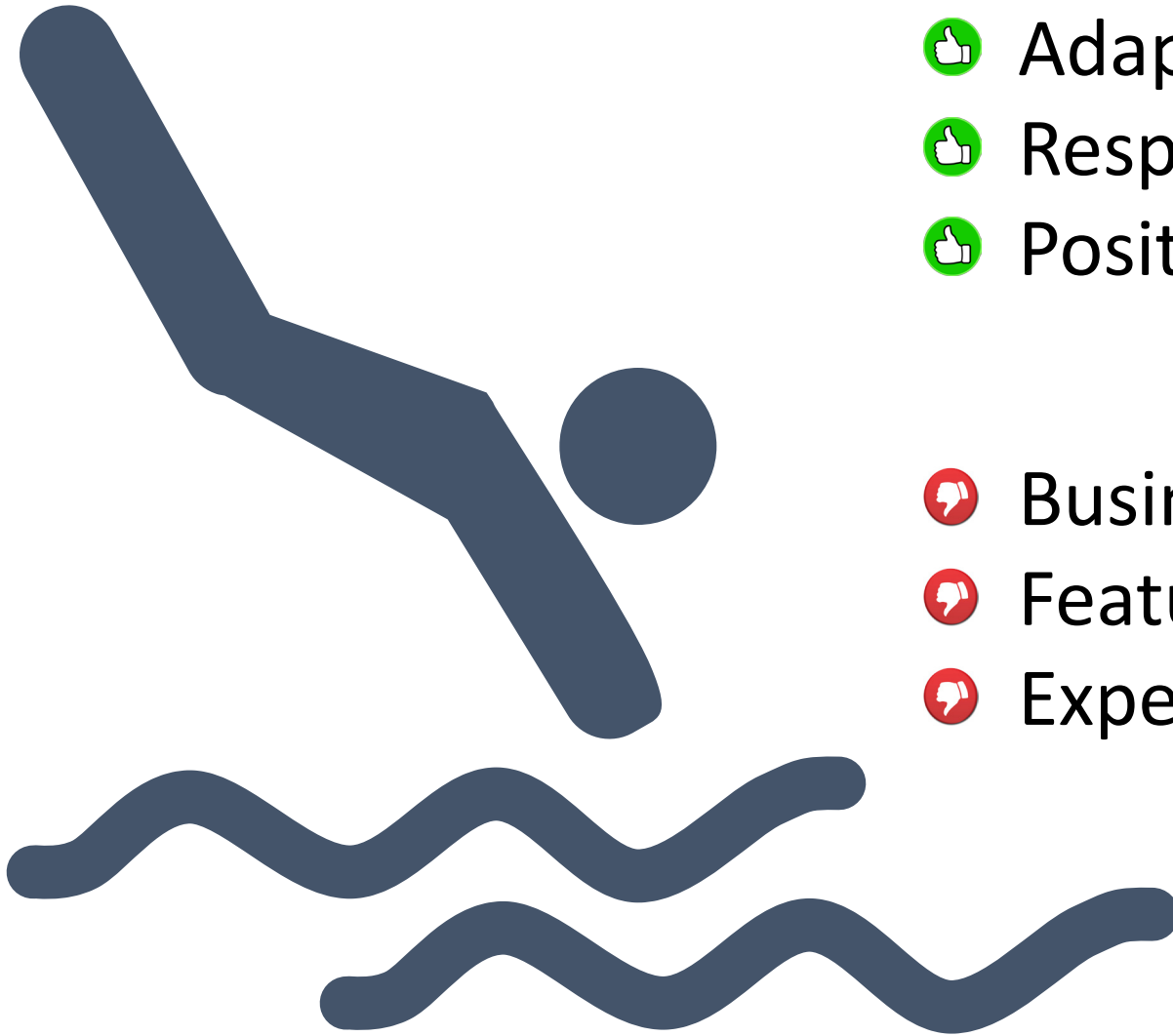
JULY 2015

Eat your veggies.
They're good for
you.

Read our
60-page report.
It's good for you.



So How Do You Start?



- 👍 Online reports
- 👍 Adaptive approach
- 👍 Responsive design
- 👍 Positive user response

- 👎 Business process
- 👎 Features
- 👎 Expertise, training

Develop a Plan

WHERE



Where is your focus?

WHO



Who is your audience?

WHAT



What do users want?

Think About...

- Fit with current process
- Site security, servers, technology
- Features, functions, and content
- Navigation and styling
- Records retention
- Internal and external experts

... But Don't Overthink

Learn to Write for the Web

- Short
- One idea per paragraph
- Get to the facts
- Short, informative headings
- Hyperlinks
- Lists

- www.usability.gov
- www.nngroup.com
- www.digitalgov.gov/2014/04/16/how-to-tell-your-agencys-story-plainly/

How Chunking Helps Content Processing

by [KATE MEYER](#) on March 20, 2016

Topics: [Human Computer Interaction](#) [Writing for the Web](#)

Summary: Chunking is a concept that originates from the field of cognitive psychology. UX professionals can break their text and multimedia content into smaller chunks to help users process, understand, and remember it better.

Chunks and Chunking

Definition: In general usage, a 'chunk' means a piece or part of something larger. In the field of cognitive psychology, a chunk is an **organizational unit in memory**.

Chunks can have varying levels of activation — meaning they can be easier or more difficult to [recall](#). When information enters memory, it can be recoded so that related concepts are grouped together into one such chunk. This process is called **chunking**, and is often used as a memorization technique. For example, a chunked phone number (+1-919-555-2743) is easier to remember (and scan) than a long string of unchunked digits (19195552743).

UX-Definition: In the field of user-experience design, 'chunking' usually refers to **breaking up content into small, distinct units of information** (or 'chunks'), as opposed to presenting an undifferentiated mess of atomic information items.

Presenting content in chunks makes scanning easier for users and can improve their [ability to comprehend](#) and [remember it](#). In practice, chunking is about **creating meaningful, visually distinct content units that make sense in the context of the larger whole**.

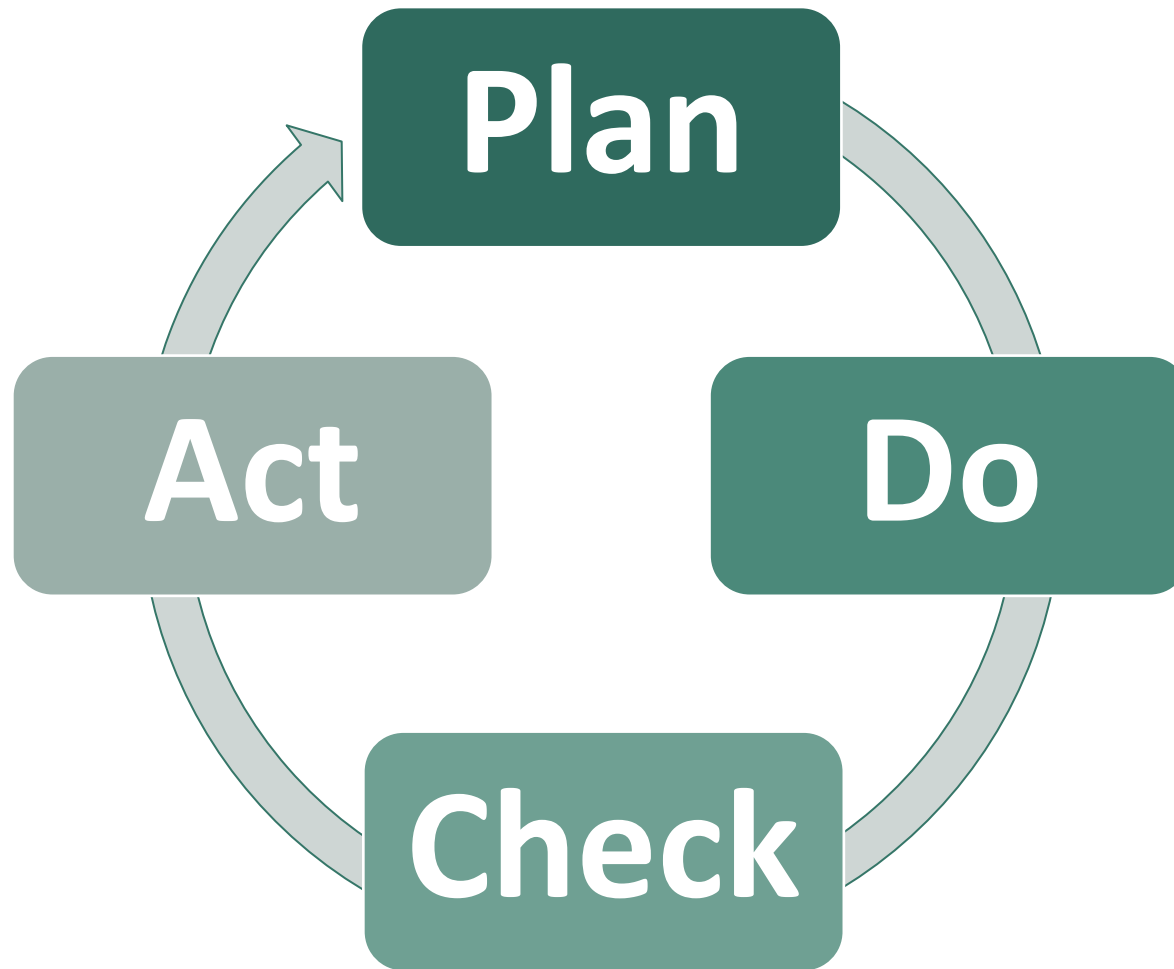
Chunking Text Content

Users appreciate chunked text content. It helps avoid walls of text, which can appear intimidating or time-consuming. Chunking enables easy skimming — users' preferred method of [reading online](#).

Some of the most commonly used methods of chunking text content are:

- Short paragraphs, with white space to separate them
- Short text lines of text (around 50–75 characters)
- Clear visual hierarchies with related items grouped together

Be Flexible



Contact Information

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JLARC Reports:

leg.wa.gov/jlarc/AuditAndStudyReports/Pages/default.aspx

