

Ragged Left



June 2002

Vol. 16, No. 6

THE SOCIETY FOR TECHNICAL COMMUNICATION

BERKELEY CHAPTER

PSST! - Wanna Buy Some Doc?

Our June meeting will be another exciting presentation by Bonni Graham, STC's Director/Sponsor for Region 8. Bonni will be delving into the struggle writer's face in being able and willing to explain to our companies and our clients how document development fulfills a crucial business need.

Until we can explain that need in terms they already understand, we will continue to struggle to justify our place. While we believe firmly in the inherent importance of what we do, our clients and managers don't seem to have as clear a vision. Often, because we know at a gut level how what we do matters, we fall back on "You should have good documentation, well, because you just should!" Unfortunately, this is not a compelling reason to buy. We need to spend more time explaining how what we do affects the bottom line (in terms of both costs and benefits - the return on investment) and making sure our processes don't conflict or interfere with mission-critical business deadlines and processes. This session discusses how you can increase your client base if you're a contractor and increase your credibility if you're a staffer. You will learn how to identify your audience(s), define your product, specify what's being "sold", target appropriate and effective "sales" methods, and practice what you've learned with each other. Hands-on exercises ensure you'll be able to apply what you've learned. The session discusses proven marketing techniques developed by experts in the field.

Bonni will also give us an update on what's happening at the National level of STC, based on the Board meetings that

took place during the 2002 National Conference in Nashville. Bonni has spent 12 years as a practicing technical documentor. In 1994, she started Manual Labour, a technical documentation outsource provider, whose business has increased approximately 30% per year. She has created manuals for clients like Sony, Kenwood USA, Nissan North America (with Technical Standards), Hewlett-Packard, Tadpole-RDI, eDigital Corporation (for Lanier Worldwide), and many others. Bonni also works extensively with STC, and is the Director/Sponsor for Region 8, covering Hawaii, California, Nevada, Australia, and New Zealand. A senior member, she has been involved in nearly every Region 8 conference, has been a deputy chair for both Regional and Annual Conferences, has served as a local and international level publications competition judge, and has served as chapter president and newsletter editor. In her copious free time, she performs improvisational comedy with the Creative Urges.

Join us for this informative presentation on Wednesday, June 12th. Meeting reservation details can be found on page 2.

We will also hold elections for the 2002-2003 Berkeley Chapter officers; look for your ballot inside this issue.

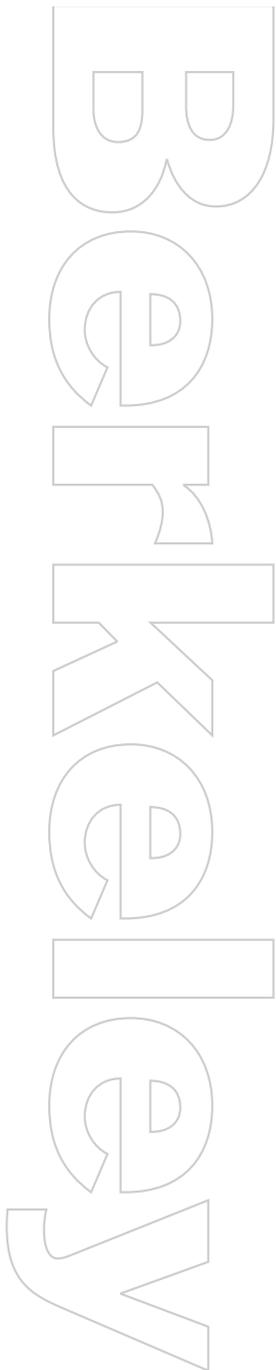
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Ragged Left

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About the STC

TECHNICAL COMMUNICATION is the bridge between those who create ideas and those who use them. Conveying scientific and technical information clearly, precisely, and accurately is an essential occupation in all sectors of business and government.



STC has more than 20,000 members and 155 chapters worldwide. Its members include writers, editors, artists, illustrators, photographers, audiovisual specialists, managers, supervisors, educators, students, employees, and consultants.

STC strives to:

- Advance the theory and practice of technical communication.
- Promote awareness of trends and technology in technical communication.
- Aid the educational and professional development of its members.

Membership

Membership is open to everyone. Regular membership is \$110/year, with an additional \$15 enrollment fee the first year. Student membership is \$45/year.

To receive additional information and an application form, via mail or email:

- Send email to bkymbrs@stc.org.
- Send mail to STC-Berkeley, PO Box 1007, Berkeley CA 94701-1007.

Submissions

Ragged Left publishes original articles and illustrations. We edit them to meet our needs. You retain copyright but grant every STC publication royalty-free permission to reproduce the article or illustration in print or any other medium. Please contact the editor for details of how to submit articles and illustrations.

Deadline for unsolicited submissions is the 20th of the month preceding publication.

Other STC publications are hereby granted permission to reprint articles from *Ragged Left*, provided such reprints credit the author and a copy of any publication containing such a reprint is sent to the *Ragged Left* editor.

Sayonara Paper

You are holding the last paper edition of the *Ragged Left*. Starting with the July 2002 issue, the *Ragged Left* is going electronic. We'll send you postcards over the summer to help you find future editions on our Website. Of course we always welcome articles for our new monthly eNewsletter.

STC-Berkeley Chapter Meeting Details

Next meeting: Wednesday, June 12.

Vo's Restaurant in downtown Oakland, is within easy walking distance to BART, is wheelchair accessible, and has both street and nearby garage parking.

Networking and conversation start at 6:00 P.M., and dinner at 6:30 P.M. If you want to eat dinner, reservations are required and *must* be received no later than 12:00 NOON the Monday before the meeting (June 10).

Reservations are necessary so that we can order the right amount of food. Do *not* contact the restaurant.

Send checks to Berkeley STC, P.O. Box 1007, Berkeley, 94701.



RSVP online: Use your credit card to order meeting reservations via the chapter Web site, www.stc-berkeley.org.

The meeting fee with dinner is \$18 for members, \$15 for student members, and \$21 for nonmembers. If you come for the program only, starting at 7:30 P.M., the fee is \$12 for members and non-members, and \$10 for students. If you are not eating, payments may be made at the door.

Résumé or Portfolio Review

Does your résumé or portfolio present your qualifications in the best light? If you're new to the field, or just concerned that your résumé or portfolio may not be up to snuff, sign up for a free 30-minute review. We have a cadre of seasoned tech writers with hiring experience who can review your material and give you expert feedback.

To sign up for a review, email employment@stc-berkeley.org by the Thursday before the monthly meeting.

State your name and the meeting at which you're hoping to have the review.

Be sure to write *resume review* or *portfolio review* in the subject heading of the email message. If it's for a résumé, paste your résumé into the body of the message. If it's a portfolio review, bring your portfolio to the appointment.

After you've sent the email, look for a reply from the Employment Manager, confirming that you are booked for a review. The message will also specify your review time (6 or 6:30) and who your reviewer will be.

Reviews are booked on a first-come, first-served basis. Since our reviewers are volunteers, the number of slots available varies for each meeting.

By the Book: How to Develop a Company Style Manual

BY DARA GOLDEN, SILICON VALLEY CHAPTER

“No matter what size a company is, if published material is part of the product line—or the only product—it may be appropriate to have a style manual,” says Jacqueline Eldridge. Eldridge, the Publications Manager at Tetra Tech, Inc., presented her talk “By the Book: How to Develop a Company Style Manual” at the Region 8 STC Conference held in November in Los Angeles.

What is a Style Manual?

A style manual provides guidelines for writing and formatting, thus creating and maintaining a consistent voice and look among company documentation. Style manuals are often training tools for new writers. They answer frequently asked questions and address common writing mistakes. Eldridge stresses that style manuals are living documents that must be updated as necessary.

Do We Need a Style Manual?

When deciding if a style manual is appropriate, Eldridge suggests that you consider two things: the purpose of the style manual and how it will meet company needs. One company may use the style manual as a new-hire training tool, while another company may use it as documentation for the document writing process. Determining the purpose determines how the style manual meets company needs.

Benefits and Drawbacks

Style manuals ensure consistency across documents—which is beneficial when authors are working independently. When documents have a similar look, that becomes a valuable part of the company’s image and marketability. Style manuals often make good marketing tools to show potential customers, because they convey a sense of quality control and value added to the product. Style manuals save time by resolving formatting issues and answering common questions. Eldridge cautions that style manuals do have their drawbacks. They take time to prepare, cost money to publish, need updating, and they may not be used by everyone.

Creating the Style Manual

Eldridge points out that your audience may be more than just technical writers. It may include word processors, graphic artists, and people outside the company—such as consultants or subcontractors. Once you determine your audience, you must decide what information is, and isn't, useful for them. Other industry style manuals may be an invaluable source of ideas.

Eldridge states that you include “what-ever helps the writers and publications staff do a better job.” Many style manuals include information on document formats, document generation, grammar, punctuation, and industry-specific writing tips. You may want to

add a list of common mistakes or commonly asked questions. “If you have announced your intention of publishing a style manual,” Eldridge adds, “you may have gotten requests to include specific items.” Because this sounds like a rather large document, you must leave some information out. Eldridge recommends omitting:

- (1) information easily found in other sources,
- (2) anything no longer useful or appropriate, and
- (3) incorrect information.

Don’t underestimate the importance of organization. Eldridge recommends that the information be “assembled in some logical order, preferably separated into chapters.” She suggests that the front matter may consist of a cover, table of contents, and preface. The back matter may include illustrations, tables, and appendices. She doesn’t recommend including an index, as the table of contents should be adequate for looking up specific topics.

Publishing the Style Manual

The style manual can be published in hard copy format, online, or both. Eldridge points out that the decision is based upon what is easier for your users. She adds that you also need to consider your own requirements, such as updates, controlled distribution, and document integrity. Her style manual was published in hard copy format and placed in three-ring binders, even though there was a large up-front cost. The reason was three-fold: first, they lie flat, making them easier to use; second, users can add their own reference information, which they often do; and third, updating is easier as the old pages can quickly be removed and replaced with new ones. Eldridge adds that you may need to track the distribution of copies to make recalls and updates. She adds that this helps avoid using out of date versions. If you publish electronically, post the manual on your network as a PDF, or some other “read only” format. Eldridge notes that “publishing electronically has the advantage of allowing access by everyone on the network and saves the expense of making copies and binding them.”

Following Up

Once the style manual is published, the work doesn’t end. Eldridge suggests keeping track of questions users have asked. You should ensure that users can find the information they need, that necessary information is included, and that all of the information is understandable. You may consider sending out a follow-up questionnaire to elicit specific feedback.

Eldridge suggests finding creating ways to reinforce some of the “words of wisdom you have so carefully put together.” She has given informal brown bag seminars at her office to offer extra guidance on punctuation and grammar. She concluded by noting that “the more ways you present information to your audience, the more likely they are to remember it.”

Reprinted from the Silicon Valley Connection. Dara Golden is a freelance writer and “Da” to her 1-year-old son.

STC Berkeley *Ragged Left* Resource Corner

Each month rotating guest writers offer resources that benefit the technical writing industry. If there is a topic you would like to cover for a future edition, email newsletter@stc-berkeley.org.

Writer in the Workplace Conference

By BETH BLEVINS, NORTH BAY CHAPTER; ELYSE LORD, EDITOR, *NORTH BAY NEWS*; AND LARRY LYNCH, BERKELEY CHAPTER

Technical writers converged on American River College in Sacramento on April 6 to participate in the Sacramento STC Chapter's Writers in the Workplace conference. With many attendees out of work, one overarching theme was that technical communicators must be imaginative and proactive about proving our value. This article summarizes four seminars.

Project Management Tricks and Tips

Meryl Natchez, CEO of the technology consulting firm TechProse, presented tips and tricks for project management and also gave participants a test of their project management expertise.

Avoiding Scope Creep

Natchez told the audience that obstacles like *scope creep*, underestimating a documentation project, are avoidable if managers observe the following basic project management strategies when developing a project plan:

- Find the right people to ask questions. Build an informal network of experts in addition to official resources.
- Create a detailed project plan that describes the target audience, the purpose of the documentation, and assumptions. Include a table of contents and an estimated page, screen, or word count.
- Granulate the schedule and assign deadlines to each granule (or module). Determine the time that each task requires, multiplying the initial estimate by three (as a rule of thumb) to achieve a realistic estimate.
- Encourage the customer or end user to participate in documentation development.

Implementing a Project Successfully

Natchez shared the following tips for success at implementing the project plan:

- Remove obstacles before starting. For example, if the project requires multiple reviewers, choose one person to synthesize the reviewers' edits and reconcile any conflicts.

- Use a succinct format for status reports.
- Keep the number and length of meetings to a minimum and take minutes.
- Look for the simple fix.
- Create a team environment. Prioritize and focus on what you can do today to keep the team on track. Provide clear, measurable objectives for each team member. Monitor members' progress, and let members know when they do well.
- Allow for human errors and problems.
- Remember that attitude is everything. Stay positive and confident.

Putting Ideas to the Test

Natchez concluded her presentation by asking workshop attendees to apply her project management suggestions when completing an exercise. She asked attendees to agree upon the purpose and format of the deliverable (a contact list of workshop participants), an overview of the process, subtasks and the time required to complete them, a person responsible for each task, and assumptions.

Participants uncovered typical issues in project plan development, such as underestimating the time required to complete tasks and not identifying assumptions in the plan. For instance, as Natchez pointed out, participants assumed that all Writer in the Workplace participants would want to be on the contact list.

Piranha or Nirvana: Winning at Office Politics

According to international speaker and content management consultant Lance Gelein, most technical communicators are "lambs for slaughter." If we want to coexist with more politically savvy professionals, we would be wise to brush up on our political skills.

Politics Are a Part of Life

Gelein pointed out that no office is immune from politics. Being politically savvy is more important when

- Resources are scarce.
- People work in a competitive environment (for example, only a certain percentage of people receive bonuses each year).
- Performance standards are subjective.
- Role definitions are unclear (for example, someone's job is to look busy).
- Employees are emotionally insecure.
- Organizational structures reveal many layers.
- Testing Your Political Savvy

Gelein next administered a test called *How Political Are You?* Participants marked statements such as "The

boss is always right” and “A person who is willing and able to work hard will succeed in business most of the time” as true or false. (The politically savvy answers are true and false, respectively.)

Gelein correctly predicted that most of our scores would reveal us to be “lambs for slaughter,” although a handful of writers would qualify as “straight arrows” or “survivors.” Few technical communicators are “climbers” and “corporate sharks.”

Gelein then pointed out the danger of thinking like a lamb: We might *think* we are working in nirvana—until the day we get laid off. To help us think about our corporate environments, he gave us a quiz he called *What’s Your Corporate Culture—Piranha or Nirvana?*

Participants tagged statements such as “[At my company] rumors are the main communication tool” and “When a mistake happens on a project a victim is named to suffer” as true or false.

After tallying quizzes, participants classified companies as ranging from piranhas (time to look for a new job) to nirvanas (do everything possible to prove your value to the company and stay put.)

The Seven Habits of Politically Savvy People

Gelein identified seven habits of politically savvy people:

- Don’t gossip.
- Tell the truth.
- If someone praises or criticizes you, do some research to find out what’s behind it.
- Define and design clear job roles.
- Expose “dirty shark tricks” when you see them (politely, of course).
- Don’t allow anyone to get something on you that someone might use against you later.
- Make emotional deposits (spend time producing and contributing rather than playing political games).

Writing in Small Spaces

When your writing target is the micro screen of a personal digital assistant (PDA), documentation consultant Holly Gallup advises you to buck current wisdom and “think *inside* the box.” You’ve only got 160 by 160 pixels to work with (at least with a Palm), so what you write and design has to fit in that tiny space.

Gallup focused her remarks on devices running on the Palm operating system (OS). She noted current

efforts to marry cell phones and PDAs into what may be “the next big thing”: smartphones functioning as wireless modems that can download e-mail and Web pages to the built-in PDA in real time.

Think Small: Less Is More

In preparing content for the “little screen,” writers should start by abandoning the desktop metaphor, graphics, and fancy layout. Think in terms of users entering and retrieving information rather than browsing. Menu bars must be small and clever. The Palm OS supports simple graphics but delivers poor resolution; be aware of memory limitations. “The content *is* the system,” according to Gallup. PDAs are about “getting information and taking it with you.”

Chunk, List, and Layer

On the desktop and laptop, you can place related blocks of information side by side, but PDAs are different. As a result, you need to chunk, list, and layer.

Break up information into bite-sized units to minimize scrolling. Use bulleted and numbered lists. Layer by hyperlinking items on a list or headings on summary paragraphs to fuller explanations of each item. For example, the Palm program AvantGo allows you to download a series of news summaries from the *New York Times*. Clicking the title brings up the full article.

Limit Graphics Use

Limited graphics can be useful in navigation bar icons of commands or menu choices. A Help menu could display all the icons with an explanation of what each does. Icons can range from a graphic symbol to a letter of the alphabet in a square to represent the menu item (M for maintenance log, S for service request).

For More Information:

- *Information Design for the Small-screen Interface* by Michael Albers and Loel Kim, *Technical Communications* 49:1, 45–60
- *Palm Pilot: The Ultimate Guide* by David Pogue
- *Palm OS Programming: The Developer’s Guide* by Neil Rhodes and Julie McKeehan
- *Palm OS Programming Bible* by Lonnon Foster
- www.avantgo.com/developer/reference/styleguide.html
- www.palmos.com/dev/tech/docs

CBT for CBT: Countless Beneficial Tips for Computer-Based Training

Technical communications specialists Ellyn Arm-

continued on page 6

With many attendees out of work, one overarching theme was that technical communicators must be imaginative and proactive about proving our value

President's Column

BY KATHRYN MUNN

Greetings Berkeley chapter members and friends! Over the coming summer months we have two great presentations and an August meeting break scheduled. At our June 12 meeting we are pleased and honored to have Bonni Graham, our Region 8 Director/Sponsor, as our speaker. Plan to join us for her entertaining and informative presentation entitled *Psst, Wanna Buy Some Doc?* She will also have news for us from STC National. Then on July 10 Eunice Malley will be presenting her invaluable *Researching and Analyzing Technical Information*. The Executive Committee will use the meeting break in August for the annual planning effort to outline the calendar and initiatives for the 2002-2003 year. STC Berkeley meetings are always held on the second Wednesday of the month.

In the works for the fall of 2002 is a Leadership Day to be held in collaboration with our fellow Northern California STC chapters. If you have entertained any interest in volunteering for a leadership position with STC, this one-day workshop will give you the insight and resources to contribute to the chapter and beef up your resume at the same time. Education Initiative Manager, Karen Hill, has volunteered to help in the planning for the workshop. We will keep you posted on the particulars of this opportunity.

As always we want to hear about what the Chapter can do to support you in your professional goals as a technical communicator. Email president@stc-berkeley.org with your ideas, suggestions, and especially any ways you might be willing to contribute your own talent and time. See you soon at one of our meetings. See you at our June 12 meeting!

STC 49th Annual Conference

BY KATHRYN MUNN

Nashville's Opryland Hotel and Conference Center was the setting for the STC Conference held May 5-8, 2002. Some 2,000 technical communication professionals from all over the world took advantage of this unique networking and professional development opportunity. Over 200 technical sessions were available to conference participants including technical writers and editors, usability professionals, Web designers, technical illustrators, and instructional designers.

Berkeley chapter members David Alt, Sarah Lee Hauslinger, Kathryn Munn, and Paul Sinasohn attended the conference. Paul presented a well-attended and well-received technical session on *Making Feedback Meaningful*. David and Paul also demonstrated their

musical talent at the first and hopefully annual open jam session.

If you are interested in the conference proceedings including the session materials, visit the STC Web site for a listing. In upcoming editions of the *Ragged Left* we will feature highlights of some of those presentations. Next year the annual conference will celebrate STC's 50th anniversary. The conference will be held in Dallas, Texas on May 18-21, 2003. Think about planning to attend next year, it is professionally energizing and great fun to boot.

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Writer in the Workplace

strong and Donna Bryant shared their experience developing computer-based training (CBT) for Adventist Health. They defined CBT as "self-paced, interactive online training" and cautioned that only projects with multiple users and stable content are suitable for CBT.

They described their development process: planning the project, storyboarding the lessons, creating the frames in the CBT authoring tool, and testing and deploying the CBT.

Planning the Project

Armstrong and Bryant advocate first putting together a multidisciplinary team to develop content and then assessing your audience's needs. Are some users ESL speakers? Are they from different age groups?

Develop templates that follow the instructional design formula for each lesson. For example, begin by stating lesson objectives; explain the content in the frames that follow; and provide users with at least one practice frame and a summary.

Storyboarding the Lessons

Create the storyboard to show exactly how frames will look and function. Design a user interaction, such as a matching exercise, or a mouseover effect, on at least every third or fourth frame.

Creating the Frames in the CBT Authoring Tool

Allow about 2.5 hours to create each frame. When developing frames, be sure your graphics illustrate concepts that are described in the text, and vice versa.

Testing and Deploying the CBT

Test the usability of your navigation after creating the first two lessons. When you've completed your CBT program, enjoy it.

You can find URLs to presentations at <http://www.stc-sacramento.org/WIW2002/index.htm>. The next Writer in the Workplace conference will occur on March 29, 2003.

STC Sacramento Chapter

ON BREAK FOR THE SUMMER
HILTON SACRAMENTO ARDEN WEST, BRANDYWINE ROOM
6:15-6:45 P.M. NETWORKING
7:00-8:00 P.M. PROGRAM
DETAILS: WWW.STCSACRAMENTO.ORG

STC East Bay Chapter

FIRST THURSDAY OF EACH MONTH
CROW CANYON COUNTRY CLUB IN DANVILLE
5:30 P.M. - NETWORKING
6:30 P.M. - DINNER
7:30 P.M. - CHAPTER BUSINESS/PROGRAM
RSVP IN WRITING, TWO DAYS IN ADVANCE
DETAILS: [HTTP://WWW.EBSTC.ORG/](http://WWW.EBSTC.ORG/)

Thursday, June 6, 2002

Program: Celebrate 40 years of the East Bay chapter. Party and presentation.

STC San Francisco Chapter

THIRD WEDNESDAY OF EACH MONTH
LONDON WINE BAR, SAN FRANCISCO
6:00 P.M.: NETWORKING AND SELF-SERVE HORS D'OEUVRES
7:00 P.M.: PROGRAM
NO ADVANCE RESERVATION REQUIRED
DETAILS: [HTTP://WWW.STC-SF.ORG](http://WWW.STC-SF.ORG)

Wednesday, June 19, 2002

Program: Future Directions in Online Help *with David Knopf*

July 17, 2002

Information architecture and the Web: Designing the user experience *with Caroline Drakeley and Anne Marie Smith*

STC North Bay Chapter

THIRD THURSDAY OF EACH MONTH
TRUETIME, INC. 3750 WESTWIND BLVD., SANTA ROSA
5:30 P.M. - NETWORKING
6:30 P.M. - INTRODUCTIONS & ANNOUNCEMENTS
6:45 P.M. - PROGRAM
8:00 P.M. - CONVERSATION, IDEA SWAPPING
NO RSVP NEEDED

DETAILS: [HTTP://WWW.STC-NORTHBAY.ORG/](http://WWW.STC-NORTHBAY.ORG/)

Thursday, June 20, 2002

Check Website for program details

STC Silicon Valley Chapter

FOURTH THURSDAY OF EACH MONTH 7:00
FOUR POINTS SHERATON, SUNNYVALE
6:00 P.M. - NETWORKING, JOBS CORNER, AND DINNER
7:00 P.M. - ANNOUNCEMENTS
7:15 P.M. - PROGRAM
RSVP BY MAIL, ONE WEEK IN ADVANCE
DETAILS: [HTTP://WWW.STC-SILICONVALLEY.ORG/](http://WWW.STC-SILICONVALLEY.ORG/)

Thursday, June 27, 2002

Volunteer Recognition Dinner

East Bay Editors Guild

ROCKRIDGE LIBRARY
5366 COLLEGE AVENUE (AT MANILA),
OAKLAND

7:00 P.M. - PROGRAM

UPCOMING MEETING DATES:

Monday, June 17, 2002

Panel Discussion on Getting Started as a Technical Editor

The meetings are held in the Rockridge Library's community room. Enter through the front door and come up the stairs. The front door may appear closed, but should not be locked; slide it open by hand.

Optionally, some members meet in front of the library at 5:40 for a no-host dinner at a nearby restaurant before the meeting. Check the door for a note naming the location.

Editors Guild welcomes everyone interested; there are no dues, fees, or membership required. To be added to the Editors Guild listserv, email jyl@dolby.com.

The Bay Area Editors' Forum

TIME: GATHER AT 6:30 P.M. THE FORUM IS FROM 7-9 P.M. ON THE 3RD FLOOR

LOCATION: BORDERS UNION SQUARE, 3RD FLOOR, POST & POWELL, SAN FRANCISCO.

Tuesday, June 18, 2002

Program: XML For Writers And Editors

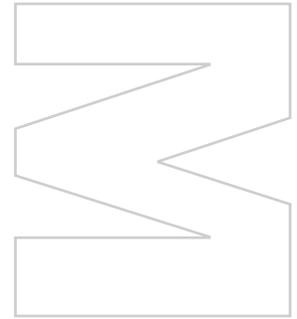
STC Berkeley Chapter

JULY 10, 2002

Researching and Analyzing Technical Information with *Eunice Malley*

AUGUST, 2002

Summer Break—See you in September



WWW.STC-BERKELEY.ORG

Ragged Left

Next Meeting:

Wednesday

June 12: PSST! - Wanna Buy Some Doc? with Bonni Graham

Meal reservations deadline: Monday, June 10.
See page 2 for costs and meeting details.

RSVP online: Credit cards accepted at
www.stc-berkeley.org.

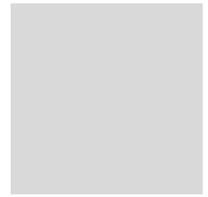
Vo's Vietnamese Restaurant:
59 Grand Avenue in Oakland

Dinner	6:30 - 7:30
Announcements and Program	7:30 - 9:00

Please do *not* call the restaurant!

P.O. Box 1007
Berkeley, CA
94701

Forwarding and
Return Postage
Guaranteed



STC-BERKELEY MEETING DIRECTIONS

From north of Oakland: Take the I-80 West/I-580 East. Merge onto the I-580 East ramp towards downtown Oakland. Merge onto I-980 W. Take the 27th street exit towards West Grand Avenue. Merge onto Northgate Avenue. Turn left onto West Grand Avenue.

From south of Oakland: Take I-880 north from San Jose through Oakland. Take the Broadway exit towards downtown. Keep right at the fork in the ramp and merge onto Broadway. Turn right onto Grand Avenue.

From San Francisco: Take the Bay Bridge towards Oakland (I-80 East). At the end of the bridge, take the I-580 East ramp towards downtown Oakland (CA-24)/Hayward-Stockton. Merge onto I-580 E. Take I-980 West ramp towards downtown Oakland. Merge onto I-980 W. Take the 27th street exit towards West Grand Avenue. Merge onto Northgate Avenue. Turn left onto West Grand Avenue.

From far East Bay: Take Highway 24 west through Caldecott Tunnel. Highway 24 west becomes I-980 west. Take the 27th street exit towards West Grand Avenue. Merge onto Northgate Avenue. Turn left onto West Grand Avenue.

By BART: Exit the 19th Street Oakland station. Walk NE for four blocks, to Grand Avenue.

