Building A House Style: Applying Lessons Learned from CSE 2017

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My Background

http://depts.washington.edu/yeastrc/

Entering CSE 2017

• First time attending CSE annual meeting

My goals were
• To gain knowledge and information
• To meet people and build relationships
• To grow freelance work opportunities
At CSE 2017

- Attended session 2.4 “How to Maintain and Update Outdated House Style”
- Attended session 3.2 “OA Monographs: Perspectives and Approaches”
- Both sessions influenced my future work prospects

After CSE 2017

- Updated my BELS profile to include “monographs” as a work area of interest

http://www.bels.org/freelance-directory/

After CSE 2017

- Shortly thereafter, I was contacted by Merck KGaA regarding a freelance editing opportunity

https://www.emdgroup.com/en
Merck KGaA Opportunity

- Because I attended session 2.4, I felt comfortable proceeding with the project.
- Merck desired a consistent, uniform style.
  - Different authors ≠ different styles.
  - I created a “style sheet” to keep my editing choices consistent and help future authors.

Style Sheet

Tips Utilized from Session 2.4

- Use a style manual as a base and build upon it/customize as needed.

- Use examples:
  
  General chapters, reference standards, etc.: Integrate general references to essays, inform readers, and maintain focus. Keep formatting consistent. All items should be consistent when referring to a specific instance, number, etc. See the following examples:
  
  - [ISO 4120:2012, 11]
  - [Ref: Reference Standards, 12]
  - [Reference standards, 13]
  - [Reference standards: Information, 14]
  - [Use in examples: ‘In scope of General Chapter 121’]
Tips Utilized from Session 2.4

- Use categorization
- Formatting and spacing
- General guidelines
- Spelling and naming
- Use version control and revision history

After the Monograph Project

- I was offered varying types of freelance work opportunities at Merck:
  - White paper
  - Roundtable report
  - Scientific articles
  - Brochures
  - Flyers
- One opportunity led to more

Lessons Learned from CSE 2017

- Update your resume and related public profiles to include knowledge gained from CSE
- Embrace new opportunities that may arise as a result
- Have the confidence to apply what you have learned at the meeting