



# 2019 LARGE FACILITIES WORKSHOP

APRIL 2-4 | TEXAS ADVANCED COMPUTING CENTER

## Information Section

<b>Topic:</b>	Branding, Communications, and EPO – The Feedback Loop
<b>Speaker(s) Name, Title:</b>	Ranpal Gill, Tim Spuck
<b>Session Description:</b>	Review and further discussion of topics brought up during this workshop, including the question: “How do you think EPO/E teams across the NSF Large Facilities can better collaborate and transfer knowledge from facility to facility about successes and failures? What are the positives, negatives, and challenges of these efforts?”
<b>Session Time Slot:</b>	Thursday, April 4, 8:00 a.m.
<b>Purpose and Desired Outcome:</b>	To discuss ways for the Comms/EPO teams at NSF Large Facilities to collaborate

## Notetaking Section

<b>Scribe Name</b>	
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**Disclaimer:** *These are raw notes that were captured by the assigned scribe during this session at the 2019 Large Facilities Workshop. This is one individual's interpretation of what took place during the session, and its content does not necessarily represent the viewpoint of the National Science Foundation.*

### Notes and Key Points:

- Networks often build organically, can be free-form but there needs to be little bit of structure
- Someone needs to take the lead
- Challenge to collaborate “across products”
- Create an app for sharing information (apparently there is an NSF app)
- Need a small group of people to manage a network
- Need a clear purpose, groups formed just to “chat and share” don’t usually work.
- Could have a driving question
- NSF is community-driven, and we are the community. NSF won’t tell us what to do. We do need some representation/participation from them.
- To be successful, we need a clear purpose
- Three activity levels: in-person annual meeting, more informal meetings, more frequent online activities
- Traveling exhibit to show us off
- Create a community within a social media space
- Maybe we don’t need to meet every year, we should be mindful of not making decisions based on the “high” of this workshop
- Inviting each other to our facilities would be positive
- Tie into NSF’s 10 big ideas
- Sndepo.org, nasawavelength.org
- All NASA products have to be reviewed by EPO staff, science staff, ADA, etc.
- Make sure NSF understands that we are an opportunity; if we’re organized we’re a more effective one
- NASA forums are a good model. PI group set it up. Monthly webinar with set series of updates, different people volunteered to present. Also had an annual meeting. NASA required participation. It was funded.

- CERN program – Origins, collaboration between artists and scientists. Good way to engage new audiences
- ‘After-action report’ (Navy Seals) that include input from all voices on a team can be shared
- Follow-up with NSF EPO staff who weren’t at the workshop to bring them into the discussion
- Plan an annual meeting for this EPO/Comms group
- Traveling exhibit (e.g., for airports) that showcases the science at our different facilities. (Sharon Cooper, Intn’l Ocean Discovery Program)
- Need a place for centralized collection of detailed descriptions of programs that others have done- a toolkit.

**Best Practices:**

- Have purpose and goals set before worrying about details

**Actionable Recommendations (Action Owner Name & Organization):**

**Decisions:**

- A survey to determine interest in a working group/network, and people would be interested in helping organize and manage it (Ranpal Gill with LSST plans to send this out)
- Create a Facebook page (Kristin Robb with National Magnetic Lab plans to do this) for EPO/Comms staff of NSF Large Facilities

## Session Summary

Session speakers led a discussion about the topics raised in the EPO/Communications sessions at this workshop, and whether the group would benefit from building network to continue discussion and sharing best practices. It was agreed that such a network would need a group of leaders and a clear purpose that would drive the group's activities. Several participants stressed the importance of keeping our discussions high-level at this time and not trying to brainstorm details. It was generally agreed that something easy (and free) like a Facebook group would be a good place to start.