

FY10 Plan for **Communications and Outreach**

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Relevant Strategic Plans – Division Infrastructure

Communications and Outreach Goal –

Provide and facilitate communications about the Computing Division activities, services and achievements internally to the Computing Division and externally to the Laboratory and our peers, ensuring excellent visibility and acceptance of our work (both R&D work and production solutions).

Communications and Outreach Strategy –

- Improve communication and collaboration within and outside CD.
- Increase visibility and acceptance of our work (including scientific, production solutions and R&D) by responsibilities and attendance at conferences, committees, workshops and holding forums, such as the monthly Computing Techniques Seminar series.

FY09 Accomplishments

1. Published CDTRACKS every month. Good feedback from the CD staff.
2. Held a monthly Computing Techniques Seminar series.
3. Improved the CD web pages and extended the number of pages written.
4. Trained CD staff to provide and maintain content in the CD web pages.
5. Supported the CD document library, installed several new versions, and improved the ES&H, Security and MOU topic classifications and hierarchy.
6. Produced several videos during the course of the year.
7. Mounted a successful SC2008 exhibit.
8. Held quarterly meetings to get feedback on the content and usability of the CD web pages.
9. Made the Computing Division Staff Locator pull its information from Aperture VIEW by which the Facilities Department manages office space — thereby allowing the obsolete Staff Locator application to be shutdown.

Not Accomplished in FY09

1. Did not find a replacement for the currently used technology for the document library due to technology not being chosen until late in the year.
2. Did not increase use of personal/desktop video conferencing technologies for communication due to other priorities.
3. The collaboration on a prototype media wall visualization program, in collaboration with Run II, Accelerator Modeling and Simulation, and US CMS, and UIUC Viz Laboratory was not successful due to lack of priority and failure of the CMS-UIUC proposal to secure funding.

Objectives for FY10

1. Maintain quality monthly CD magazine.
2. Contribute communications activities to Computing Division campaigns – TuneITup, ITIL, ISO20000 etc.
3. Increase communication of scientific achievements on the CD web pages and throughout the division.
4. Develop information content, guidelines and management for new document and communication repository in Sharepoint.
5. Deliver a successful SC2009 exhibit and participation in the conference.

Activities and Work Definition

Activity = COMMUNICATIONS & OUTREACH/ CD TRACKS AND WEB

- Activity type: Service
- Description: Maintain and improve CD Communications internally and externally. This covers the CD Tracks newsletter, CD web pages, support for the CD document library, and personal communications tools; Contribute to the Education Office. Implement the monthly Computing Techniques Seminar series so as to introduce speakers to the Computing Division while introducing the Computing Division to them.
- Timescale: Ongoing
- Milestones: Ongoing
- Metrics:
 - Positive feedback from and proactive contributions to CD Tracks
 - Continued improvements to and suggestions for the CD web pages.
 - Obvious increase use of collaborative communication tools and spaces.

Activity = COMMUNICATIONS & OUTREACH/OUTREACH

- Activity type: Service
- Description: Maintain CD Lobby displays and provide content for the Computing Division Showcase outreach area; Help create the content for, and accomplish the publication of, a Computing Division Annual Report. Keep the CD postcards and brochures updated and available for distribution at outreach events; provide tours for groups on request. Collect and make accessible graphics (i.e., Power Point slides) in the form of a speaker's library of use by division members in composing their own presentations.
- Timescale: October 2009 – September 2010
- Milestones: Ongoing
- Metrics: Number of tours, relevant postcards, slides in speaker's library, existence of Computing Division Annual Report.

Activity = COMMUNICATIONS & OUTREACH/SUPERCOMPUTING

- Activity type: Project (Cyclic)
- Description: Develop a productive, exciting program at SuperComputing. Ensure broad engagement and participation by Fermilab Computing Division and our scientific collaborators in SuperComputing.
- Timescale: October 2009 – December 2009; June 2010-October 2010.
- Milestones: Ongoing

- Metrics: Successful SC10 exhibit and participation in the technical program of SC and document describing daily number of visitors to exhibit

Activity = COMMUNICATIONS & OUTREACH/VIDEOPROJECT

- Activity type: Project
- Description: Continue to obtain the necessary equipment, training, and experience to produce short online videos.
- Timescale: October 2009 – September 2010
- Milestones: Ongoing
- Metrics: Decreasing length of time from concept to finished online video

Activity = COMMUNICATIONS & OUTREACH/VIDEOCONTENT

- Activity type: Project
- Description: Continue to produce short online videos that communicate information to computing stakeholders to better accomplish their missions.
- Timescale: October 2009 – September 2010
- Milestones: Ongoing
- Metrics: Numbers of mission-relevant online videos produced

Activity = COMMUNICATIONS & OUTREACH/SHAREPOINTDOC

- Activity type: New Project
- Description: Document best practices and guidelines for the use of Sharepoint as a Division shared document and collaboration infrastructure.
- Timescale: 12/1/2009 – 6/1/2010.
- Milestones: Production use of Sharepoint for documentation and collaboration sharing of information.

Activity = COMMUNICATIONS & OUTREACH/SHAREPOINTINF

- Activity type: New Project
- Description: Provide information infrastructure for Sharepoint based document management system and evaluate integration or transfer of DocDB based information.
- Timescale: 12/1/2009 – 6/1/2010
- Milestones: Production use of Sharepoint for division documentation and transition plan for moving from DocDB accepted by the Division.

Priorities: Maintain useful, usable and accessible information and communications to the Division. Support CD leadership, management, staff and projects in their communications and information content needs. Work with other groups in the Division communicating outwardly so that they are effective in getting their message out. Ensure good collaboration with groups in the Division developing Sharepoint service infrastructure. Ensure good collaboration with the

Laboratory's Office of Communications in producing, effective and relevant communications and publications.

Staffing Issues: At present the staff is adequate and sufficient to allow us to cross-train staff in key support activities. Any reduction in staff would put the support at risk.

Change control:

Project planning within the Communications and Outreach Group is done using BaseCamp collaborative and project management tools. Change is handled through recording reprioritization and replanning in this infrastructure.

Risk Assessment:

Insufficient grasp of the information needs and engagement of the CD staff providing the information.