

InterAction Collaboration Peer Review at TRIUMF Laboratory

Subcommittee on Education,
Conferences and Tours

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Findings on Education

- Impressive efforts have been put into creating highly sophisticated and educational DVDs
 - The qualities of CG, music and narration are very impressive and professional
 - Short clip on each subject suitable for schools
 - Positive responses from high school teachers
 - Created by a few members of TRIUMF + companies
- Accepting various levels of students nation wide
 - “Come visit”, “Stay a while” to “Move in”
 - 3 students returned as “Co-Op”

Comments on Education

- By bringing a wide range of students to work at the lab, TRIUMF operates one of the most impressive student outreach programs of any national laboratory.
- 51% of materials and services budget goes into making DVDs
- DVDs explain mainly “what” and “how”, not “why”
- Educational programs not easily recognized on web site

Recommendations on Education

- Prioritize educational efforts in order to appropriately allocate resources
- Define key messages of “why” for each DVD and obtain hard data of how DVDs are used by target audiences. Coordinate DVDs with laboratory key messages.
- Build a network with teacher associations to share ideas and comments for improvements for visitor programs

Findings on Conferences

- 11 conferences hosted by TRIUMF in 2008
 - Strong vehicle for advertising Vancouver/TRIUMF to researchers
 - Strength in having a dedicated office
 - Conference venues are off-site due to lack of rooms
 - Reservation of dates: first come first served + priority by the director

Comments on Conferences

- Are the conferences a significant vehicle for strategic communication?
- Off-site venues may diminish the value of exposure of TRIUMF
- Local governments and citizens could be better informed about conference activities

Recommendations on Conferences

- Expand the exposure of TRIUMF at conferences. Create a TRIUMF booth aligned with laboratory communications: posters, panels, photographs, brochures and DVDs. Key messages!
- Raise profile of selected conferences by including public lectures by well-known scientists.
- Seek opportunities to build a conference venue on-site

Findings on Tours

- 2000 visitors/year: half scheduled, half unscheduled
- Recognizes the importance of the first impression of the visitors
- Tour of the facility is impressive
- “First Impressions from Non-Scientist” provided invaluable feedback

Comments on Tours

- Posters and displays are not visually appealing, too technical
- Main features of the apparatus are not made clear
- Hard to comprehend what and where to look
- Safety issues!
 - Hard hats, risks of trip, controlled access

Recommendations on Tours

- Lobby displays need complete redesign for maximum impact for tour groups and other visitors.
- Train guides
- Act on impressions of a non-scientist to improve the experience of visitors.
- Immediately improve safety and housekeeping for tours.
- Institute a periodic lab-wide “Open Day”
- Consider organizing tours for target audiences