InterAction Collaboration Peer Review at TRIUMF Laboratory

Subcommittee on web (electronic) communication

James Gillies, CERN
Peter Calamai, CFI, SMC

4 February 2009
Findings

- TRIUMF recognized early in 2008 that the website needs an overhaul
- TRIUMF engaged Xeno media to help in this process
  - But didn’t simply outsource – worked with the contractor
  - Ensured TRIUMF values fed into the process
- Hired an FTE to run the process November 2008
  - Strong guiding hand inside TRIUMF
- Recognized the need for continually updated content
Findings

• TRIUMF recognized the benefit of a content management system
  - Allows anyone to publish
  - Allows central control of laboratory image
  - Allows news to propagate

• TRIUMF recognized the strength of creating a photo database

• The website is scheduled for launch on 12 February

• The website is topic, not audience driven
Comments

• The new website is a great improvement.
• The proposed photo database allows anyone to upload: have quality control and caption issues been considered?
• The prototype we saw did not appear to be aimed at a general public audience, or a youth audience.
• Some issues related to the 12 February launch appear not to be resolved:
  ▪ Personalized home pages?
  ▪ Who will run TRIUMF This Week?
Comments cont.

- Resource issues remain to be resolved: feeding the beast
- Mobile devices have not been taken into account
- Web 2.0 communication tools are potentially very attractive to young audiences.
Recommendations

• TRIUMF should ensure that sufficient resources are mobilized to provide constantly evolving web content.
• TRIUMF should investigate providing content for mobile devices.
• TRIUMF should incorporate web 2.0 tools such as Facebook, blogging, twitter, YouTube and Flickr into its online communication:
  ▪ Internally, Web 2.0 can be used to invite comment from TRIUMF community on web articles, promoting a message of transparency, motivating the community and generating ideas
  ▪ Externally, it can be used to ‘narrowcast’ to specific target audiences, for example First Nations, youth.