

InterAction Collaboration Peer Review at TRIUMF Laboratory

Subcommittee on web (electronic)
communication

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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.