



Computing Sector Communications

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Communications group (COM)

Goals

- In collaboration with the Fermilab Office of Communication, to effect clear, useful and consistent messages about
 - IT services the sector provides
 - How sector activities support science at Fermilab
 - Accomplishments



Why have a communications function?

- To ensure people communicate clearly and effectively.
 - Technical experts (In fact, experts in any area) tend to use jargon—language that is specific to their area of expertise.
 - Experts are immersed in their own inward-thinking world. They don't always think,
 - “Who else needs to know?”
 - “What do they need to know?”
 - “How do I tell them?”



Why have a communications function? (continued)

- To minimize the impact of change on the organization (avoid a decrease in productivity because people were not well-informed)
- To promote cohesion within the organization (increase productivity by “getting everyone on the same page”)



To communicate effectively, communications must...

- Be in touch with the end user's needs
 - Determine what the appropriate audience is
 - Determine the appropriate message/s
 - Determine the appropriate tools or methods of delivering the message/s
- Learn and share best practices with the Fermilab Office of Communication
 - There's a continual process of improvement as new tools are introduced and we gain feedback and insight.



Main COM responsibilities

- Project communications
 - Communications plans, articles, announcements, web pages and other documentation (~50% FTE)
- Operational communications
 - Service Desk Communications requests (~5% FTE)
 - Service Management/ITIL communications (~5% FTE)
- SharePoint Communications project – New--Just getting up to speed!
 - Documentation, training and branding
- Usability and layout (Graphic standards) for web-based communications (~5% FTE)
- Sector newsletter (~20% FTE)
- Some web content: computing.fnal.gov (~10% FTE)



Projects or campaigns

- Depending on scope, work with Fermilab Office of Communication to develop communications plans, write articles, etc.
- One (or more) Communications Group member(s) assigned
 - Creates communications plan
 - Attends project meetings
 - Develops or coordinates with others to develop outputs--articles, email notices, posters, etc.
 - Ensures proper vetting of materials



Service Desk email notifications

- For IT service outages, updates, etc.
 - Communications Group reviews all communications sent from Service Desk.
 - If the audience is wide or if the impact is large, message also vetted through:
 - Project sponsor and project manager
 - CS management
 - Office of Communication
- Over the past 9 months, we have worked with the Service Desk to hone this process. It is going very well and making a positive impact!



Fermilab Today

- *Fermilab Today* announcements
 - Brief notices that are usually reviewed and submitted by Communications Group as part of a change to an IT service (eg. PeopleSoft will be unavailable Saturday) or as part of a project or campaign (eg. Doctor-is-in booth will be in atrium tomorrow).
- *Fermilab Today* articles
 - Communications Group may draft, edit or review article.
 - We also ensure CS *Fermilab Today* articles are vetted by the appropriate individuals.
 - We work with *Fermilab Today* editor and other Office of Communication staff to...
 - Give a heads-up about a potential article.
 - Get feedback about best treatment of a subject (i.e., Should we submit as an announcement or should it be a full article? Should we run a series of articles, etc.)



Some other methods of communications we use

- Doctor-is-in booth
- Visuals: Posters, tent cards in cafeteria, handouts as part of product rollout, etc.
 - Anything that is being displayed or distributed at the lab—posters, tent cards in lobby, etc.—is approved by the Fermilab Office of Communication.
- Brown bag seminars
 - Communications Group schedules and sometimes edits presentation materials.



Some useful tips

- **Visual Media Services**
 - **Printing**
 - In general, one week notice is preferred, but depends on the job.
 - To distribute to all mailstops, print 85.
 - **Posters: VMS or in-house**
 - **Signs: VMS**



Questions?

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