

User Services & Outreach

The roles and responsibilities of the EMSL User Services & Outreach (USO) group are twofold, yet intertwined: to promote awareness of the national user facility, leading to its increased usage and science impact, and to facilitate and document this usage for EMSL and its sponsors.

Outreach

User Services & Outreach (USO) plans, develops, and coordinates implementation of EMSL's communication strategy to promote the awareness, reputation, and usage of EMSL as a national user facility. Outreach products and activities are designed to increase local, regional, and national awareness of the capabilities and accomplishments at EMSL. Products and activities of the USO group include:

- Creation of print media, such as brochures, newsletters, posters, fliers, photos
- Creation and maintenance of electronic media, web sites
- Organization of the EMSL User Meeting and workshops
- Tours of EMSL

The USO is one of the primary laboratory points of contact for external media requests, such as general information, background material, and interviews with staff.

In 2002, USO produced a new logo for the facility, designed to emphasize the operating model for the user program by incorporating new graphic elements representing a molecule and a person. In addition to the logo, USO launched an EMSL Newsletter featuring articles about users, facilities, and activities at the laboratory. New brochures were developed and, within 3 months, over 1000 copies were requested and delivered to staff and potential users. Additional products generated included a PowerPoint overview of the facility and several high-end photos of select instruments. A project to redesign and update the EMSL website was initiated. USO engages over a dozen writers, graphics designers, photographers and programmers from PNNL communications groups and externally in the development of products for EMSL outreach.

The user meeting, EMSL 2002, was held in May 2002 in conjunction with the third DOE National Laboratory Catalysis Conference. Held every other year, the 2002 user meeting included symposia focusing on recent developments and opportunities in several areas of environmental molecular science, as well as a tutorial on EMSL's research capabilities.

EMSL is a focal point of the PNNL campus, receiving visits by elected and appointed government officials such as cabinet members, members of the Senate and House of Representatives, local elected officials, senior Battelle and PNNL management, and a broad spectrum of senior members of the national and international scientific community. As part of EMSL outreach activities, tours of the facility are given on a regular basis. USO staff members organize and assign many of these tours. 170 tours of the EMSL facility were given in 2002. In this same year, USO engaged and trained several PNNL staff members to

give general tours of the facility, enabling EMSL to more effectively support requests by staff and visitors to see the resources and capabilities in the laboratory.

USO receives frequent requests from media—PNNL public relations as well as external media organizations—which are handled on a case-by-case basis. In 2002, Intel and Hewlett-Packard requested the opportunity to visit the laboratory in order to develop two short (3-5 minute) videos about the computational resources here. USO arranged and coordinated interviews with EMSL staff members and shots for B-roll footage at select locations. USO also worked with EMSL staff and external media in 2002 to compile and compose material for case studies and trade journals that featured EMSL research, resources, and capabilities.

User Services

The USO group provides support services to facilitate and promote the effective use of EMSL resources by staff and users. USO has oversight of those systems that enable users to submit proposals of research and to have a productive user experience. The group also provides appropriate reports as needed to PNNL, DOE, federal, and state regulators to document the success of EMSL as a national user facility. Products and activities include:

- Production of the EMSL Annual and Monthly Reports
- Overview and training for the EMSL User System (EUS)
- Access control to the facility
- Distribution of proximity cards, computer passwords, ID's to staff and users
- Scheduling of conference rooms for seminars, meetings, etc.

USO works with contacts from each of the major research facilities in EMSL to create Annual and Monthly reports, documenting the research and developments within the laboratory and distributing the reports to EMSL Management, staff, sponsors, and clients.

As part of the user operating model, new application software was developed by the EMSL Computer and Network Services group (CaNS). USO participated in the development of the EMSL User System (EUS) software and, since its release in October 2002, monitors use of the system. Ensuring a consistency in its use across the various facilities, the USO group provides training sessions to EMSL staff members. The EUS tracks the lifecycle of a proposal begins from submittal, review, acceptance, and closure. At various stages in this cycle and at completion the proposal authors are asked for updates of the progress of the research and copies of any publications. Reporting of these publications to DOE's Office of Scientific and Technical Information (OSTI) is required, and the USO group works with EMSL facilities to ensure compliance.

Part of the responsibility of USO includes providing access control to EMSL. The Front Desk staff are often the first contact that users, visitors, and new hires receive before entering the facility. These staff members greet visitors, provide information about access security policies, review requests for access, and process badges and proximity cards. Additional services include distributing various keys to the facility, ID numbers, and computer passwords for new accounts. EMSL has the second largest auditorium on the

PNNL campus, and a number of conference rooms. USO staff provide the primary support for booking these rooms.

Future directions

2002 was a time of change for EMSL, seeing a reorganization of the facility and a focus on the user operating model. User Services & Outreach participated by creating products and collateral materials for the new organization as well as continuing to provide services that enable efficient access to the facility and documenting the research being carried out using enhanced software applications.

Awareness building will continue; Using the background material (e.g. brochures, fliers, etc) being created, the USO group will expand strategies implemented in FY02. Examples of future activities include

- Regional outreach to institutions in the Pacific Northwest in order to increase advocacy for the facility.
- Attendance at national meetings
- Planning of an EMSL User Meeting in 2004
- Releasing the new EMSL website
- Ensuring consistent use of the EUS, and reporting of products to sponsors

The goals of the USO group are to increase EMSL education, awareness and advocacy. Additional responsibilities of the USO group are to document use of the laboratory, including annual, quarterly, and monthly reports; to develop procedures for providing documents resulting from EMSL use to the Office of Scientific and Technical Information; and to organize EMSL User Meetings.

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