Effectively Communicating in the World of Shared Resources

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Methods of Communications

• **Overview**
  - List-serv and E-mail
  - Client surveys
  - Website
  - Social Media
  - Yearly User Meeting
  - Bootcamp
  - Local Symposia
  - University-wide Network
Effective Communications

• **Set-up a List-Serv and use e-mail**
  – Mandatory for all users
  – Communicate updates and news
  – E-mail for problem resolution (cc: parties)
  – Follow through w/ quick meeting w/ parties

• **Client surveys**
  – Feedback from current and new users
  – Valuable for anonymous comments
Website

• Integral part of core’s function
  – Core Directors should have access
  – Not static but dynamic
  – Findable and searchable
    • Linking other cores
  – Emphasize the technique
    • Instrument is a tool
    • Duplication doesn’t mean excess capacity
Social Media

• Social Media
  – Provide information
    • Scheduling
    • Blogs
  – Facebook, Twitter, Google+ can help
    • But have their own problems
    • Content, Control, Relevance, & Updates
Communications Strategy

• Yearly user meeting
  – Require attendance one person/group
  – Discuss core’s direction and follow-up

• Yearly Bootcamp
  – Invite new users to attend it
  – Emphasize advantage to groups

• Local symposia
  – Inform about your core to new units
  – Expand user base
Communications Strategy

• **University-wide Network**
  – Cross-promote
  – Explain the uniqueness of your core
  – You define your core’s role

• **Adapt to changing roles**
  – Add new services
  – Expand core’s role
Questions?
Extra

• www.sb.fsu.edu/~xray
• Eric Lochner’s Blog
• IMB Bootcamp