



Expanding Reach:

EVENT-BASED OUTREACH STRATEGIES FOR CORE FACILITIES

About the speakers



REBECCA FITCH



ASHLYN MONTGOMERY

Introduction



WHY EVENTS MATTER



TYPES OF OUTREACH EVENTS



KEYS TO SUCCESS

Why Events Matter

- EVENTS ARE A WAY TO BRING RESEARCH TO LIFE
- THEY RAISE VISIBILITY FOR FACILITIES
- THEY SPARK COLLABORATIONS AND CONNECTIONS
- THEY BUILD A SENSE OF COMMUNITY



Types of Events

- SHOWCASES & OPEN HOUSES
- TRAINING WORKSHOPS
- HANDS-ON DEMOS
- COMMUNITY-BUILDING MIXERS
- SYMPOSIA & POSTER SESSIONS



Keys to Success

- CLEAR GOALS & AUDIENCES
- ENGAGING, INTERACTIVE ELEMENTS
- STRONG PARTNERSHIPS
- A WAY TO MEASURE IMPACT



Anatomy of an Event

GOAL

AUDIENCE

FORMAT

ENGAGEMENT ELEMENT

TIMING

PARTNERS

SUCCESS METRIC

Joint Imaging Workshop

The purpose of my event is to raise awareness
(action verb phrase, e.g., “raise awareness,” “connect researchers”)

so that more PIs use the resources; cross-discipline collabs are fostered
(intended outcome, e.g., “more students use our resources”)

This event is for graduate students, post docs, PI, industry
(target audience, e.g., “faculty,” “graduate students,” “community members”)

The event will be a workshop, open house
(event type, e.g., “open house,” “workshop,” “demo day”)

lasting one-day
(timeframe, e.g., “1 hour,” “half-day,” “3 weeks”)

Joint Imaging Workshop

To make it engaging, I will include SCIENCE & space tours.
(activity/element, e.g., “hands-on demos,” “Q&A,” “raffle”)

The event will take place in conference space in-person.
(location/format, e.g., “student center,” “online”)

and recur only one-time.
(frequency, e.g., “once a year,” “monthly,” “one-time only”)

I will collaborate with TIPCS.
(partners or co-hosts, e.g., “libraries,” “student orgs,” “core facilities”)

The event will be successful if new customers and new partnerships.
(measure of success, e.g., “attendance reaches 50,” “new partnerships form”)

Colloquium

The purpose of my event is to connect facilities & create community
(action verb phrase, e.g., “raise awareness,” “connect researchers”)

so that learnings can be leveraged
(intended outcome, e.g., “more students use our resources”)

This event is for facility staff, directors, and business personnel
(target audience, e.g., “faculty,” “graduate students,” “community members”)

The event will be a conference
(event type, e.g., “open house,” “workshop,” “demo day”)

lasting one-day
(timeframe, e.g., “1 hour,” “half-day,” “3 weeks”)

Colloquium

To make it engaging, I will include PD speakers and breakout sessions.
(activity/element, e.g., “hands-on demos,” “Q&A,” “raffle”)

The event will take place in theater on-campus; in-person and virtual
(location/format, e.g., “student center,” “online”)

and recur annually.
(frequency, e.g., “once a year,” “monthly,” “one-time only”)

I will collaborate with the Division of Research.
(partners or co-hosts, e.g., “libraries,” “student orgs,” “core facilities”)

The event will be successful if tangible feedback is collected.
(measure of success, e.g., “attendance reaches 50,” “new partnerships form”)

CBRS Research Showcase

The purpose of my event is to highlight research using CBRS facilities
(action verb phrase, e.g., “raise awareness,” “connect researchers”)

so that attendees can learn about CBRS and potential collaborations.
(intended outcome, e.g., “more students use our resources”)

This event is for faculty, staff, students and researchers.
(target audience, e.g., “faculty,” “graduate students,” “community members”)

The event will be a symposium with poster session
(event type, e.g., “open house,” “workshop,” “demo day”)

lasting one-day.
(timeframe, e.g., “1 hour,” “half-day,” “3 weeks”)

CBRS Research Showcase

To make it engaging, I will include free stuff, access to vendors.
(activity/element, e.g., “hands-on demos,” “Q&A,” “raffle”)

The event will take place in building centrally located to researchers.
(location/format, e.g., “student center,” “online”)

and recur annually.
(frequency, e.g., “once a year,” “monthly,” “one-time only”)

I will collaborate with research groups and vendors.
(partners or co-hosts, e.g., “libraries,” “student orgs,” “core facilities”)

The event will be successful if awareness of CBRS increases.
(measure of success, e.g., “attendance reaches 50,” “new partnerships form”)

RCF Showcase

The purpose of my event is to highlight facility services
(action verb phrase, e.g., “raise awareness,” “connect researchers”)

so that researchers know how to access resources
(intended outcome, e.g., “more students use our resources”)

This event is for faculty, students, and staff researchers
(target audience, e.g., “faculty,” “graduate students,” “community members”)

The event will be a showcase with posters, tables and talks
(event type, e.g., “open house,” “workshop,” “demo day”)

lasting a half-day
(timeframe, e.g., “1 hour,” “half-day,” “3 weeks”)

RCF Showcase

To make it engaging, I will include live demos and networking.
(activity/element, e.g., “hands-on demos,” “Q&A,” “raffle”)

The event will take place in a ballroom in the student center.
(location/format, e.g., “student center,” “online”)

and recur annually.
(frequency, e.g., “once a year,” “monthly,” “one-time only”)

I will collaborate with 20+ core facilities.
(partners or co-hosts, e.g., “libraries,” “student orgs,” “core facilities”)

The event will be successful if new connections are made.
(measure of success, e.g., “attendance reaches 50,” “new partnerships form”)

Mad Libs in Action

INDIVIDUALLY
COMPLETE THE MAD
LIB WORKSHEET
WITH YOUR OWN
OUTREACH IDEA.

3-4 TABLES WILL
SHARE AN EVENT
WITH THE GROUP.

WE'LL THEN WORK
ON REFLECTION AND
BARRIERS.

DISCUSS YOUR IDEAS
WITH YOUR TABLE.
TOGETHER, DECIDE
IF ONE IDEA SHOULD
BE SHARED WITH
THE WHOLE GROUP.

GOAL

MAD LIB:

“THE PURPOSE OF MY EVENT IS TO ____ SO THAT ____.”

REFLECTION:

DID THE EVENT ACHIEVE ITS PURPOSE?

HOW DO WE KNOW?

AUDIENCE

MAD LIB:

“THIS EVENT IS FOR ____.”

REFLECTION:

DID THE RIGHT AUDIENCE ATTEND?

WHO ELSE COULD BE INCLUDED NEXT TIME?

FORMAT

MAD LIB:

“THE EVENT WILL BE A ____ LASTING ____.”

REFLECTION:

WAS THE FORMAT AND TIMING A GOOD FIT?

WHAT WORKED WELL?

ENGAGEMENT ELEMENT

MAD LIB:

“TO MAKE THE EVENT ENGAGING, I WILL INCLUDE ____.”

REFLECTION:

DID PARTICIPANTS FEEL ENGAGED?

WHICH ELEMENTS STOOD OUT?

TIMING

MAD LIB:

“THE EVENT WILL TAKE PLACE IN ____ AND RECUR ____.”

REFLECTION:

WAS THE TIMING CONVENIENT?

WOULD A DIFFERENT SCHEDULE WORK BETTER?

PARTNERS

MAD LIB:

“I WILL COLLABORATE WITH ____ TO MAKE THIS EVENT POSSIBLE.”

REFLECTION:

WERE PARTNERSHIPS EFFECTIVE?

WHO ELSE COULD STRENGTHEN THIS EVENT?

SUCCESS METRIC

MAD LIB:

THE EVENT WILL BE SUCCESSFUL IF ____."

REFLECTION:

DID WE HIT OUR SUCCESS METRICS?

WHAT SHOULD WE MEASURE NEXT TIME?

Barriers

- LIMITED TIME / BANDWIDTH
- NOT ENOUGH STAFF SUPPORT
- BUDGET CONSTRAINTS
- LOW TURNOUT / HARD TO ATTRACT RIGHT AUDIENCE
- COMPETING PRIORITIES ON CAMPUS
- ACCESS TO SPACE / LOGISTICS HEADACHES

Barriers

*What strategies have you used
—or could you try—
to overcome these?*



Key Reminders



Wrap-up

What is one idea you're taking away today that you could try in your own setting?

