

e-Research Communications Plan

Version: 0.2 (draft)

Document Control Sheet

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Amendment Register

Version	Date	Nature of Amendment	Distribution List
0.1	11 Feb 2008	Initial draft	Dir, e-Research
0.2	14 Feb 2008	Revised layout	RCAC

Intended Audience

DVC (R)
RCAC
University stakeholders as noted in the Plan

Signoff / Acceptance

This Proposal requires sign-off from different areas of the University.
 The table below gives the stakeholders involved in the document and the area of their responsibility.

Responsibility	Name	Business Unit	Signature	Date
Prepared By	Emma Curtis-Bramwell	e-Research Office		
Accepted By	Mark Kosten	Director, e-Research		
Endorsed By	RCAC			

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1. E-RESEARCH OFFICE MISSION/VISION

1.1 MISSION

The e-Research office aids researchers with computing, data storage, information management and data modelling, along with enhancing their ability to collaborate by providing information and access to grants/programmes, software tools, potential external partners and other resources. The Office also promotes enhanced infrastructure, enhancing research administration, workflows and techniques.

We aim to educate and support researchers in e-Research techniques, especially in non-science areas, by providing a user friendly enhanced computing and communications technology infrastructure that supports research and by promoting e-Research funding opportunities.

1.2 VISION

By communicating the benefits of e-Research, researchers will implement information technology practices as part of their research methodologies and e-Research will come to be viewed simply as a routine part of research methodology.

2. COMMUNICATIONS PLAN

2.1 OBJECTIVES

The objective is to deliver the vision of the e-Research Office and Strategic Plan by:

- Educating and supporting researchers in e-Research techniques, especially in non-science areas.
- Enhancing computing and communications technology infrastructure that supports research.
- Promoting e-Research funding opportunities.
- Bringing La Trobe to a lead position in the IRU University group with regard to e-Research and participating in a national and international e-Research infrastructure.

2.2 OUTCOME

The outcome of these objectives will be widespread awareness and adoption of e-Research.

2.3 STRATEGY FOR DELIVERY

The strategy for delivering these outcomes will be to:

- Identify stakeholders.
- Regular contact with all stakeholders via multiple avenues.
- Develop & foster key relationships which will allow knowledge transfer between the e-Research office and researchers. The development and maintenance of these relationships is achieved through regular meetings, casual discussions and other networking methods.
- Provide useful support, advice and training.
- Maintain a strong web presence.
- Remain flexible - The e-Research office is endeavouring to change the way researchers use technology to undertake their work which will require an adaptive approach. This is an evolving area so as the methods and technology changes so will communication and message evolve.

3. IMPLEMENTATION OF THE COMMUNICATIONS PLAN

3.1 WHO IS OUR AUDIENCE?

Target audience	Views on e-Research	Do they know about us?	If so, how did they find out about us and what do they feel about what we are doing?
Deans	Unknown	Some do	<ul style="list-style-type: none"> • Faculty Research Committee/Direct contact • Unknown
Associate Deans (Research)	Concerns about - Insufficient resources, Security Access	Yes	<ul style="list-style-type: none"> • Through the Research Computing Advisory Committee – meet every 3 months • Generally supportive
Heads of School/Depts	Insufficient resources	Some do	<ul style="list-style-type: none"> • Through School/Dept introductory/discussion meetings • Some feel we are relevant to their needs, others not so
Individual Researchers	Fear of losing ownership of research, fear of technology, lack of resources, difficulty with technology	Not many	<ul style="list-style-type: none"> • School/Departmental seminars. • Not sure it is relevant to their field of interest. (Interest from: Nursing, Gait Lab, Archaeology, Physics)
ICT	Aware researchers need different support but not how	Yes	<ul style="list-style-type: none"> • Direct link between e-Research Office and ICT • Not fully aware of different support methods required for researchers but very open to change
Senior Executive	None	Most not	<ul style="list-style-type: none"> • Most not aware • Do not realise that increase in computing and technical infrastructure are key to research capacity of La Trobe, especially central and strategic services Faculties not able to provide

3.2 METHODS OF COMMUNICATION

Utilising existing networks and collaborations which will be maintained and expanded on, with new opportunities actively sought. This will be achieved through execution or utilisation of the following:

- Articles in Uni News
- Publication and distribution of a quarterly e-Newsletter to research institutes and faculties/departments
- Participation in conferences involving e-Research
- Presentations at conferences in research areas where technology has been identified as a potential benefit to research endeavours
- Publication and distribution of Information Sheets for school/departmental noticeboards
- Feedback forms/surveys of needs
- Publication of an e-Research brochure
- Updating website with relevant information and news
- Publishing articles in relevant publications
- Attendance at Faculty and School/Department Meetings
- Seminars/workshops/regional road shows
- VPAC seminars
- Formal Committees
- Creation and maintenance of lists for all research areas and participants within the University.
- Creation of a list of all researchers in the University for email/outreach purposes.

3.3 DEVELOPING KEY RELATIONSHIPS

- Identify projects through regular communication processes
- Introduction of an e-Research Grant Scheme administered by RGSO

3.4 SUPPORT & TRAINING PLAN

Objective:

- Identifying researchers needs through extensive consultation
- Delivering support and training for users through the following methods:
 - e-Research workshops and regional road show
 - Consulting services
 - Policy and Procedures for access to storage, computing and other resources.

Outcome:

- The e-Research team will develop the Support and Training Program following identification of the Researchers' needs. The program will assist researchers in the use of applications and technologies and will enable self-sustainability of e-Research solutions amongst researchers.

3.5 OUTREACH

Objective:

- Implementation of an Outreach program

Outcome:

- The outreach program will centre on a collective of La Trobe researchers utilising technology and the resultant e-Research community will enable increased knowledge transfer and create a pool for collaboration.
- Outreach activities of the e-Research office include collaboration with VeRSI (The Victorian e-Research Strategic Initiative) on projects concerning Ecoinformatics, A Bioinformatics Toolbox and Shared Laboratory Instrumentation. The e-Research office is also collaborating with VPAC (Victorian Partnership for Advanced Computing), for support and advice regarding High Performance Computing.
- Establish connections with e-Research activities already undertaken at La Trobe.
- Undertake promotion of these activities to researchers.
- Promote e-Research Grant program through RGSO

3.6 STRONG WEB PRESENCE

- Delivering news on e-Research issues
- Promoting the services and resources of the e-Research Office
- Publicising relevant conferences and presentations
- Providing advice and information to researchers
- Promoting State/Federal/organisational e-Research initiatives for funding opportunities
- Promoting the use of central research storage, high performance computing and a repository for research data

4. EXECUTION

4.1 TIMETABLE/MILESTONES FOR E-RESEARCH OFFICE COMMUNICATION ACTIVITIES

Milestone	Date	Performance indicator
Education and Support		
Creation of an e-Research Office	April 2007	Office created/funded for '08/'09/'10
Development of e-Research Strategy	August 2007	Completed by August 2007
Communication plan in place	March 2008	Plan created/endorsed
e-Research workshops	1st one – Nov 2007 2nd one – Sept 2008	1-2 workshops annually to promote awareness and adoption of e-Research
School/Department	Oct 2007 – ongoing	Hold introductory/discussion meetings with

introductory/discussion meetings		all schools and departments within the university
Regional awareness road shows	February 2008 and at least annually	Road show awareness presentations delivered to all regional campuses
Website live & regularly maintained	November 2007 – ongoing	Review & update website information weekly
Performance and satisfaction surveys	Ongoing	Feedback Surveys will be used after each workshop/regional road show to monitor and measure awareness of e-Research and the results will be used to review operations. Major survey undertaken annually
Newsletter published	Quarterly (first one - November 2007)	Publish and circulate e-Research Newsletter quarterly
Brochure published	March 2008	Brochure published and distributed amongst University research community
Funding Opportunities		
Promote State/Federal/org e-Research initiatives	Ongoing	Info available on web site, bulletins
Promote and maintain close links with DPI, CSIRO and other allied/industry organisations	Ongoing	Meet informally on regular basis, attend formal meetings
Provide small grants through the Research Office to aid researcher's use of ICT	2008 onwards	Internal grant scheme and e-Research grant review board established
Enhance Infrastructure		
Promote high performance computing	From mid 2008	HPC implemented by mid 2008 Support/Training program for potential users in place by 2009
Promote central research storage	From mid 2008	Storage implemented by mid 2008 Policies in place so storage sensibly used Training/Support in place by 2009
Promote repository for research data	January 2009	General repository implemented with Library/ICT Support Library in promotion
Promote use of Australian Access Federation security system	2009 onwards	AAF implemented 6 months after publication of AAF standards Support/Training of AAF capability
Lead in e-Research use, including national and international		
Create and promote collaboration virtual spaces	2009	Web-based collaboration environments created for teams of researchers Support/Training of new techniques
Promote La Trobe/Monash/Melbourne research triumvirate	First meeting Aug '07, quarterly thereafter	Victorian e-Research Directors Group created and meeting quarterly
Attend key e-Research meetings national/international and join appropriate e-Research forums/committees	Ongoing	Meetings attended
Promote and aid international collaborations through e-Research techniques	Ongoing	Group communications successfully aligned using technology across local and international teams

4.2 RESOURCES

In addition to staff and resources of the e-Research Office, support from specialists in the following areas; ICT, VPAC and the Library will be sought.

4.3 MONITORING & FEEDBACK

The success of the e-Research Office will be determined by how quickly, and how universally, the La Trobe research community is aware of e-Research. Feedback Surveys will be used after each workshop/regional road show and a major annual survey will be distributed to monitor and measure awareness of e-Research and the results will be used to review operations. Further feedback on progress will also be obtained through informal interactions with researchers.

This Communications Plan will be referred to regularly and reviewed annually in order to ensure that goals are being met. The success of the e-Research office is ultimately dependent on widespread awareness of e-Research and active outreach programs engaging researchers.

5. REFERENCES

e-Research Proposal (2007)

E-Research Strategy for La Trobe 2008-2010

Terms of Reference Research Computing Advisory Committee (2007)