

## WiscCores Showcase 2019 Event Report

for event on March 5, 2019 (1<sup>st</sup> one)  
compiled by Isabelle Girard <igirard@wisc.edu >  
Director, Office of Campus Research Cores

### Attendance

We roughly estimated visitor attendance at ~ 220 attendees (those not affiliated with a participating core or service). More than 140 people registered in advance, although registration was not required and we encouraged walk-in attendance. Attendance appeared strongest at 10:00 am, coinciding with the end of the VCRGE candidate talk at WID. By 11:30 am, attendance was dwindling, leaving most of the lunch food for participating cores.

Core participation was strong, with 56 cores and shared services represented. Several last-minute requests were declined due to concerns for space, and more cores could be supported in future events with a modified layout.

### Visitor Survey Results

Survey responses (n = 36) were collected by multiple methods:

1. on site and in-person via visitor completion of a Qualtrics survey on iPad (most successful!)
2. completion of online Qualtrics survey from email or newsletter link at any time during or after the event
3. completion of paper copies at any time during or after the event

Surveys were completed by visitors from a range of positions: PI (4), postdoc (2), graduate student (4), lab staff (7) and other (19).

Q4. Did you like the overall format of the event? YES (100%)

Q6. Did you find this event beneficial and would you return in upcoming years? YES (100%)

Q10. After hearing from cores, are there any you will utilize? YES (70%)

If so, which ones?

- Biochem optical core, nanoscale core
- Breeding core brms
- Cancer informatics, sequencing
- Designlab
- EM facilities
- Ictr
- Imaging core
- Library
- mass spec & imaging
- Multiple ones
- Research Data
- Survey center
- WCIC

Q12. Please rate the value of the following (scale of 1 poor – 5 exceptional)

Table exhibits – rated 4 or 5 (94%) plus 1 person who indicated not valuable at all ☹

Flash talks – rated 4 or 5 (63%) and rated 3 (26%)

Expert sessions – rated 4 or 5 (65%) but only a few survey respondents had attended these (n = 9)

Q9. What would you like changed in the future?

- > flash talks were hard to hear – improve the acoustics (x 3)
- > expert tables were not well attended – maybe announce transition or start more clearly
- > invite vendors for more value
- > table events ended too early

### **Core Representative Survey Results**

Survey responses (n = 42) were collected on site and in-person via core representative completion of a Qualtrics survey on iPad. Each core was sampled once.

Q4. Did you like the overall format of the event? YES (100%)

Q6. Did you find this event beneficial and would you return in upcoming years? YES (100%)

Q9. What would you like changed in the future?

- > flash talks were hard to hear – improve the acoustics (x 8)
- > focus flash talks on new cores, smaller cores or new services
- > add food to the flash talks section
- > add food to the experts table
- > add more food to everything
- > group cores by theme or area
- > reduce table exhibit time
- > increase table exhibit time
- > encourage more graduate students and researchers (x 5)
- > increase advertising for event (x 2)
- > change time to late spring / early summer, on a Friday
- > offer fair in late September with new graduate students
- > keep in the spring because so much is already happening, spring is kind of slow
- > offer every other year
- > offer every year

### **OVERALL COMMENTS**

- really valuable between-core networking
- very positive crowd, engaged attendees (just need more of them)
- lunch food was great, vegetarian selection was strong
- I saved three months of work by finding the right core
- I didn't know half these resources existed
- I will be a better resource for my users because I can now direct them to other cores
- Did you know there are people who help you design posters! [DesignLab]
- I had no idea we had a Poverty Institute! I am definitely going to connect with them. (x 3)

## PLANS FOR IMPROVEMENT FOR 2020

The planning committee reviewed feedback, anecdotal input and personal observations to make recommendations for the next event:

- o keep flash talks but move to a separate space or use the entire dividing wall in Varsity Hall
- o keep rotation slides – but consider amount of ambient light in hall
- o keep table-top display format – floor was more open than with poster boards
- o reconsider experts tables – experts were already accessible at exhibits
- o consider workshops or extended talks to introduce techniques rather than cores (like intro to CRISPR)
- o partner with the Graduate School to increase graduate student participation
- o consider offering more food (pizza?) or prizes (like \$1000 credit to cores) as incentives
- o advertise more broadly and earlier
- o add a brief keynote as more formal start to event
- o add more formal onsite registration for more accurate headcount and attendee identification
- o continue with onsite surveys – the iPads were very effective

*Thank  
you!*

### THANK YOU TO THE PLANNING GROUP MEMBERS!

These folks were creative, collaborative and generous with their time and effort to develop a successful event. Please reach out to any member to provide additional feedback, suggestions and to learn from our experience.

Planning Group Member	Unit	Email
Trisha Adamus	Ebling Library	adamus@wisc.edu
Dawn Church	UW Carbone Cancer Center	drchurch@wisc.edu
Melanie Hebl	Research and Sponsored Programs	mrjacobs3@rsp.wisc.edu
Jeremy Jeffrey	Research Animal Resource and Compliance	jeffrey3@wisc.edu
Amita Kapoor	Primate Research Center Assay Services	akapoor@wisc.edu
Natasha Kassulke	Office of Vice Chancellor for Research and Graduate Education	natasha.kassulke@wisc.edu
Chuck Konsitzke	Biotechnology Center	charles.konsitzke@wisc.edu
Carrie Nelson	Steenbock Library	carrie.nelson@wisc.edu
Laila Robbins	Office of Vice Chancellor for Research and Graduate Education	laila.robbins@wisc.edu