

Nuclear Energy

Nuclear Science User Facilities

Communications Update



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FY 2016 NSUF Annual Program Review Germantown, Maryland Tuesday, Nov. 1

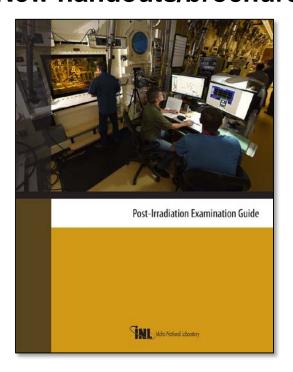


Branding Initiatives



Nuclear Energy

■ New handouts/brochures



INL Post-Irradiation Examination Guide

 50 pages of comprehensive information on INL PIE capabilities



NSUF Users Organization fact sheet

Companion piece to NSUF fact sheet

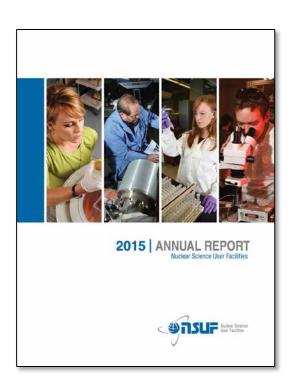


Branding Initiatives



Nuclear Energy

■ NSUF 2015 Annual Report



- Streamlined production process
- Created new form for project reporting
- Better coordinated mailing
- Feature stories written in-house
- New index section





Branding Initiatives

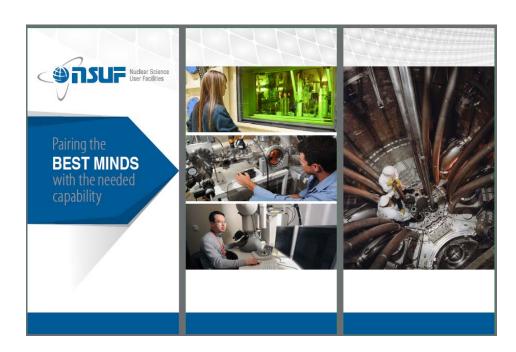


Nuclear Energy

■ Exhibit materials



- Scaled down one-panel display
- For use when big display would be impractical



- Three-panel pop-up display
- Partner videos play on-screen at display
- New trinkets
- New fitted tablecloths with NSUF logo
- Magazine/brochure stand



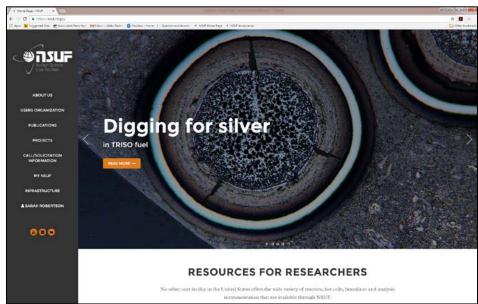
New Website (Launched in September)



Old home page



New home page

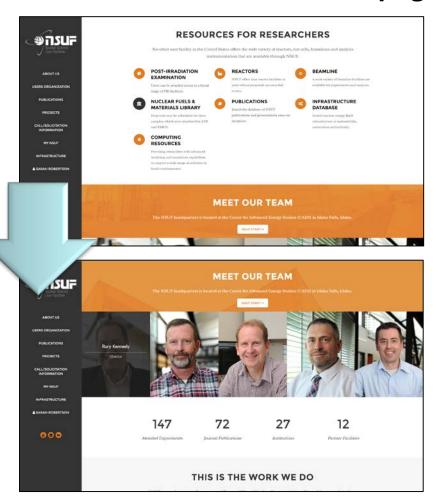


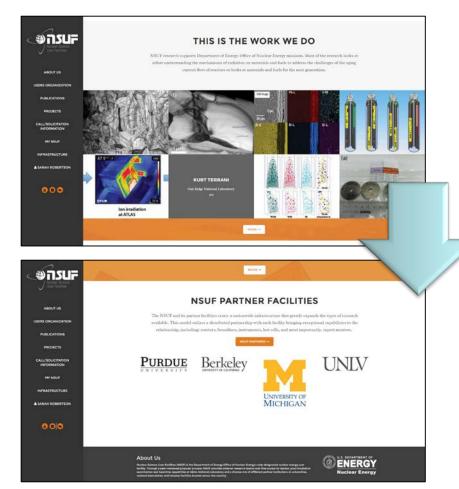
- Designed to adapt from desktop computer screen to tablets or mobile devices
- Incorporates single sign-on for proposal system and NEID
- Allows us to better highlight the work we do





■ Scroll down on the home page to access more website areas

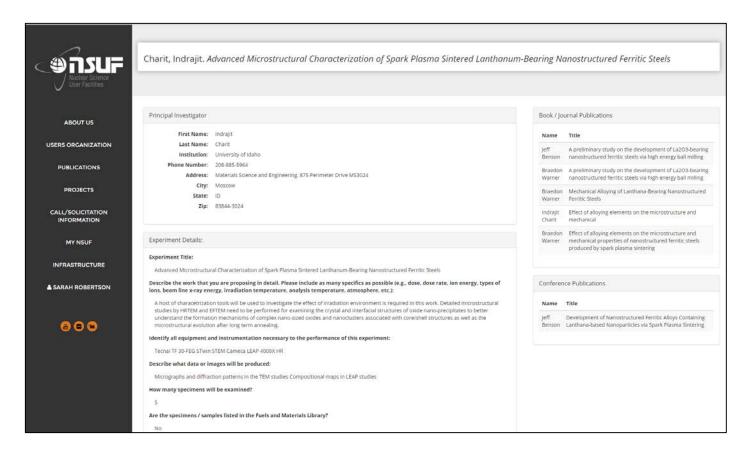








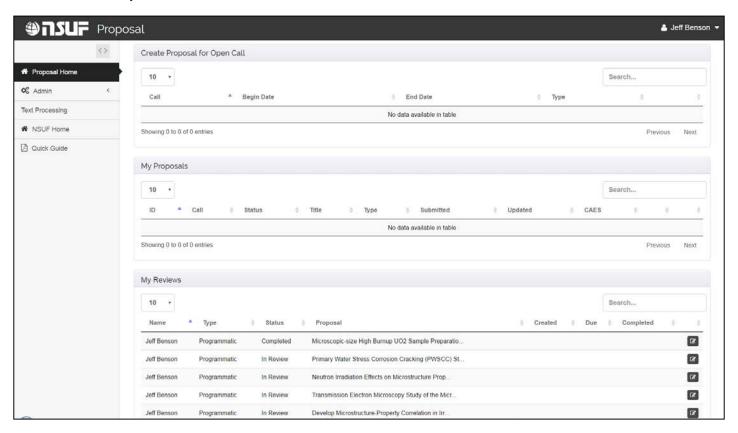
■ Project highlights are now integrated with publications, conferences, abstracts







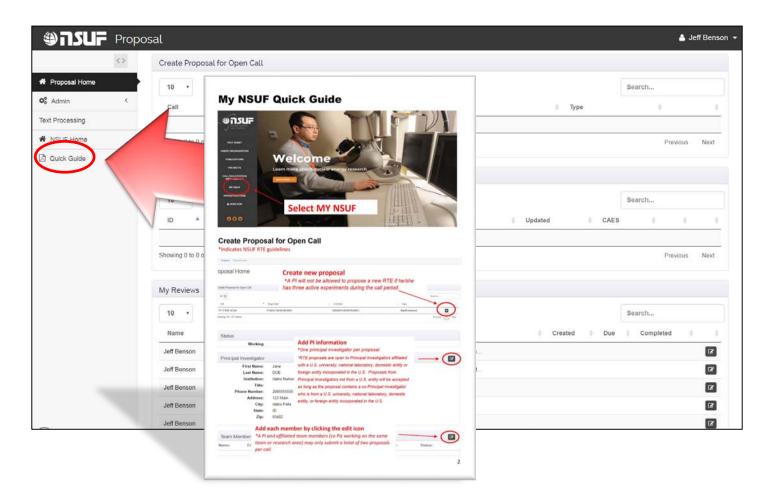
■ 'My NSUF' link is the researcher portal to proposal system, publications, reviews







■ New Quick Guide provides step-by-step instructions





Future Projects



- Update and refresh NSUF fact sheet
- Requests for FY 2016 Annual Report project reports sent out Oct. 13
- Create schedule for website content for rotating news section

