

Strategy for Improving the Fermilab User Experience

As DOE's national laboratory for particle physics, Fermilab supports and serves the U.S. community and its global partnerships. Thousands of "users" participate in Fermilab's programs, use its facilities, or rely on its capabilities each year. Based on feedback and considering the transition of Fermilab from the "Tevatron laboratory" to the "neutrino laboratory," a strategy for modernizing and upgrading the user experience has been developed and is being executed over the next five years.

The areas of focus are:

- Welcome & on-boarding process including physical & computing access to the lab. *A task force is examining how to streamline FermiWorks onboarding in advance of arriving on site as well as practices and procedures around badging including how best to support international guests who frequently visit. Enhanced documentation and communication about the registration process is being developed.*
- Users' Office including location and extent & quality of logistics, hospitality, and administrative services offered. *Funding and plans have been developed to relocate the Users Office from the Mezzanine in Wilson Hall to the southwest corner of the first floor. A new team member has been added to the International Services Department and a five-year strategic plan is being developed in Summer 2015 for presentation and discussion with the UEC.*
- Cafeteria and food services in Wilson Hall, both selections and access. *Improved coffee services have been added to the cafeteria and modern lounge space has been added to the Atrium. Reconsideration of the food-service offerings and delivery mechanisms in Wilson Hall is underway with a new contract expected in 2016. Input from lab employees and users is being solicited as part of this process. A final set of construction/renovation efforts are being planned to improve the cafeteria tray-return area, the overhead lighting above the tables, and potentially also the food-preparation and service areas. Gourmet vending is being explored for access to quality food after hours.*
- On-site housing including the Village and a proposed future hostel. *A business plan for the Village has been prepared that identifies the purpose and objectives of the on-site housing as well as an analysis of the usage patterns. Improvements to back-office infrastructure will streamline accommodation requests. Discussions are underway about developing an on-site hostel (aka guest house) that would accommodate short-term needs. Renovations to several houses in the Village are also improving capacity and modernizing accommodations.*
- Users' Center in the Village, both physical space and services offered. *The Users' Center has traditionally been the hub of community life on site; this role has faded in part as the infrastructure has aged and tastes of the residents have evolved. A multi-phase redevelopment plan for the Users' Center is being developed with the first phase to focus on Chez Leon in autumn 2015. Future phases will tailor the scope of offerings to the Users' Center to enhance the bar/lounge experience, attract daytime*

business from Wilson Hall, and add to the food-service options during evenings and weekends.

- **On-site office space.**
Visiting scientists and students often need desk and office space to conduct affairs and meet with colleagues. Wilson Hall in particular is no longer optimally arranged to accommodate the influx of users. Renovation of each floor along with sequential shuffling of employee and user offices is taking place. Pilot office improvements are expected in 2016/17 and expanded space for summer users will be available in 2016. Adjustments will be made to expectations governing office-space allocation and duration.
- **Communication to users.**
The lab's digital communication vehicles are being updated to make them more useful and current for all audiences, spanning the lab's web presence and its electronic publications such as Fermilab Today. A survey of users will be carried out in summer 2015 to solicit input on communication needs, with changes to electronic newsletters following in late 2015 and the creation of a new user web portal in 2016.
- **Form & function of Wilson Hall ground floor.**
The ground floor of Wilson Hall is presently not configured for attracting and supporting the community especially in view of the forthcoming Integrated Engineering Research Center which will be adjacent. Discussions and exploration for redeveloping this space to serve users and staff will soon be underway.

It is our belief that focusing attention on improvements to these areas will substantially improve the user experience, attract more and different users to Fermilab programs, and support growth in the size of the Fermilab community.