

# JOINT H-PLATFORM COMMUNICATION STRATEGY IN THE AREA OF TEACHING

**Discussion at  
TEACH - Talk about Education Across Communities in Helmholtz**

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**HELMHOLTZ  
METADATA  
COLLABORATION**



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# SCOPE

All Helmholtz Incubator Platforms and many Helmholtz Institutions offer training formats aimed at the Helmholtz community. Some of these courses are intended for a wider target group while other training formats are intended for narrower, more selected groups such as experts in a specific field. Since a common Helmholtz-wide communication system such as a training platform or a cross-center email list is missing, we would like to discuss how the platforms can cooperate and support each other in order to achieve a joint, target group-oriented promotion of training formats. This communication strategy should be well coordinated, reach as many centers and as many target groups as possible. For the joint discussion we will prepare miroboards to summarize ideas and possible solutions.

## SESSION LEAD

Mirl Trösch (HMC Office, Geomar Helmholtz Research Center)  
Jan Steffen (HMC Office, Geomar Helmholtz Research Center)  
Silke Gerlich (HMC Hub Information, IAS-9, FZ Jülich)

# OUR DISTRIBUTION STRATEGIES

## PERSONAL COMMUNICATION

### NEWSLETTER / MAILINGLISTS

The good old e-mail remains the medium of choice for most of us to announce and advertise our training activities and reach out to participants and trainers. Various newsletters and mailing lists (internal and center-overarching) serve this purpose and help to reach specific target groups (i.e. PhD students, PostDocs, Scientific Coordinators).

### PERSONAL CONTACTS

Most of us use their personal network to find trainers and advertise our courses. That's great!

### CHATS

Chat platforms are gaining in importance at the workplace. And you are taking advantage of it. Chat tools like Mattermost and Slack are go to methods for you to communicate with your target groups.

Image Source: pixelfit / Getty Images

### INSTITUTIONAL WEBSITES

We present ourselves on our websites and use these to communicate our teaching and outreach efforts to the public.

### HIDA COURSE CATALOG

HIDA offers with its recently established course catalog a platform to advertise and collect your events at one place (i.e. trainings, talks, seminars). Coming soon: possibility to link your event announcement with its Indico page.

(→ [HIDA Course Catalog](#))

### INDICO

Helmholtz-wide event management made easy. The HIFIS-powered Indico platform is already widely used to manage event registrations and administration.

(→ [HIFIS Indico](#))

## ONLINE DISTRIBUTION

Image source: <https://www.nexdatacenter.com/wp-content/uploads/2015/04/the-importance-of-internet.jpg>

## SOCIAL MEDIA

### TWITTER, LINKEDIN & CO

Twitter, LinkedIn and other social media platforms have been identified by some of us as a suitable medium to share our events and reach out to participants and potential speakers alike.

Image source: <https://www.talkwalker.com/images/2020/blog-headers/meg/social-media-tips-blog-header-no-logo.png>



# LET'S KEEP ON SHARING OUR EXPERIENCES

## THE GOOD ONES

- High **interest and demand** in trainings
- **Announcements** via newsletter, posters, "schwarzes Brett"
- Basic / **introductory classes**

## THE ONES TO BE IMPROVED

- **Amount of courses** doesn't meet the demand
- High rate of online **no-shows**
- **Too little resources**
- Rather complicated / various **application systems**
- Unclear **communication channels**
- **Outdated mailing lists**

## SHARE YOUR EVENTS

- Course registration in the **HIDA Course Catalog** is open for everyone! Register your trainings and educational events at <https://www.helmholtz-hida.de/course-catalog/>
- The **HIFIS Indico platform** ([events.hifis.net](https://events.hifis.net)) is available for every event at HGF. The HIFIS support is happy to help you getting started with Indico.
- HIDA administers **mailing lists for graduate schools and career centers**. You can get in touch with Mona Florian and Anna Tschaut if you have an event to be advertised on these channels

## NEXT STEPS

- Find immediate help / support / exchange on our new **TEACH AG Mattermost Channel**
- Join our **quaterly TEACH AG meeting** (tbd on Mattermost)

SEE YOU SOON!

Image source: <https://www.skipprichard.com/wp-content/uploads/2018/01/bigstock-Diversity-hands-fist-bump-for-182667208.jpg>