

Enhancing Core Facility Visibility

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Who are we trying to engage?

- Future users – internal or external
- Current users – internal or external
- Other Core Facilities – internal or external
- Institutional Administrators
- Community
- Funding Agencies or Donors

What are the mechanisms?

- Personal communication*
- Websites
- Social Media
- Acknowledgements & Persistent Identifiers
- Events
- Institutional Marketing Dept
- Annual Reports
- Advertising

Social Media

- LinkedIn, Facebook, Instagram, etc.
- Public facing, algorithm and network driven
- Personal or Institutional?
- Active and topical
- High maintenance



Acknowledgements & Persistent Identifiers

<https://coremarketplace.org/>

- Developed with the Association of Biomolecular Research Facilities (ABRF) and Research Resource IDentification (RRID)
- RRID is like ORCID but for resources.
- If users include RRID, Core Marketplace will track publications.
- Hundreds of journals prompt authors for RRIDs.

The screenshot shows the CORE Marketplace website interface. At the top right, it indicates the user is logged in as '0000-0002-2813-5594'. The main navigation bar includes 'SEARCH HELP', 'ANNOUNCEMENTS', 'EXTRAS', 'NEWS', and 'MANUAL'. The breadcrumb trail reads 'All Facilities >> Drexel University >> Materials Characterization Core (Materials Characterization)'. The page title is 'Materials Characterization Core (Materials Characterization)'. A 'Subscribe To This Core' button is visible in the top right. The left sidebar contains a 'Facility Details' section with links for 'About This Facility', 'Services and Equipment', 'Publications', 'Awards & Associations', and 'Metadata'. Below this is a 'Collaboration' section with links for 'Find Regional Facilities' and 'Other Facilities at this Institution'. The main content area displays the facility's address: '3126 Market Street, Bossone Building, Room 106, Philadelphia, PA 19104, United States', along with a URL and a 'Google Maps Location' link. A 'CITE THIS FACILITY' button is present. The 'Quicklinks' section provides two URLs: 'https://coremarketplace.org/drexelmcc' and 'https://coremarketplace.org/RRID:SCR_022684'. The 'Facility LIMS Page' link points to 'https://drexel.ilab.agilent.com/'. A 'Primary Contact' box lists 'Craig Johnson' with the ID '0000-0002-2813-5594'. The 'Facility RRID' is 'RRID:SCR_022684'. A 'Facility Details' section at the bottom provides a description of the Materials Characterization Core (MCC) at Drexel University, noting its multi-user nature and technical expertise in nanoscience, polymer research, biomedical engineering, and solid materials.

Hosting and Attending Research Events

- Technical workshops and research symposium
- Vendors provide financial and logistic support in exchange for presence
- Local and national scientific organizations are partners, e.g., Philadelphia Society for Microscopy and Microscopy Society Of America
- Excellent professional development and networking opportunity for staff and researchers
- Setting up a booth or presenting a poster
- Opportunity to showcase student research

Advanced SEM for Materials Research at Drexel
Special Topics: Apreo ChemiSEM with Correlative SEM & AFM Techniques

You're invited to an Apreo SEM user meeting on March 25 - 26, 2025 to learn how advanced Apreo SEM capabilities and in situ AFM can be used effectively to characterize materials down to the nanoscale. You will have the opportunity to attend a personalized 2-hour demonstration of the Apreo 2S LoVac SEM.

Why you should attend:

- Expand your capabilities and understanding of SEM
- Discuss with experts the latest instrumentation & techniques
- Experience live, hands-on demonstrations with your samples SEM with Litescope

Thermo Scientific Apreo 2S LoVac Scanning Electron Microscope

Location:
Materials Characterization Core
Bosone Research Enterprise Center
Drexel University
3140 Market Street, Philadelphia, PA 19104

Date & Time: March 25 - 26, 2025
8 AM - 4 PM

A detailed agenda will be shared before the event.

PHILADELPHIA SOCIETY FOR MICROSCOPY & DREXEL UNIVERSITY PRESENT

Seeing Beyond the Pandemic: Interdisciplinary Microscopy Studies

Speakers from:
Drexel University
University of Pennsylvania
US Naval Laboratory

Free registration for student poster presenters!

Local microscopy vendors will be at the symposium

**October 19, 2022
8:00am - 3:30pm**

Lebow College of Business,
32nd & Market Sts.
Philadelphia, PA

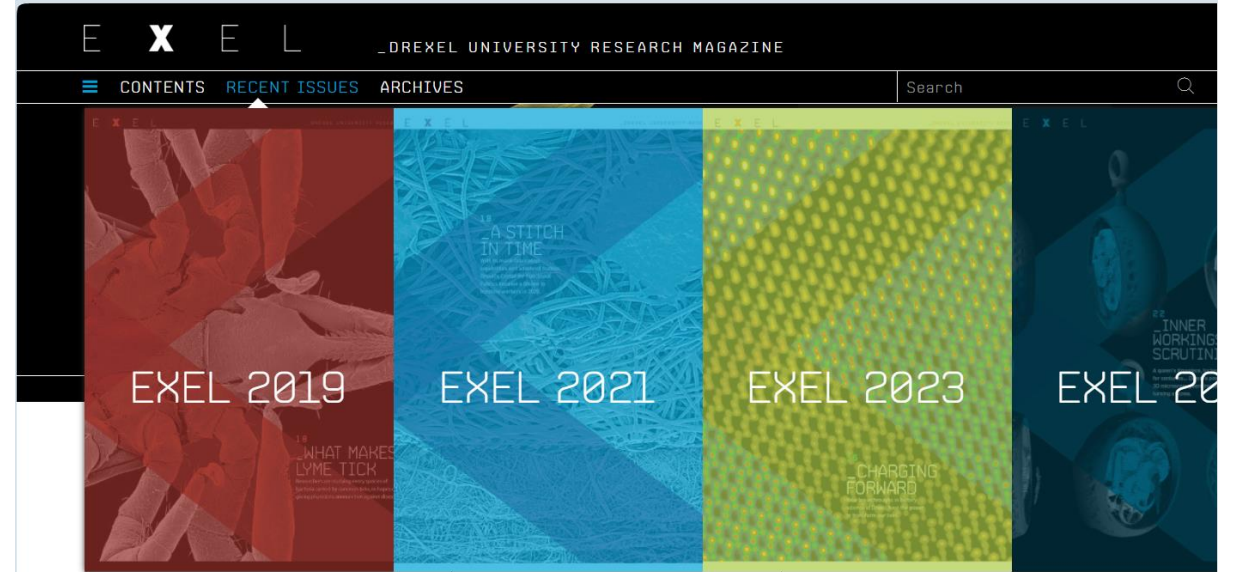
psm.microscopy.org

Registration Fee
(includes breakfast and lunch)

Full	\$25.00
Speaker	\$0
Student	\$10.00
Student Poster	\$0

Leveraging Institutional Expertise & Interest

- Leave it to the professionals
- Be a content provider for your institution's Marketing and Communication Dept.
- Public facing, targeted
- Glossy
- Good for outreach on reports



Raising Core Facility Visibility

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Slide

- Bullets