2022-02-24 Outreach WG Agenda and Notes

Date
24 Feb 2022

Attendees

- Peter Sachs Collopy
- Maria Gould
- Riccardo Ferrante
- John Kunze

Goals

Wikipedia page status, getting started doc, ARK spec status and transition planning

Discussion items

<table>
<thead>
<tr>
<th>Item</th>
<th>Who</th>
<th>Notes</th>
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<td>Announcements</td>
<td>Ricc Ferrante, Director of Digital Services, joins the working group from Smithsonian Library and Archives. He will also act as ARKA Advisory Group liaison. The Smithsonian Library and Archives has a new director: Tamar Evangelestin-Dougherly. Tracy Seneca will be much involved with the iPRES conference series in the next two years and will be rotating off our working group.</td>
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<td>Calls for papers, submission deadlines, upcoming meetings: Calendar of events</td>
<td>Tracy reminds us that the iPRES conference call is coming up soon. The CNI call deadline is tomorrow. rf: I will put the word out at Smithsonian about future venues to present at</td>
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<td>Any news items we should blog about?</td>
<td>see below</td>
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<td>Blog post about IIIF and ARK congruence delayed</td>
<td>Julien</td>
<td>Julien regrets he cannot attend today</td>
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<td>wikipedia page expansion status</td>
<td>Peter</td>
<td>pc: made the promised changes to the wikipedia history section of the ARK identifier page jk: looks good; some of the notes references are repeated up to 3 times pc: yes, I will fix it rf: how are changes made to that page? are there volunteers? jk: yes, just raise your hand if you're interested; the group will review changes pc: fixed the wikipedia references just now</td>
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<td>getting started doc</td>
<td>jk: sorry if I'm holding this up; something seems incomplete and I'm wondering if it got enough review mg: it would be better than what we have now, and I'd like to see it referenced in the NAAN response letter; we currently say &quot;that's all you need to do for now&quot;, but that's not really true jk: could be considered &quot;beta&quot; and subject to revision; I suppose it can be safely undiscoverable until we link to it? all: yes ACTION: jk to push out a review draft on arks.org</td>
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ARK spec status and transition planning. Would like to propose a joint operation with Technical WG.

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| jk: how will the smithsonian react to the transition?  
| rf: I will try to find out  
| jk: maybe we need a more detailed list of changes and suggestions of what groups will be affected  
| rf: do we have a quorum on this?  
| pc: it seems like Outreach WG has the role of telling people who will be affected by the transition plan  
| pc: seems like one key channel is the NAAN holders; can we share the news with them  
| jk: yes, we have contact info for all of them, not necessarily up-to-date; there was one round of updates a few years ago  
| rf: can we ask them to verify their contact info by point them to a form for updating the info?  
| jk: should we ask them suggestions about how to support them in the transition? is a a survey too much?  
| pc: we could ask them for ideas in a somewhat open-ended way, for example, and email that  
| 1. asks they update info if they're not the right person (do this up front since they might not read further)  
| 2. asks for suggestions, such as (list of concrete examples)  
| 3. plus text of blog post  
| jk: seems like this should also go to other channels, like arks-forum email list and french version; also to twitter  
| all: yes  
| rf: who is the “sender” for content going out via email? we should have a generic role account  
| jk: often it is a personal account, but this isn’t a good long term strategy  
| mg: there are good alternatives; for the services I run, I use a generic gmail account; in fact, for NAAN response letters I would prefer to send them from a generic role account  
| rf: with microsoft products I use, one can change which identity one is sending from; maybe from gmail too  
| ACTION: look into role accounts for communication |

**Action items**

- **John Kunze** push out a review draft of getting started do on arks.org and mention to Julien
- **John Kunze** link to the above from NAAN response letter
- **John Kunze** look into how to send Outreach and NAAN communications from a generic role account