Samvera Marketing Working Group

Scope & Objectives

In the light of the re-branding to Samvera in 2017 and also in the context of Samvera governance development a Samvera Marketing Working Group is proposed to focus on how Samvera as we would like it to be is communicated and marketed to the different audiences we work with and who we would like to reach. Samvera has a new logo, a new website, a well-populated wiki, and established github site providing information and code. The aim of this Working Group will be to build on these foundations to:

- Identify the key marketing messages Samvera needs to put out to different audiences
- Identify the channels that can be used to communicate about Samvera, e.g., discussion lists, commercial partners, professional bodies, etc.
- Create a suite of suitable marketing materials for use at conferences ("stuff") and within institutions. This might includes core slides that can be used in presentations, flyers, banners, etc.
- Develop guidelines for ongoing development of Samvera's web presence and ensure consistency of presentation
- Understand the sectors that Samvera might look to engage with to help differentiate the marketing required for these, e.g., libraries, museums, media organisations, university presses, grant funders, etc.

There may also be a link into the future fundraising that Samvera will be undertaking and the marketing messages that need to be associated with this (to be determined, dependent on timetable and focus of attention for this process).

Meeting Times & Communication Channels

Meetings will be held fortnightly via conference call/video chat. Meeting agendas and notes will be shared with the community via chat (Slack) and Samvera Lists (Google Groups). Members of the group may wish to meet more often to address specific tasks.

<table>
<thead>
<tr>
<th>Next Meeting: See below</th>
<th>Agenda: See below</th>
<th>Meeting Agendas &amp; Minutes: See links further down this page</th>
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<tbody>
<tr>
<td>Slack: #marketing_wg</td>
<td>Email: samvera-community</td>
<td>samvera-tech</td>
<td>samvera-partners</td>
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Members

The members listed below are those who expressed an initial interest in this Working Group at the Partners Meeting At Northwestern University in November 2017. Please add your name to this list if you are interested in participating in this discussion. Those with experience of marketing, communications and related promotion of repository and/or other related technical services are especially welcome.

Chris Awre, facilitator (University of Hull)
Karen Cariani (WGBH)
Ryan Steans (Northwestern University - to 13/8/2019)
Richard Green (University of Hull)
Alicia Morris (Tufts University)
Charlotte Nunes (Lafayette College)
Steph Taylor (CoSector - to early April 2019)
Nabeela Jaffer (Michigan) - link with Repository Managers IG

Marketing Materials

The following are downloadable and can be used/printed as required for distribution. They are distributed under a CC-BY 4.0 licence.

Presentation templates
- Samvera Powerpoint slide template
- Samvera Google slides template
• Open Repositories 90 min version

Leaflet - version 4, with Samvera Vision (March 2020)
  • Samvera leaflet - US letter
  • Samvera leaflet - A4

Leaflet - version 3 (June 2019)
  • Samvera leaflet - US letter
  • Samvera leaflet - A4

Leaflet - version 2 (April 2019)
  • Samvera leaflet - US letter
  • Samvera leaflet - A4

Leaflet - version 1 (October 2018)
  • Samvera leaflet - US letter
  • Samvera leaflet - A4

**Deliverables & Timeframe**

To develop a set of marketing materials and information to use at Samvera Connect 2018 and for others to use at conferences and within institutions from the 2018-19 academic session onward.

- Brainstormed list of marketing ideas
- Draft content for questions we are asked
- Draft content for one-sheet
- Draft content for tri-fold
- Draft content for Samvera website FAQs
- Draft Audiences for Marketing of Samvera document
- Vendors for Marketing Handouts
- Sample costs of marketing items
- Partner input from Connect
  • Samvera Beginners workshop slide deck

**Meeting Times & Communication Channels**

To be decided once the Working Group is confirmed. It is anticipated that the pattern of arranging a regular call in a slot that suits the members will be followed.

Subsequent meetings to be held on:

**2018**

Monday June 4th, 11:30 EDT
Wednesday June 20th, 11:30 EDT - Agenda
Wednesday June 27th, 11:30 EDT - Agenda
Wednesday July 18th, 11:30 EDT - Agenda
Wednesday August 1st, 11:30 EDT - Agenda
Wednesday August 15th, 11:30 EDT - Agenda
Wednesday August 29th, 11:30 EDT - Agenda
Wednesday September 12th, 11:30 EDT - Agenda
Wednesday September 26th, 11:30 EDT - Agenda
Wednesday October 10th, 11:30 EDT - Samvera Connect
Wednesday December 12th, 11:30 EDT - Agenda

2019

Wednesday January 16th, 11:30 EDT - Cancelled, deferred to Jan 30th
Wednesday January 30th, 11:30 EDT - Agenda
Wednesday February 13th, 11:30 EDT - Agenda
Wednesday February 27th, 11:30 EDT - Agenda
Wednesday March 13th, 11:30 EDT - Agenda
Wednesday March 27th, 11:30 EDT - Agenda
Wednesday April 10th, 11:30 EDT - Agenda
Wednesday April 24th - clash with Virtual Connect
  - Samvera Marketing presentation (part of community updates)
  - Samvera Marketing presentation at Samvera Partners

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Wednesday May 8th, 11:30 EDT - Agenda
Wednesday May 22nd, 11:30 EDT - Agenda - cancelled, agenda pushed to June 5th call
Wednesday June 5th, 11:30 EDT - Agenda
Wednesday June 19th, 11:30 EDT - Agenda
Wednesday July 3rd, 11:30 EDT - Agenda - cancelled due to US holidays
Wednesday July 17th, 11:30 EDT - Agenda - cancelled due to vacation
Wednesday July 31st, 11:30 EDT - Agenda - cancelled due to vacation
Wednesday August 14th, 11:30 EDT - Agenda - cancelled and agenda pushed to 8/28
Wednesday August 28th, 11:30 EDT - Agenda
Wednesday September 11th, 11:30 EDT - Agenda
Wednesday September 25th, 11:30 EDT - Agenda - cancelled
Wednesday October 9th, 11:30 EDT - Agenda
Wednesday October 23rd, 11:30 EDT - Samvera Connect

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Wednesday November 13th, 11:30 EDT - Agenda
Wednesday November 27th, 11:30 EDT - Single item agenda, call focused on website review
Wednesday December 11th, 11:30 EDT - Agenda

2020

Wednesday January 8th, 2020, 11:30 EDT - Agenda
Wednesday January 22nd, 11:30 EDT - Discussion of website
Wednesday February 5th, 11:30 EDT - Discussion of website
Wednesday February 19th, 11:30 EDT - Discussion of website and consideration of Samvera mission (with Hannah Frost)
Wednesday March 4th, 11:30 EDT - Agenda

To join the Meeting:

https://bluejeans.com/640421512
To join via Room System:

Video Conferencing System: bjn.vc -or- 199.48.152.152

Meeting ID: 640421512

To join via phone:

1) Dial:

   +1.408.740.7256 (US (San Jose))
   +1.888.240.2560 (US Toll Free)
   +1.408.317.9253 (US (Primary, San Jose))

   (see all numbers - http://bluejeans.com/numbers)

2) Enter Conference ID: 640421512

Resources

https://www.linuxfoundation.org/blog/marketing-open-source-project/ - a link to a general summary of marketing in an open source context. Please add other resources that cover options we could consider.

Samvera website structure - December 2019

Meeting Notes

18-05-22 - Notes from initial meeting
18-06-04 - Meeting not held
18-06-20 - Notes
18-06-27 - Notes and actions for next meeting
18-07-18 - See agenda for notes
18-08-01 - See agenda for notes
18-08-15 - See agenda for notes
18-08-29 - See agenda for notes
18-09-12 - See agenda for notes
18-09-26 - See agenda for notes

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18-12-12 - See agenda for notes (and all subsequent meetings)