2020-05-06 DSpace Marketing Working Group Agenda/Notes

- Carol Minton Morris (LYRASIS, co-chair)
- Bram Luyten (Atmire)
- Susanna Mornati (4Science) – cannot attend
- Pascal-Nicolas Becker (The Library Code, co-chair)
- Jose Carvalho
- Heather Greer Klein (LYRASIS)
- Michele Mennielli (LYRASIS)
- David Corbly

Unavailable:

The ★ represents who will be taking notes for a given meeting. It rotates after each meeting to the next person in the attendee list.

Meeting Details

- Join from PC, Mac, Linux, iOS or Android: https://lyrasis.zoom.us/j/529967804

Background


Discussion items

<table>
<thead>
<tr>
<th>Item</th>
<th>Who</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Review of April communications</td>
<td>Heather, Carol, Mic</td>
<td>2 meetings: one for east coast of Europe and one for Australia–Australian meeting was cancelled. First one of these meetings; not a lot of Q &amp; A; call to action ending</td>
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<td>2 announcement and planning sprint</td>
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<td>Structure was good–governance and members came together; online event is more inclusive event was purposefully not recorded; good decision to allow people to feel at ease asking questions gave broad look at DSpace activities; presentations were useful</td>
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<tr>
<td>Thank you announcement about fundraising goal</td>
<td></td>
<td>Notes from the meeting <a href="https://docs.google.com/document/d/1hmjaA_LCacRkq5znlU429cvo227VJH5aHkQF0KodHxg/edit">https://docs.google.com/document/d/1hmjaA_LCacRkq5znlU429cvo227VJH5aHkQF0KodHxg/edit</a></td>
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<td>Member communications: conversation with Bronze and Copper members, messaging about renewals</td>
<td></td>
<td>Follow-up: Survey focused on why people did not attend? Need to do something for members in Australia and West Coast of US</td>
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<td>Repositories in a Time of Crisis webinar series</td>
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Upcoming communications

- Next Beta likely to be June, pending outcome of the planning sprint

Repos in Time of Crisis

- Additional webinars in series
- Recurring webinar at same time each week
- 82 registrants for first session
- Next week’s webinar announced during the current webinar
- Spain–COVID-19 collections (3rd webinar)
- Can we get weekly announcements earlier?
  - Plan is to announce next week’s seminar title/presenters at current week’s presentation
- Other institutions are in planning stages for webinars
- Ongoing series
### Planning for DSpace 7 final release:

**Coordinating a global release notice and video with the User Group Representatives**

- Advance planning for DSpace 7 final release
- 21 national user groups are starting to be active in sharing ideas with each other and act as a resource for DSpace.
- Meeting yesterday of Spanish-speaking organizers was very active and engaged.
- Since July 2019, over 20 webinars in 5 languages and 16 countries reaching over 3,000 people
- Best process to create a global announcement/presentation of DSpace 7 coordinated with all the national user groups, in different languages, more or less at the same time. Prepare slides and translations, have the same kind of presentations, which can have translated scripts, at the same time. Zoom has an option to designate a translator in a meeting, which could be an option for webinars at times that are convenient in multiple languages.
- How to get UG up to speed enough to give a presentation, get prepared for the process. June’s not a good time for Tim. Best way to do this might be to re-do videos with scripts. Bram’s demo videos used the demo site, but took some time to select correct examples for the videos. It was one take after deciding on examples. Bram could share the raw video of just the point and click that can have subtitles added. Because Bram used Mac tools (iMovie) he could do a quick introduction to how to do the videos step by step.
- Spanish-speaking group is identifying materials to start translating (wiki, videos, most important DSpace 7 materials). Also want a shared calendar of events happening in their countries to better schedule, identify topics.

### Other business, news to share

- **Spanish User Group report**
  - Tabled

### Action items

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- There will be an online OR2020 that will be much shorter. Very close to an announcement.