2020-09-24 Outreach WG Agenda and Notes

Date

24 Sep 2020

Attendees
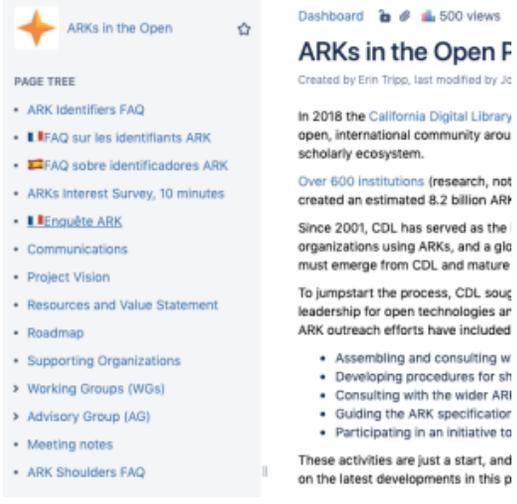
- John Kunze
- Kurt Ewoldsen
- Bess Missell
- Tracy Seneca
- Maria Gould
- Peter Sachs Collopy

Goals

- wiki and documentation signoff

Discussion items

Time	Item	Who	Notes
	announcements		
	Final sign-off (before translation work can begin) on new (English) shoulders documentation - namespace section of ARKs FAQ - ARK shoulders FAQ		after several rounds of feedback, this work seems to have settled down general agreement to declare it done and move on
	Proposed: replace link to parallel gdoc version of FAQ with invitation to post comments to arks-forum. Why? - general public has only rarely used it - expensive parallel maintenance - similar functionality (to help maintainers of the French and Spanish versions) is offered by the wiki feature: History Compare versions		general agreement to replace link; unfortunately, no input yet from translator members
	Proposed: graphic showing NAAN registry growth (promotional value?) - linked from Who is using ARKs? section; auto-generated periodically from registry		B: graph is fine for the FAQ T: agreed, and it's simple enough to work at the small size J: can see possible enhancements, eg, break down orgs by library, archive, for-profit, etc. K: good enough to publish as is

	Proposed wiki side bar edits:		M: fine with sidebar changes, but when the newly branded site is developed we should think about what shoulder surfaced
	- move WG links up one level from below "working groups" umbrella (easier access to heavily used content) - move survey links (unused for some time) below top-level (where? Communications?) Current side bar: 		T: need clearer distinction between external and internal communication as we establish new site; the wiki should be more internally focused than the new site
	Rebranding (ARKs Alliance – arks.org), unfinished business: - sidebar: move the older AITO focused "Resources and Values Statement" to archive - who is willing to work on logo ideas?		T: agree to archiving the Resources and Values statement T: logo generation services online might be useful, but might require an entire group conversation; there are some contractors out there that might help M: in the case of ROR.org, we kind of just used the letters and added some triangles; one good thing is that logos can change as needed, so maybe we just need something functional for now; there are some free and openly licensed icons that you can search, eg, for "ark" M: some icon sources: iconmonster, noun project
	newsletter blog and mailchimp steps		P: Mailchimp account can be get started early, but no content until RSS feed; don't know if we can do WP free, but cheap should doable P: wordpress.org will need payment to use arks.org; dreamhost.com is what I have experience with and it's $2.59/month P: recommend getting dreamhost account first, then role account for newletter plus config, then mailchimp role account

Action items

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