

# 2020-09-24 Outreach WG Agenda and Notes

## Date

24 Sep 2020

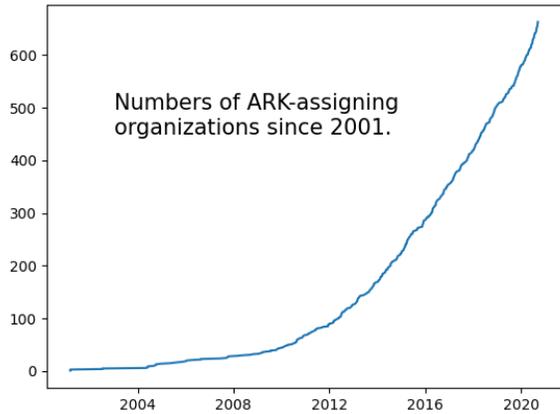
## Attendees

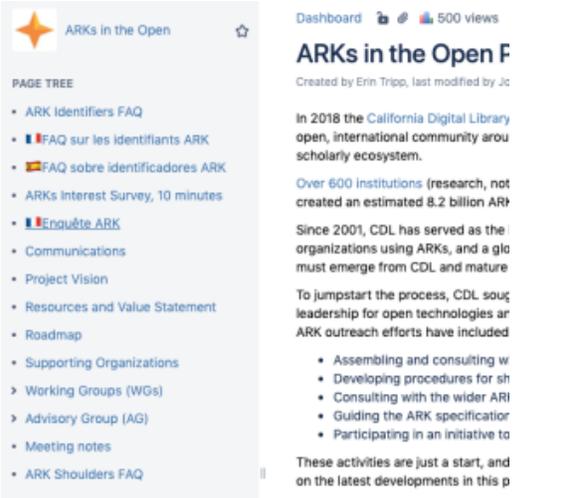
- [John Kunze](#)
- [Kurt Ewoldsen](#)
- [Bess Missell](#)
- [Tracy Seneca](#)
- [Maria Gould](#)
- [Peter Sachs Collopy](#)

## 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 <ul style="list-style-type: none"><li>• <a href="#">namespace section of ARKs FAQ</a></li><li>• <a href="#">ARK shoulders FAQ</a></li></ul>		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? <ul style="list-style-type: none"><li>• general public has only rarely used it</li><li>• expensive parallel maintenance</li><li>• similar functionality (to help maintainers of the French and Spanish versions) is offered by the wiki feature: History Compare versions</li></ul>		general agreement to replace link; unfortunately, no input yet from translator members
	Proposed: graphic showing NAAN registry growth (promotional value?) <ul style="list-style-type: none"><li>• linked from <a href="#">Who is using ARKs?</a> section; auto-generated periodically from registry</li></ul>  <p>Numbers of ARK-assigning organizations since 2001.</p>		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

<p>Proposed wiki side bar edits:</p> <ul style="list-style-type: none"> <li>• move WG links up one level from below "working groups" umbrella (easier access to heavily used content)</li> <li>• move survey links (unused for some time) below top-level (where? Communications?)</li> </ul> <p>Current side bar:</p> 	<p>M: fine with sidebar changes, but when the newly branded site is developed we should think about what shoulder surfaced</p> <p>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</p>
<p>Rebranding (ARKs Alliance – arks.org), unfinished business:</p> <ul style="list-style-type: none"> <li>• sidebar: move the older AITO focused "Resources and Values Statement" to archive</li> <li>• who is willing to work on logo ideas?</li> </ul>	<p>T: agree to archiving the Resources and Values statement</p> <p>T: logo generation services online might be useful, but might require an entire group conversation; there are some contractors out there that might help</p> <p>M: in the case of <a href="http://ROR.org">ROR.org</a>, 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"</p> <p>M: some icon sources: iconmonster, noun project</p>
<p>newsletter blog and mailchimp steps</p>	<p>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> <p>P: <a href="http://wordpress.org">wordpress.org</a> will need payment to use <a href="http://arks.org">arks.org</a>; <a href="http://dreamhost.com">dreamhost.com</a> is what I have experience with and it's \$2.59/month</p> <p>P: recommend getting dreamhost account first, then role account for newsletter plus config, then mailchimp role account</p>

## Action items

