DSpace 7 Marketing Working Group

The DSpace 7 Marketing Working Group has been reformed as the DSpace Marketing Interest Group. Please join the DSpace Marketing Interest Group (all are welcome).

Scope & Objectives

This group was previously called the DSpace 7 UI Outreach group, as it originally intended to reach out to the community DURING DSpace 7 development. As we are getting closer to the release, the charge of the group has changed to DSpace 7 (final product) marketing and beyond. As such, it is renamed as the DSpace 7 Marketing Working Group.

Start & End dates

Start: December 2016
End: September 2020

Deliverables

- DSpace 7 functional test plan, comparable to the DSpace 6 test plans
- Identification of those use cases that will be implemented in DSpace 7
- Communication/Outreach to the wider community at specific times

DSpace Subcommittees

The Marketing Interest group has identified the following subcommittees to form in 2022:

- Group 1: Will work on general DSpace marketing and help guide new and current users as to what is DSpace, what are the features of DSpace, review the DSpace.org website, monitor and update Wikipedia etc. This will help us increase promotion and help increase DSpace usage. (Goals 1, 2, 3, 4, 5)
  Members: DSquared Technologies, Jenn Bielewski
- Group 2: Will work on Videos and features: this group will create videos and a template for DSpace users to create generic videos showcasing features. *Work with DCAT on videos or documentation to encourage DSpace 7 usage and upgrades (Goals 1, 3, 4, 5)*
  Members: DSquared Technologies, Jenn Bielewski
- Group 3: Will work on downloadable/sharable DSpace Resource Materials: getting started, checklists for training, promotion and marketing resource guide, etc. (Goals 1, 3, 4, 5)
- Group 4: Will translate marketing materials, announcements etc. for Global usage of DSpace. (Goals 1, 2, 3, 4, 5)

If you would like to chair one of the subcommittees or join, please email Jennifer.Bielewski@lyrasis.org or simply add your name as a comment under the Group # on https://wiki.lyrasis.org/display/DSPACE/DSpace+7+Marketing+Goals

Meeting Notes Archives

- 2018 Outreach Group Meeting Notes
- 2017 Outreach Group Meeting Notes
- 2019 Marketing Working Group Meeting Notes
- 2020 Marketing Working Group Meeting Notes

Resources

- Communication
  - DSpace 7 related list of email lists
  - DSpace 7 related conferences and meetings
  - Draft DSpace 7 messages/posts
- Research
  - UI examples of inspirational design and functionality
  - Make or break