

2020-02-07 Governance and Business Model Subgroup Meeting

Attending: Vinopal, Metz, Prater

Zoom Link: <https://lyrasis.zoom.us/j/8128353771>

Agenda

- Review of the [membership analysis](#). Below are the areas for improvement
 1. Community Engagement
 2. Long Tail of Membership
 3. Representation of Diversity
- Brainstorm actionable ideas based on the recommendations

Notes

Where should we focus membership engagement? Report outlines three groups to focus on

Group A: high number of sites and members (US, Canada, UK, Australia, Switzerland)

Looking at gap between installation sites and memberships

- US 144 / 46
- Canada 28 / 7
- Oceania 40 / 4
- UK 24 / 5
- Europe 104 / 10
- Asia 11 / 1
- Latin America 6 / 0

Group B: high number of implementations, no members

- **Spain:** 11 installations, 0 members
- **New Zealand:** 13 installations, 0 members
- **Lithuania:** 17 installations, 0 members
- **Germany:** 12 installations, 1 member
- Croatia: 9 installations, 0 member
- France: 5 installations, 0 member
- Italy: 5 installations, 0 member
- Greece: 4 installations, 0 members

Group C: low number of sites and members *doesn't make sense to us to focus here.*

Note: *We did not get to discussing items 2 and 3.*

Recommendations from the Group:

1. General Recommendations for moving work forward
 - a. Develop a story for library directors re: why you should join Lyrasis AND Fedora?
 - b. Does Lyrasis have a communications & marketing profession who could help us develop a more sophisticated and successful outreach /membership development strategy?
 - c. What support services does Lyrasis offer to its communities?
2. Membership Specific Recommendations
 - a. Focus on locations with high gap between high implementations with low/no memberships (Group A and Group B)
 - b. Target specific consortia and membership orgs (e.g., UK-based Digital Preservation Coalition, DCC, ask David about Canadian Consortiums)

Action Items

- [Jennifer Vinopal](#) , [Scott Prater](#) , and [Rosalyn Metz](#) : Confirm at the quarterly Leadership Meeting that the Communications Group is working on developing a story for membership outreach.
- [Jennifer Vinopal](#) , [Scott Prater](#) , and [Rosalyn Metz](#) : Provide recommendations for focus at the quarterly Leadership Meeting (?)
- [Rosalyn Metz](#) : Reach out to Mic to find out if we can discuss the Membership Analysis report in more detail.
- [Rosalyn Metz](#) : Reach out to Laurie to discuss services in more detail