

# 2020-04-01 DSpace Marketing Working Group Agenda/Notes

- [Carol Minton Morris](#) (LYRASIS, co-chair) ★
- [Bram Luyten](#) (Atmire)
- [Susanna Mornati](#) (4Science)
- [Pascal-Nicolas Becker](#) (The Library Code, co-chair)
- [Jose Carvalho](#)
- [Heather Greer Klein](#) (LYRASIS)
- [Michele Mennielli](#) (LYRASIS)
- [Kristi Park](#)

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/my/heather.klein>

## Background

- Marketing Strategy Report from 2015: <https://drive.google.com/file/d/1L66WSPTqJZRmTlweTljDq7oekTL-av4/view?usp=sharing>

## Discussion items

Item	Who	Notes
Good news!	Pascal	<ul style="list-style-type: none"> <li>• Between 130-150 synchronous participants for the recent DSpace Anwendertreffen sessions; program reached more than 220 all together; financial support for continuing DSpace 7 beta releases requested at the meeting.</li> <li>• Attendees required Zoom use instruction</li> <li>• many views of asynchronous session recordings.</li> <li>• CNI also running conf virtually; restricted attendance so could be simpler</li> </ul>
Beta 2 update: expected in early April		<ul style="list-style-type: none"> <li>• A bit late but still expected in early April</li> <li>• On track</li> <li>• Tim is struggling with pull requests; would like to take a pause for planning/catch-up</li> <li>• How to communicate this?</li> <li>• Spreading out work for communicating releases?</li> <li>• Workflow begins with Tim's email to the community at large; content is then edited for general distribution; Tim is the authority with regard to what is included in each release</li> <li>• Beta 2 will include management of versioning; workflow management (eye catchers)</li> <li>• Agreement that release communications should begin with Tim</li> <li>• <a href="#">Bram Luyten (Atmire)</a> will put a companion video together for the next release</li> </ul>
<p>Discussion of upcoming messaging to the community: what messaging do we need, and when?</p> <p>Messaging discussed in the last Leadership meeting:</p> <ul style="list-style-type: none"> <li>• Message about how to help DSpace 7, for folks who may be at home and have time to assist with testing, PRs, etc.</li> <li>• Fundraising update (now at \$102K) and thank yous to existing contributors – is it time for a call to the wider community for new memberships to support DSpace 7?</li> <li>• We may need a pause between Beta 2 and Beta 3 for PR catch-up and planning; how do we communicate this in a positive way (planning sprint?)</li> </ul>	Kristi, all	<ul style="list-style-type: none"> <li>• We have had some fundraising, success; we have passed the 100k mark</li> <li>• Use this milestone to get the word out, celebrate, emphasize that everyone can participate</li> <li>• 3 ways to support DSpace: become a member; test and join developers meetings; community contributions</li> <li>• Should present a broad bandwidth of ways to contribute; holistic message; need options</li> <li>• Would like help to reach out to bronze level members and ask existing members to increase donations</li> <li>• Kristi suggests 2 separate messages:             <ul style="list-style-type: none"> <li>• public announcement celebratory</li> <li>• outreach out to lower level members</li> </ul> </li> <li>• <a href="#">Michele Mennielli</a> suggests a Zoom call reaching out to specific members/years at specific levels; this discussion opportunity could be characterized as a benefit of membership</li> <li>• ACTION: <a href="#">Michele Mennielli</a></li> <li>• Timing late April/May</li> <li>• Include those who have contributed, Laurie Arp has list. <a href="#">Heather Greer Klein</a> to ask for list</li> <li>• Link \$\$ to specific contributions?</li> <li>• Communicate that money contributed to completing DSpace 7 is immediately invested in development; goal is 300k. Funds allow service providers to prioritize DSpace 7 work.</li> <li>• Timing, schedule of multiple messages for review by this group, <a href="#">Heather Greer Klein</a></li> <li>• Need to be proactive in communication about the "pause"; clear the backlog</li> <li>• Tim needs more help; need yet another type of communication targeted at low level tech help? should be targeted to national user groups</li> </ul>

Update from Mic: communication with the DSpace user groups, overall outreach strategy for building the DSpace Community - "Repositories in a time of crisis" webinar series	Mic	<ul style="list-style-type: none"> <li>• A DSpace 7 workshop was planned for COAR <a href="https://docs.google.com/document/d/1Ubt_GWiObQ6czdgFqjLfhYgp-SNjR8zzQThmybaXemc/edit?pli=1">https://docs.google.com/document/d/1Ubt_GWiObQ6czdgFqjLfhYgp-SNjR8zzQThmybaXemc/edit?pli=1</a></li> <li>• Replacement suggestion <a href="#">Michele Mennielli</a> : Series of recorded video presentations, translated; 1 preso per day; distribute over more than a week; use videos to pitch for more participation in completion of DSpace 7; "Repositories in a time of Crisis" discussion of how institutions are dealing with the crisis; "Repositories in a time of Crisis" webinar series—engage community members in this series to talk about their ideas on this topic; reaching out to all national coordinators to have a cross-country coordinator meeting.</li> <li>• Messaging should include basic value of sharing through repos; crucial role of the repos. communicating in times of crisis. repos more relevant than ever. science can go a lot faster with sharing. some institutions are putting their repos at the forefront. others not yet doing that. need people to recognize repo as a critical system.</li> <li>• Transform the now defunct DSpace ambassador program into a program of the national UG coordinators: <a href="#">DSpace Ambassador Program</a></li> <li>• Webinar series should be developed/scheduled asap <a href="#">Carol Minton Morris</a> <a href="#">Michele Mennielli</a></li> </ul>
Other business, news to share	All	
FYI: Upcoming virtual conference, Heather will be presenting a DSpace 7 overview on April 24th (session not yet on the website): <a href="https://lib.usm.edu/smirc/">https://lib.usm.edu/smirc/</a>		

## Action items

Item	Who
Provide this group with messaging to review: message to bronze members; message celebrating fundraising/sharing pause between Betas 2 and 3	Mic, Heather, Carol
Create communications schedule	Carol, Heather
Schedule webinar about repositories in times of crisis	Mic