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/1L66WSPTqJZRmTIweTljDq7oeksTL-av4/view?usp=sharing

Discussion items

Item	Who	Notes
Good news!	Pascal	- 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. - Attendees required Zoom use instruction - many views of asynchronous session recordings. - CNI also running conf virtually; restricted attendance so could be simpler
Beta 2 update: expected in early April		- A bit late but still expected in early April - On track - Tim is struggling with pull requests; would like to take a pause for planning/catch-up - How to communicate this? - Spreading out work for communicating releases? - 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 - Beta 2 will include management of versioning; workflow management (eye catchers) - Agreement that release communications should begin with Tim - Bram Luyten (Atmire) will put a companion video together for the next release
Discussion of upcoming messaging to the community: what messaging do we need, and when? Messaging discussed in the last Leadership meeting: - Message about how to help DSpace 7, for folks who may be at home and have time to assist with testing, PRs, etc. - 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? - 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?)	Kristi, all	- We have had some fundraising, success; we have passed the100k mark - Use this milestone to get the word out, celebrate, emphasize that everyone can participate 3 ways to support DSpace: become a member; test and join developers meetings; community contributions - Should present a broad bandwidth of ways to contribute; holistic message; need options - Would like help to reach out to bronze level members and ask existing members to increase donations - Kristi suggests 2 separate messages: - public announcement celebratory - outreach out to lower level members - Michele Mennielli suggests a Zoom call reaching out to specific members/years at specific levels; this discussion opportunity could be characterized as a benefit of membership - ACTION: Michele Mennielli - Timing late April/May - Include those who have contributed, Laurie Arp has list. Heather Greer Kleinto ask for list - Link $$ to specific contributions? - 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. - Timing, schedule of multiple messages for review by this group, Heather Greer Klein - Need to be proactive in communication about the "pause"; clear the backlog - Tim needs more help; need yet another type of communication targeted at low level tech help? should be targeted to national user groups

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	- A DSpace 7 workshop was planned for COAR https://docs.google.com/document/d/1Ubt_GWiObQ6czdgFqjLfhYgp-SNjR8zzQThmybaXemc/edit?pli=1 - Replacement suggestion Michele Mennielli : 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. - 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. - Transform the now defunct DSpace ambassador program into a program of the national UG coordinators: DSpace Ambassador Program - Webinar series should bedeveloped/scheduled asap Carol Minton Morris Michele Mennielli
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): https://lib.usm.edu/smirc/		

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