

# SCTF Meeting Agendas and Notes

## Connection information

- Meeting URL: <https://duke.zoom.us/j/825834935>
- Phone one-tap: US: +16468769923,,825834935# or +16699006833,,825834935#
- Meeting ID: 825 834 935
- Join by Telephone: US: +1 646 876 9923 or +1 669 900 6833 or +1 408 638 0968

June 3, 2020 at 10:30 eastern

### Proposed agenda:

- Go over Strategic Communication Plan. with and LG members.
- Discuss road map to determine how to carry out our strategic plan.
- Decide when to start Communication and Marketing Interest Group. Next meeting is during the VIVO conference.

### Notes:

- TAMU has done a market analysis and Bruce will share that. Can we build on what they've already done? Quality of data across all disciplines, services that could be provided with VIVO data, and data ownership/ability to customize were the three big reasons why VIVO is better than competitors.
- How do we/do we need approval from the Leadership Group?
- Julia will email the LG that we are seeking comments until the end of June. Communications and Marketing IG starts in July. Meeting at 10 eastern on the first and third Wednesdays. First meeting, Weds July 1.
- Next meeting is during the conference, so we'll cancel. Will set up a meeting with Laurie and Carol for next week.

May 20, 2020

### Participants

[Julia Trimmer](#), [Carol Minton Morris](#), Anna Guillet, [Estefania Muñoz](#)

### Discussion items:

- We will present the SCP at the next LG meeting and invite interested LG members to join us on June 3.
- Carol added comments and questions on the strategic communication plans. We incorporated her feedback.
- Carol will ask around about downloading the Constant Contact list.
- Estefania will create a power point for the June 3 meeting to introduce the strategic plan.
- Julia to assess the list of website revisions so we can do those ASAP.

May 6, 2020

### Participants

[Julia Trimmer](#), [Carol Minton Morris](#), Anna Guillet, [Estefania Muñoz](#)

## Agenda

### Updates

- Strategic Communication Plan:
- VIVO website redesign: Estefania has sent another mockup and is still working on the Community mockup. We discussed how to assess the mockup with LYRASIS.
- VIVO website is in WordPress under the DuraSpace domain. LYRASIS is trying to integrate the open source programs in a new site with a new CMS. LYRASIS CMS is currently proprietary.
- Sam Mitchell currently is the website person, the administrator of the DuraSpace website.
- We'll create a list of top-priority changes for the website and share it with Carol.

April 15, 2020

### Participants

[Julia Trimmer](#), [Carol Minton Morris](#), Bruce Herbert, [Ann Beynon](#)

## Agenda

### Updates

- Strategic Communication Plan: Julia will email the group with a first draft of the Strategic Plan. Carol will

- LYRASIS Digest will come out end of April. Julia will send a blog post.

Questions:

- Is training part of Communication and Marketing or Membership and Community Engagement? David has suggested a survey. We can raise the issue today.
- Is the overall Strategic Communication goal based on specific goal or strategy that we're serving? We need to focus on the goals first and tactics will fall out from those. Challenge is that the capacity is small.
- Ask the conference task force what to do: we can't reconcile the conference and community lists due to GDPR restrictions. Do we send to both lists?

## April 1, 2020

Participants

[Anna Guillaumet](#), [Julia Trimmer](#), [Carol Minton Morris](#), Bruce Herbert, [Estefania Muñoz](#), [Ann Beynon](#)

### Agenda

- Updates:
  - Carol has made the updates on Download page of VIVO web site
  - Carol has asked for things to publish. Current workflow is that we send announcements to the email lists. Every two months the Digest is a rollup of what's posted on the LYRASIS blog.
  - Carol reports that all communities are adjusting to the new normal. DSpace had an online meeting and reached far more people this way. We should all be looking at ways to meet virtually.
  - We are thinking about doing a virtual VIVO conference. (Teach the basic Zoom technology first.)
  - Anna and Estefania will do an example newsletter for next time.
  - Ann: Mic is planning to do a webinar for TIB and DTU to present. No dates set yet.
  - Bruce wants to initiate two conversation: what's your most surprising use case for VIVO? How are you continuing your research remotely?
  - Let's look at Twitter analytics occasionally.
- VIVO website proposal
  - See Google docs
  - Julia and Estefania to meet again
  - Mockup for next meeting
- Proposal to form Interest Group beginning June 1.
  - Present the strategic plan at the May 26 LG meeting, including the very first phase for communications.
  - For next meeting, plan your work on the Strategic plan document. What sections do we all want to work on?

## March 18, 2020 Meeting

Participants

[Anna Guillaumet](#), [Julia Trimmer](#), [Carol Minton Morris](#), Bruce Herbert

### Agenda

- Updates:
  - Anna has done some tweets and so has Julia. She will announce V 1.11.1 too.
  - Future agenda item: Instagram analysis of related.
  - Julia wrote a blog post about the VOIG and will be writing more.
  - Julia is the owner of LinkedIn account.
  - Bruce reports that lockdown causes more faculty to edit their VIVO profiles.
  - Mentions of @vivocollab when tweeting from other accounts is super important.
  - Carol reports that LYRASIS is providing free zoom accounts and online classes.
  - ArchiveSpace has emailed the community encouraging folks to engage more with ASpace. Julia and Carol will discuss this communication further.
  - LYRASIS webinars at 2 pm are not at a great time for us.

VIVO website improvements:

- We talked about Estefania's suggestions and looked at the homepage mockup.
- Julia and Estefania are meeting tomorrow to discuss the mockup.
- Next steps: we'll send the mockup to LYRASIS to get an idea of what's possible, how long it would take and when it could be done. Once we have the plan, we'll present it to the LG.

## March 4, 2020 Meeting

Participants

[Anna Guillaumet](#), [Julia Trimmer](#), [Carol Minton Morris](#), Bruce Herbert, [Ann Beynon](#)

### Agenda

- Updates

- LYRASIS communication schedule with Carol
  - Flyer updates with Bruce
  - Slack channel - Julia
  - Instagram thoughts from Anna
- Ideas for webinars with Ann
- More about Bruce's VIVO outreach efforts
- VIVO website improvements with Estefania
- VIVO's Twitter profile needs a new image – ideas?
- How can we generate more VIVO news for the DuraSpace Community blog?

## Notes

Updates:

- Carol is working on VIVO profile with Don Elsborg. She will write it up and put it on the blog (and circulate it on social media).
- Also the LYRASIS Digest (rollup version) goes out at the end of April. The monthly Digest focuses on one of the LYR divisions.
- Julia to get Linked In account info from Mike. We are still thinking that we won't publish in Facebook but that could change.
- Julia to send email about DTU/TIB work and the TIB/Vitro work.
- Julia to write blog post about Ontology and another about VIVO Scholar.
- Email template: Estefania will test to see if this works without MailChimp.

VIVO website improvements:

- Current site has too many page. There may be hierarchy issues. Call to action should be bigger.
- Current site "News and Events" comes from the blog when tagged with VIVO.
- Estefania will update the PDF and add to the Google Drive folder for Communications. Julia will take a look and come up with questions.
- Content: we should look at the content updates that need to be done.
- Maybe add a Twitter plug-in to show up the VIVO hashtag.

TAMU's outreach:

TAMU is part of consortia for the western states and southern states. Other universities are asking how TAMU has implemented VIVO. They have been holding webinars for different groups.

Oklahoma State and Mississippi State have implemented VIVO. Many universities need a lower initial cost. Over time, more resources would become available.

Their question is how to get started with a lower cost? OS bought Elements and is hosting their VIVO. MS wants to implement data harvested out of Digital Measures. Both needed a business plan and they needed training. Some training could be free or "freemium." (OS borrowed TAMU's business plan.)

## February 19, 2020 Meeting

Participants

[Anna Guillaumet](#), [Julia Trimmer](#), [Carol Minton Morris](#), Bruce Herbert, [Ann Beynon](#), [Estefania Muñoz](#)

## Agenda

- Updates since last meeting

## Notes

Talk to Bruce about his outreach to other VIVO's. How's that working, and can we get more details?

Carol spoke to LYR as the liaison to others OSS communities. They're all asking the same questions: What is our market? How do we reach it? What do we have to offer? LYRASIS is discussing how to help out with some kind of coordinated assistance across all LYR programs.

Website analysis: Estefania created a PDF and Anna gave us a preview. These changes would be considered as minor improvements because there's no new/additional content. Anna will ask Estefania to do a prototype and to see if LYRASIS could accomplish these changes. Anna will ask Estefania to send an email with the analysis and explanation.

Sam Mitchell is the web guy at LYRASIS.

Ann is talking with Sharla Lair and Laurie about the next webinar.

In the meantime, we should share news with Carol at any time such as the ontology workshop – recording to share and summarize the workshop goals.

Julia created a Hootsuite and connected Twitter. We think that LinkedIn is the best second site. Instagram is another idea – Anna recommends it as more popular and will investigate it. Carol finds it challenging to find an image to illustrate a topic like a webinar.

Carol will continue to tweet about VIVO from the DuraSpace Community until we get better organized. Carol uses TweetDeck.

Julia will talk to Andrew about creating a new Slack channel. Will let you all know.

We also need to create a new image in the VIVO twitter account.

## February 5, 2020 Meeting

### Participants

Anna Guillaumet, Julia Trimmer, Carol Minton Morris, Estefania Muñoz, Bruce Herbert

### Agenda

- Goals of this group
- Work done so far
- Strategic Communication Plan Draft
- Additions to the plan:
  - Talking points addressing various use cases for VIVO

### Notes

Julia: Estefania, Anna and I have been meeting for a few months. Carol joined in too. Estefania has made a great start on the Strategic Communication Plan (draft is currently on her Google Drive). We asked for her thoughts on a comprehensive, far-reaching marketing plan for VIVO: what would we do if we could do everything?

So our end goal for this task force is a Strategic Plan that we will present to the Leadership Group. Alternatively, we could start with a short-term plan and present those the LG first.

Anna: Let's start with short-term goals first and present those to the LG first.

Carol: Estefania's plan is excellent and ambitious. Julia and I talked about how LYRASIS can help. Market research should be first step, and identifying the use cases. But there's no support for LYRASIS to do the market research. Outcome of market research should inform the strategic communication plan.

Bruce: We at TAMU have been meeting with other organizations about VIVO and there are three groups 1) orgs who are thinking of implementing a profile system, including Provosts, libraries 2) orgs who are very interested in VIVO, and most want to do it cheaply and easily in a cloud 3) groups that have implemented VIVO and either active or not – they need to understand the benefits of membership.

Julia: What's the current communication strategy?

- Julia sends email announcements to Carol which become VIVO Updates blog post.
- Blog posts roll up to the LYR Digest every two months (<https://lyrasisnow.org>)
- All blog posts go to LYRASIS social media. They should be tweeted from VIVO.
- LYRASIS Divisions Update goes out monthly with content from the division director.

Goals for the short term (for next meeting):

- Website analysis, Anna and Estefania
- Update flyer and ideas for other material, Bruce
- Investigate Hootsuite for free materials – inviting others to submit tweets and create account, Julia
- Finalize the communication schedule on the LYRASIS side, Carol
- Webinars, Ann?