

2020-08-27 Outreach WG Agenda and Notes

Date

27 Aug 2020

Attendees

- [John Kunze](#)
- [Maria Gould](#)
- [Peter Sachs Collopy](#)
- [Kurt Ewoldsen](#)
- [Julien Antoine Raemy](#)
- [Tracy Seneca](#)
- [Bertrand Caron](#)

Goals

- Newsletter, shoulder topics, rebranding

Discussion items

Time	Item	Who	Notes
	announcements	John	N2T Migration Platform migration for NT2 link resolver Amazon linux server complete Starting to get a picture of what the resolution traffic looks like. More stats available now <ul style="list-style-type: none">• ID scheme• What naans are being resolved• Growth numbers Islandora <ul style="list-style-type: none">• Interested in supporting ARKs (U. Toronto and Simon Fraser U)• Working to add ARK support for future Islandora release• Established N2T test credentials• What other synergy/collaboration can there be?• Lyrasis is an Islandora service provider
	Please review new "shoulder topics" in the FAQ (all) <ul style="list-style-type: none">• see Aug 13 email		Maria sent feedback in a document; will forward to group Tracy prepared document; will forward to group Recommend paring down text Use more direct examples over metaphor
	Rebranding: what's ahead, what's on hold	Kurt	Discussed Feedback on AITO name and open canvas framework with both CDL and with the AITO Advisory Group There is other CDL branding work underway and CDL doesn't have the bandwidth for the whole branding exercise. Advisory group agreed that AITO project had been accomplished and a new name is needed for longstanding organization. ARKs Alliance terminology had support from both CDL and the AG Gould: still concerned about AA acronym. Kunze: would like more proposals Peter: suggested Archival Resource Key Alliance (ARKA) Looking for ARKA domain names – most seem taken. Kurt will look for domain availability Group preferred ARKA to TAA John will investigation international implications for the ARKA term

	Newsletter outline finalize	Julien, Peter	<p>Julien shared the draft newsletter</p> <p>Has a stats map and two news items</p> <p>If we use mailchimp:</p> <ul style="list-style-type: none"> • We need a proper "sender" email address; not Julien's gmail. • Who are the recipients? <p>Will we just have a static page that people can go to?</p> <p>Peter: send to already existing listservs pertaining to ARKs</p> <p>Capacity for people to subscribe to newsletter</p> <p>Discussed the possibility of getting mailchimp to pick up content from a blog.</p> <p>WordPress / generates a feed that mailchimp checks weekly. If it finds new content, it sends out a formatted newsletter.</p> <p>Who has access to the account that any email responses come to?</p> <p>Add option to subscribe to newsletter in NAAN registration process?</p> <p>First newsletter will be composed directly in mailchimp</p> <p>Figure out where the blog will live; can hook blog to newsletter after the first newsletter ha gone out</p> <p>Prepare additional news articles</p> <p>Ideas:</p> <ul style="list-style-type: none"> • Member spotlight? • Growth at N2T • Standing footer in newsletter: Do you have ARK-related news you'd like to see in this newsletter? Let us know and we'll contact you. Plus reminder on how to sign up for newsletter. <p>Timing – Julien not available for next 3 weeks.</p>
	Newsletter article stubs (John)		

Action items

- Provide Julien with a list of email/list addresses for the newsletter to go out to
- Prepare additional newsletter items (John, ...)
- Establish an email address for the newsletter to come from
- Look for a domain that can work for ARKA