

# 2020-09-24 Outreach WG Agenda and Notes

## Date

24 Sep 2020

## Attendees

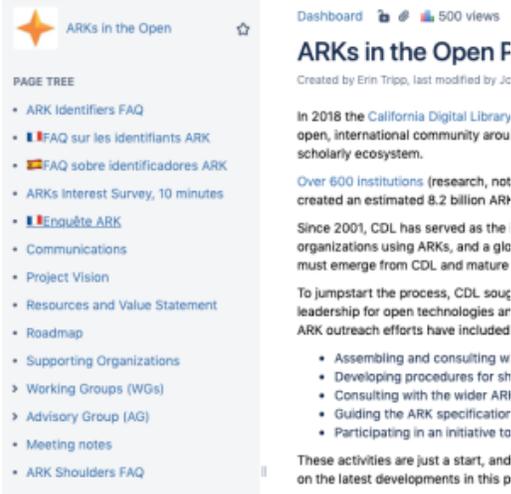
- [John Kunze](#)
- [Kurt Ewoldsen](#)
- [Bess Missell](#)
- [Tracy Seneca](#)
- [Maria Gould](#)
- [Peter Sachs Collopy](#)

## Goals

- wiki and documentation signoff

## Discussion items

Time	Item	Who	Notes
	announcements		
	Final sign-off (before translation work can begin) on new (English) shoulders documentation <ul style="list-style-type: none"><li>• <a href="#">namespace section of ARKs FAQ</a></li><li>• <a href="#">ARK shoulders FAQ</a></li></ul>		after several rounds of feedback, this work seems to have settled down general agreement to declare it done and move on
	Proposed: replace link to parallel gdoc version of FAQ with invitation to post comments to arks-forum. Why? <ul style="list-style-type: none"><li>• general public has only rarely used it</li><li>• expensive parallel maintenance</li><li>• similar functionality (to help maintainers of the French and Spanish versions) is offered by the wiki feature: History Compare versions</li></ul>		general agreement to replace link; unfortunately, no input yet from translator members
	Proposed: graphic showing NAAN registry growth (promotional value?) <ul style="list-style-type: none"><li>• linked from <a href="#">Who is using ARKs?</a> section; auto-generated periodically from registry</li></ul> <a href="#">blocked URL</a>		B: graph is fine for the FAQ T: agreed, and it's simple enough to work at the small size J: can see possible enhancements, eg, break down orgs by library, archive, for-profit, etc. K: good enough to publish as is

<p>Proposed wiki side bar edits:</p> <ul style="list-style-type: none"> <li>• move WG links up one level from below "working groups" umbrella (easier access to heavily used content)</li> <li>• move survey links (unused for some time) below top-level (where? Communications?)</li> </ul> <p>Current side bar:</p>  <p>The screenshot shows the 'ARKs in the Open' website. On the left is a sidebar with a 'PAGE TREE' containing links like 'ARK Identifiers FAQ', 'FAQ sur les identifiants ARK', 'FAQ sobre identificadores ARK', 'ARKs Interest Survey, 10 minutes', 'Enquête ARK', 'Communications', 'Project Vision', 'Resources and Value Statement', 'Roadmap', 'Supporting Organizations', 'Working Groups (WGs)', 'Advisory Group (AG)', 'Meeting notes', and 'ARK Shoulders FAQ'. The main content area has a header 'ARKs in the Open F' and text: 'In 2018 the California Digital Library open, international community arou scholarly ecosystem. Over 600 Institutions (research, not created an estimated 8.2 billion ARK). Since 2001, CDL has served as the organizations using ARKs, and a glo must emerge from CDL and mature. To jumpstart the process, CDL souç leadership for open technologies ar ARK outreach efforts have included: Assembling and consulting w, Developing procedures for sh, Consulting with the wider ARI, Guiding the ARK specifierior, Participating in an initiative to. These activities are just a start, and on the latest developments in this p'.</p>	<p>M: fine with sidebar changes, but when the newly branded site is developed we should think about what shoulder surfaced</p> <p>T: need clearer distinction between external and internal communication as we establish new site; the wiki should be more internally focused than the new site</p>
<p>Rebranding (ARKs Alliance – arks.org), unfinished business:</p> <ul style="list-style-type: none"> <li>• sidebar: move the older AITO focused "Resources and Values Statement" to archive</li> <li>• who is willing to work on logo ideas?</li> </ul>	<p>T: agree to archiving the Resources and Values statement</p> <p>T: logo generation services online might be useful, but might require an entire group conversation; there are some contractors out there that might help</p> <p>M: in the case of <a href="http://ROR.org">ROR.org</a>, we kind of just used the letters and added some triangles; one good thing is that logos can change as needed, so maybe we just need something functional for now; there are some free and openly licensed icons that you can search, eg, for "ark"</p> <p>M: some icon sources: iconmonster, noun project</p>
<p>newsletter blog and mailchimp steps</p>	<p>P: Mailchimp account can be get started early, but no content until RSS feed; don't know if we can do WP free, but cheap should doable</p> <p>P: <a href="http://wordpress.org">wordpress.org</a> will need payment to use <a href="http://arks.org">arks.org</a>; <a href="http://dreamhost.com">dreamhost.com</a> is what I have experience with and it's \$2.59/month</p> <p>P: recommend getting dreamhost account first, then role account for newsletter plus config, then mailchimp role account</p>

## Action items

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