# 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  • namespace section of ARKs FAQ • ARK shoulders FAQ   |     | 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?  • general public has only rarely used it • expensive parallel maintenance • similar functionality (to help maintainers of the French and Spanish versions) is offered by the wiki feature: History Compare versions |     | general agreement to replace link; unfortunately, no input yet from translator members   |
|      | Proposed: graphic showing NAAN registry growth (promotional value?)  • linked from Who is using ARKs? section; auto-generated periodically from registry  blocked URL  |     | 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 |

| Proposed wiki side bar edits:  • move WG links up one level from below "working groups" umbrella (easier access to heavily used content)  • move survey links (unused for some time) below top-level (where? Communications?)  |   | M: fine with sidebar changes, but when the newly branded site is developed we should think about what shoulder surfaced  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  |
|--|---|--|
| Current side bar:  |   |  |
| ARKs in the Open  PAGE TREE  ARK Identifiers FAQ  INFAQ sur les identificatores ARK  ARKs Interest Survey, 10 minutes  INFAQ sobre identificatores ARK  ARKs Interest Survey, 10 minutes  INFAQ sobre identificatores ARK  Communications  Project Vision  Resources and Value Statement  Roadmap  Supporting Organizations  Working Groups (WGs)  Advisory Group (AG)  Meeting notes  ARK Shoulders FAQ | Dashboard to the Soo views  ARKs in the Open F  Created by Erin Tripp, last modified by Jc  In 2018 the California Digital Library open, international community arou scholarly ecosystem.  Over 600 institutions (research, not created an estimated 8.2 billion ARI-Since 2001, CDL has served as the organizations using ARKs, and a glo must emerge from CDL and mature. To jumpstart the process, CDL sougleadership 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 specificatior. Participating in an initiative to. |  |
| ARK Shoulders PAQ  | on the latest developments in this p  |  |
| Rebranding (ARKs Alliance – arks.or  • sidebar: move the older AITO Statement" to archive  • who is willing to work on logo i  | focused "Resources and Values   | T: agree to archiving the Resources and Values statement  T: logo generation services online might be useful, but might require an entire group conversation; there are some contractors out there that might help  M: in the case of ROR.org, 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"  M: some icon sources: iconmonster, noun project |
| newsletter blog and mailchimp steps  |   | 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: wordpress.org will need payment to use arks.org; dreamhost.com is what I have experience with and it's \$2.59/month P: recommend getting dreamhost account first, then role account for newletter plus config, then mailchimp role account   |

## Action items

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