

2020-09-24 Outreach WG Agenda and Notes

Date

24 Sep 2020

Attendees

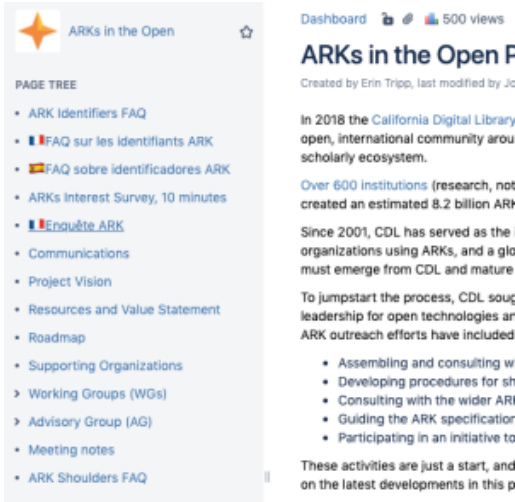
- [John Kunze](#)
- [Kurt Ewoldsen](#)
- [Bess Missell](#)
- [Tracy Seneca](#)
- [Maria Gould](#)
- [Peter Sachs Collopy](#)

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">• 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? <ul style="list-style-type: none">• 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?) <ul style="list-style-type: none">• 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 |

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| <p>Proposed wiki side bar edits:</p> <ul style="list-style-type: none"> • 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?) <p>Current side bar:</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"> • sidebar: move the older AITO focused "Resources and Values Statement" to archive • who is willing to work on logo ideas? | <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 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"</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: wordpress.org will need payment to use arks.org; dreamhost.com 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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