

2020-10-22 Outreach WG Agenda and Notes

Date

22 Oct 2020

Attendees

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

Goals

- rebranding, part II

Discussion items

Time	Item	Who	Notes
	announcements		

coming up with our first (interim?) logo; first some identity issues

- we own arks.org (can't get arka.org)
- we own arksalliance@gmail.com (can't get arkalliance@gmail.com)
- do we want ARK Alliance (singular) or ARKs Alliance (plural)
- important test: "The ARK Alliance (arks.org) is seeking \$300,000 for ..."
- could we live without an acronym?
 - since an acronym would mean teaching the world two different 4-letter words
 - **arks(.org)** = ARK Alliance
 - **arka** = ARK Alliance
 - if we drop the acronym, that cancels all the acronym-based logo options



ARK

Alliance



ARKA

ARKA



TS: prefer boats over acronym-based logos

MG: mashup of IA and boat logo looks like its trying too hard, too obvious; basic ARK image seems good

TS: like ARK Alliance to right of boat; would like to straighten out the roof

P: we could probably get someone could redraw the roof

B: either acronym or boat ok, slight pref for acronym

PC: I like that idea that the ARK Alliance is the org, and "arks" (plural) is the product

All: agreed

	<p>towards an ARK(s) Alliance brochure website</p> <ul style="list-style-type: none"> • very drafty, stub pages started at https://arks.org • seeking volunteers and a strategy for building out and maintaining the site • imagine gradually transitioning content maintenance from lyasis wiki to arks.org 	<p>TS: action: will jot down things important on wiki that should be on the arks.org site</p> <p>TS: I'll be glad to write a post once our IIIF project is further along</p> <p>KE: should we solicit specific contributions to building out the site?</p> <p>MG: are we planning a formal launch? when?</p> <p>TS: perhaps after Jan 20 for relaunch</p> <p>KE: agreed</p> <p>TS: don't think we need a large survey</p> <p>JK: would like some sense of what the ARK working groups</p> <p>MG: for brochure site, what is the AG input on this? what is WG input on it?</p> <p>TS: would be nice to allow any member to post to blog (eg, like CDL does)</p> <p>BC: yes, eg, the OPF allows each member to post</p> <p>KE: eventually we should make accounts for every WG member</p> <p>TS: agreed: want more than just Outreach review for boilerplate items</p>
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Action items

- [John Kunze](#) pull clean image from source
- [John Kunze](#) set up WP accounts for everyone in the WG
- [John Kunze](#) set up call with Tracy and Maria for wiki transition priorities