

First newsletter ideas and mock-up – Jan 2021

(Prepared by Julien Raemy on the basis of [this doc.](#))

<logo>

ARK Alliance Newsletter, 2021, Volume 1, Issue 1

We are thrilled to announce the **ARK Alliance**. The ARK Alliance is the newly minted name for the global community that uses ARKs (Archival Resource Keys) as persistent identifiers in the scholarly ecosystem. That community was created by the very successful ARKs-in-the-Open project, begun in December 2018, as a collaboration between the California Digital Library (CDL) and LYRASIS/DuraSpace. With the foundation laid, the established initiative will go forward in partnership with LYRASIS as the **ARK Alliance**.

The community at a glance

Growth, numbers, map

N2T ARK resolutions in 2019

The new brand

Besides the new name, we have a new website, arks.org. It's early days so the site is still in the process of incorporating material held at the [ARKsinTheOpen.org](https://arksintheopen.org) wiki and at the [N2T.net](https://n2t.net) resolver. Only ARK-specific information pages will move from N2T, which will carry on uninterrupted as the global ARK resolver.

The ARK Alliance Working Groups and Advisory Group will continue to be supported by the [ARKsinTheOpen.org](https://arksintheopen.org) wiki.

There is also a new twitter handle: [@arks_org](https://twitter.com/arks_org). All followers of the former handle ([@ARKsinTheOpen](https://twitter.com/ARKsinTheOpen)) are automatically already followers of the new handle. The old hashtag, [#ARKsinTheOpen](https://twitter.com/ARKsinTheOpen), is deprecated.

Since our last community update

Since our last community update [refxxx]

The [ARKs in the Open](#) (AITO) newsletter is published quarterly to provide an overview of the latest activities of the open and international initiative established around Archival Resource Keys (ARKs) and their use as persistent identifiers in the open scholarly ecosystem.

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Announcements

Over 600 organizations assign ARKs

As of April 2020, [more than 600 organizations](#) have registered to create ARK identifiers. (...)

ARKs in the Open: 3.2 billion Persistent Identifiers

Bess Missell (Smithsonian Institution), Karen Hanson (Ithaka), Tom Creighton (FamilySearch International), and John Kunze (California Digital Library) gave a [presentation](#) last April at the CNI Spring 2020 virtual event where they shared the most recent developments on the ARK scheme, the AITO project as well as implementation experiences from each of their institutions. The presentation was recorded and is available at the following address: <https://vimeo.com/412227303>.

INCIPIT - an ARK allocation service based in Switzerland

[INCIPIT](#) is a one-year project led by the Haute école de gestion de Genève which aims to develop a complementary infrastructure in Switzerland for the low-cost attribution of persistent identifiers to any concept or resource based on the ARK scheme. While having a Swiss scope, INCIPIT 2020 is involved in the AITO initiative as well as collaborating with the California Digital Library, notably on a shared software approach to mint identifiers.

AITO Groups' latest updates

AITO is composed of several interest groups with a view to building a sustainable community around the ARK scheme.

Advisory Group

(...)

Technical Working Group

Test ARKs, inflections, ARK specification - IETF process

(...)

Outreach Working Group

Logo, FAQ in Spanish, Newsletter, Wiki resources and value pages

(...)

NAAN Registry Working Group

Since March 2020, the [NAAN Registry Working Group](#) has been meeting once a month to oversee the registry of institutions that have been given a Name Assigning Authority Number (NAAN).

Revamped NAAN Form

(...)

Sustainability Working Group

The [Sustainability Working Group](#), which met from April 2019 to March 2020 and consisted of determining the most cost-effective way to deliver ARK services, has been dissolved. Any remaining action or discussion items have reverted to the Advisory Group.

Useful links

- AITO on [Twitter](#)
- [ARKs Google Group](#)
- [Forum francophone sur l'identifiant ARK](#)

ARK Identifiers Frequently Asked Questions (FAQs):

- [English FAQ](#)
- [French FAQ](#)
- [Spanish FAQ](#)

Newsletter submission

If you have any ARK-related updates and would like to share it through the next AITO Newsletter, please fill out this form: <url>.

ARKs in the Open - Newsletter outline

Some ideas from other communities

[International Image Interoperability Framework \(IIIF\)](#)

Structure

- Community Snapshot
- Announcements and Actions
- Community Events and Outreach
- Technical Work
- Community Groups
- Implementations
- Adoption
- Innovations and Ongoing Work Across the IIIF Community
- Recommended Reading

Submitting news items: [Google Forms](#)

Dissemination: published on a quarterly basis, on their website + [IIIF-Discuss](#) (listserv)

Example: <https://iiif.io/news/2019/10/02/newsletter/>

[EuropeanaTech](#)

Structure: thematic (3D, OCR, Data modelling, etc.), often with small articles/interviews - always start with a "letter from the editors"

Dissemination: on a dedicated webpage ([Insight](#)), on their [listserv](#)

Submitting news items: the editors decide which topic they want to highlight. The Insights are published two to three times a year - they used to have a "proper newsletter" from 2016 to 2018.

Example: <https://pro.europeana.eu/page/issue-14-3d>

Template ideas for the AITO newsletter

Structure

- Snapshot
 - Number of institutions on the NAAN registry / [Map](#)
 - Other key metrics
 - Links to important resources
- Latest news from the AITO Working Groups
- Debunking one technical aspect at a time
- Events where ARKs have been or will be presented
- Interview with an implementer/service provider/researcher/etc.
 - Implementation: tools, object types, why ARKs?, issues that they have faced using ARKs, EFT, etc.
 - Service provider: tools, number of customers, rationale of becoming a service provider, etc.
 - Etc.
- ARKs Showcase - interesting/beautiful artifacts
- Next steps

Target audience

- Developers
- Librarians/Archivists/Curators
- CIOs
- Funders
- Researchers
- Others?

Technical vs Non-technical people - 2 different newsletters?

Or 1 newsletter with technical and less technical aspects?

Outreach helpers

<https://mailchimp.com/resources/mailchimp-101/>

- Templates - "Inspiration Gallery"
- Market segmentation
- A/B tests
- Tips
- Pricing - Free to Premium - <https://mailchimp.com/pricing/>