Outreach Working Group

Purpose

The Outreach Working Group (WG) oversees development of the ARK Alliance (ARKA) community, as well as the promotion of awareness, understanding, and adoption of ARKs, the only major persistent identifier scheme that is open, decentralized, non-siloed, and non-paywalled.

Objectives

1. Develop strategies for gathering requirements, priorities, and models for shared community and infrastructure management. Examples include ARK community survey draft created by the BnF, organizing events such as the 2018 ARK summit, spreading the word in international conferences, supporting the world map of ARK assigning organizations updated via geo-locations in the NAAN registry, etc.
2. Clearly articulate what ARKs are, how they can be used, and why they are essential (the "value proposition") and promote their adoption and use.
3. Maintain and update the ARK Alliance website at arks.org and documentation at the n2t.net ARK resolver.
4. Support the calendar of events and list of ARKA-related email groups.
5. Develop ways to characterize ARK usage, such as surveys or an API permitting ARK organizations to self-report via a harvestable API endpoint.
6. Develop training materials and videos.
7. Oversee the information used to support ARKA working groups (currently Confluence wiki).

Deliverables

- public website maintenance and published blog posts
- newsletter and wikipedia page (ongoing)
- social media (such as Mastodon, Twitter, Discord, Zulip, Youtube)
- action plan to represent ARK-identified resources and Name Assigning Authorities in Wikidata
- maintain material (on arks.org) associated with getting started with ARKs
- plan for community to transition from v18 to the v37 specification
- canned presentations, slide shows, webinars
- translations of existing documents (e.g., https://francearchives.gouv.fr/fr/article/339695117)
- tool resource guides to promote ARK software (eg, OJS plugin)
- ARKA representation on NDSA and IIIF working groups
- move wiki and wordpress site to github pages

Resources

- Notes from ARK "Experts" meetings in 2018, with discussions of surveys, ARK spec changes, counting ARKs, sustainability, etc
  - Latest draft survey
- Technical WG
- General WG features common across ARKA working groups

Working Group Members

- Bertrand Caron BnF (National Library of France)
- Carlos Authier National Scientific and Technical Research Council, Argentina
- Donny Winston Polyneme LLC
- Jack OMalley Frick Collection
- John Jung co-chair, University of Chicago
- John Kunze chair, Ronin Institute
- Julien Antoine Raemy Data and Service Center for the Humanities (DaSCH)
- Lesley Frew Old Dominion University
- Omo Oaiya WACREN
- Riccardo Ferrante (AG Liaison) Smithsonian Institution Libraries and Archives
- Sergio Santamarina, University of José C Paz, Argentina

Meeting Times

Teleconferences are generally held every other month, **16:00-17:00 UTC, on the fourth Thursday**. Connection details included in calendar invitations.

Communication Channels

arka-outreach-wg@googlegroups.com, archived at https://groups.google.com/forum/#!forum/arka-outreach-wg

Agendas and Notes

Generate new Agenda/Notes link

- First newsletter ideas and mock-up – Jan 2021
- Email lists, groups, forums for outreach
- Calendar of events
- 2024-02-22 Outreach WG Agenda and Notes
- 2023-10-26 Outreach WG Agenda and Notes
- 2023-08-24 Outreach WG Agenda and Notes
- 2023-06-22 Outreach WG Agenda and Notes
- 2023-04-27 Outreach WG Agenda and Notes
- 2023-04-25 Outreach WG Agenda and Notes
- 2023-02-23 Outreach WG Agenda and Notes
- 2023-01-26 Outreach WG Agenda and Notes
- 2022-11-30 Outreach WG Agenda and Notes
- 2022-09-22 Outreach WG Agenda and Notes
- 2022-07-28 Outreach WG Agenda and Notes
- 2022-06-23 Outreach WG Agenda and Notes
- 2022-04-28 Outreach WG Agenda and Notes
- 2022-03-24 Outreach WG Agenda and Notes
- 2022-02-24 Outreach WG Agenda and Notes
- 2019-2021 Outreach Meetings