

DSpace Marketing Interest Group

Charge of the DSpace Marketing Interest Group

The DSpace Marketing Interest Group (DMIG) began activities in April of 2015. The DSpace 7 Marketing Working Group was converted back into this Interest Group in September 2020. The main purpose of the Group is to define the right strategies to highlight the benefits of the open source solutions for the Community, and effectively communicate those to current and potential DSpace users.

Meeting Information

All are welcome.

1st Wednesday of each month, 9:00 AM Eastern Time (US)/13:00 UTC: Strategic focus

3rd Wednesday of each month, 9:00 AM Eastern Time (US)/13:00 UTC: Focused on DSpace 7 marketing deliverables.

Contact Jennifer.Bielewski@lyrasis.org to receive Zoom login.

Communication Channels

#marketing channel in the DSpace Slack workgroup

DMIG Membership

- [Jenn Bielewski](#) (LYRASIS) (Chair)
- [Pascal-Nicolas Becker](#)
- [Jose Carvalho](#)
- [David Corbly](#)
- [Bram Luyten](#) (Atmire)
- [Meg McCroskey Blum](#) (LYRASIS)
- [Michele Mennielli](#) (LYRASIS)
- [emilio lorenzo](#) (Arvo)
- [Irene Buso](#) (4Science)
- [DSquare Technologies](#)

Meeting Agendas/Notes

[Marketing Interest Group Meeting Agendas/Notes](#)

Meeting Notes Archives

[2018 Outreach Group Meeting Notes](#)

[2017 Outreach Group Meeting Notes](#)

[2019 Marketing Working Group Meeting Notes](#)

[2020 Marketing Working Group Meeting Notes](#)

Resources

[DSpace 7 Marketing Goals](#)

[Marketing Strategy Report from 2015](#)

Marketing [DSpace Decal](#) (DSpace, DSpace fan, DSpace Implementer) and [Zoom background](#).

Completed Working Groups

DSpace 7 Marketing Working Group (moved to DSpace Marketing Interest Group)

This group was previously called the DSpace 7 UI Outreach group, and then changed focus to DSpace 7 (final product) marketing and beyond. This work is now part of the DSpace Marketing Interest Group. Previous meeting notes can be found on the [DSpace 7 Marketing Working Group page](#).

Telling DSpace Stories (TDS) Work Group (Completed)

A key aspect of DSpace Marketing Interest Group efforts focus on growing our open source community and actively engaging its members. The [Telling DSpace Stories Work Group](#) (TDS) of the DSpace Marketing Interest Group aims to increase interactions and build deeper connections between community members and institutions by creating and publishing stories about their DSpace repositories. The stories will be generated from information gathered as community members from one institution interview members from other institutions. The DSpace stories will be published widely throughout the DSpace and DuraSpace communities to raise awareness about the global impact and reach of DSpace open access repositories, while encouraging other community members to participate in telling their DSpace stories.

More information can be found on the [Telling DSpace Stories Work Group \(TDS\)](#) page.