

Hydra-in-a-Box Marketing and Communications Team Charge

Purpose and Scope

The purpose of the Marketing and Communications Team is twofold: (1) to develop and implement plans to develop awareness of and to provide relevant and timely information about the Hydra-in-a-Box project to its target community, and (2) to develop and implement plans to market the Hydra-in-a-Box product. The scope includes Hydra-in-a-Box as a stand-alone repository product (Hyku) as well as the HydraDirect service to be hosted by DuraSpace. Communications specifically on the DPLA Aggregator (formerly referred to as “Aggregation-in-a-Box”) component of the overall project are also in scope, yet as a distinct effort.

Out of scope are: software documentation, release notes, and reports to project funder(s).

The team collaborates with, and reports out to, other subteams, including:

- Design Requirements and Specifications Team
- HydraDirect Technical Team
- HydraDirect Business Team

The team’s work involves:

- Codifying a communications strategy that specifies:
 - channels for communications, their purpose, audience, and frequency of use
 - a schedule and workflow for producing and disseminating communications content
- Developing and maintaining a calendar for scheduling communications
- Delivering on communications commitments
- Identifying special opportunities for communications and developing targeted content as appropriate
- Evaluating effectiveness of communications efforts
- Determining deliverables and milestones for product and service marketing, including brand development, service roll-out, etc.

Practices

The team carries out its work by:

- Holding monthly team meetings to review status and make plans for all communication vehicles as scheduled using Google Hangouts or Zoom meetings
 - with pre-defined and distributed agendas,
 - or following the Agile stand-up model
- Regular check-ins on Hydra-in-a-Box Slack channels [#general](#) and [#communications](#)
- Holding ad hoc conference calls

- Documenting discussion and decisions in meeting notes that are recorded and filed in [designated location in Project Documents on Google Drive](#)
- Tracking and prioritizing non-routine tasks using tickets on the [GitHub project planning board](#)
- Reporting out to other teams as needed and to project directors monthly

Deliverables and Milestones

Milestones for the MarComm team are naturally tied to the activities and milestones of other Hydra-in-a-Box teams. The deliverables are mostly cyclical and ongoing. At the early stage, the MarComm team’s deliverables and milestones are planned over an initial six-month period (March-August 2016). This section will be updated as Hydra-in-a-Box product design, software development and service development progresses.

Currently planned deliverables include:

1. Communications Plan: strategy, roles, workflow, schedule
 - a. [Strategy Document](#)
 - b. [Plan for First 6-months](#)
2. Communications Plan for “Aggregation-in-a-Box” component
3. Marketing Plan:
 - a. Brand development - Logo, tagline, colors, fonts, etc.
 - b. Collateral
4. Content: demonstrated fulfillment of each component outlined in the Communications Plan
5. Periodic reviews and renewals of the Communications Plan
6. Press release(s)
7. Press release(s)

The following table maps project milestones and associated deliverables to the team in a RACI matrix.

Milestone	Deliverable	Team Chair	Product Manager	Network Manager	Business Development Manager	Services Coordinator	Project Manager
MarComm launch	1	R	A	C	C	I	I
Aggregator communications plan	2	C	C	C	C	C	R
HyBox visual identity	3	R	A	C	R	C	C
First product road map	4	R	A	C	C	I	C
MarComm 6-month	5	R	A	C	R/A	I	C

plan ends							
Product beta	6	R	A	I	A	C	C
Service pilot	7	R	A	I	A	C	C
Product release	TBD						
Service launch	TBD						

Current Membership

The members of the Marketing and Communications team are:

- Michael Della Bitta, Project Manager *ex officio* (Joined September 2016)
- Hannah Frost, Product Manager
- Heather Greer Klein, Services Coordinator (Joined October 2016)
- Carol Minton Morris, Marketing Specialist, Chair
- Kelcy Shepherd, DPLA Network Manager (Joined July 2016)
- Erin Tripp, Business Development Manager (Joined May 2017)

Past members:

- Rachel Frick, Business Development Manager (until September 2016)
- Mark Matienzo, Project Manager, *ex officio* (until September 2016)
- Kenny Whitebloom, Documentation Specialist (until September 2016)
- Gretchen Gueguen, Metadata Specialist