2018-10-18 VIVO Membership Task Force Meeting

3 PM US Eastern Time

Call-in Information

Join from PC, Mac, Linux, iOS or Android: https://ufl.zoom.us/j/2912662891

Or iPhone one-tap:
US: +16699006833,,2912662891# or +16465588656,,2912662891#
Or Telephone:
Dial(for higher quality, dial a number based on your current location):
US: +1 669 900 6833 or +1 646 558 8656
Meeting ID: 291 266 2891
International numbers available: https://zoom.us/u/c9C9CqlT5

Or an H.323/SIP room system:
H.323:
162.255.37.11 (US West)
162.255.36.11 (US East)
221.122.88.195 (China)
115.114.131.7 (India)
213.19.144.110 (EMEA)
202.177.207.158 (Australia)
209.9.211.110 (Hong Kong)
64.211.144.160 (Brazil)
69.174.57.160 (Canada)
Meeting ID: 291 266 2891

SIP: 2912662891@zoomcrc.com

Or Skype for Business (Lync):
https://ufl.zoom.us/skype/2912662891

Attendees

Mike Conlon

Ann Beynon

Virginia (Ginny) Pannabecker

Dong Joon (DJ) Lee

Terrie Wheeler

David Wilcox

Resources

- Prospect tracking is here: http://bit.ly/2KmUIxF
- Current members are here: http://vivoweb.org/community/membership
- Current Sites are here: https://duraspace.org/registry/?gv_search=&filter_10=VIVO

Agenda

1. Introductions, purpose, goals
2. Questions for the group
   a. What is the value proposition for membership?
   b. How can we convert current prospects into members?
      i. Do we have the right contacts?
      ii. Do we know the current status of VIVO at the institution?
   c. Are there current members we can approach about upgrading?
   d. How can we discover and qualify more prospects?
   e. What else can we do to promote membership? Presentations, workshops, webinars, etc.?
3. Materials
   a. Template letters
   b. Marketing materials
   c. Presentation templates
4. Prospects
   a. Updates and assignments

        b. Adding new prospects

Notes

Introductions

David Wilcox – with Duraspace since 2014. Work on Fedora, but now working across projects.

Ann Beynon – Clarivate Analytics – over 12 years – one corporate sponsor of VIVO. Attended first VIVO Conference in Queens. Many VIVO users using WoS data and other Clarivate tools.
Also a VIVO Service Provider – top tier SP. Have a full time person invested in VIVO services.

works at Texas A&M library. Work on Scholars at TAMU. Maintain and design this system, and on VIVO Steering. Trying to find how he can help this group be successful. Major work is on VIVO. Looking for a way to be more deeply involved in VIVO Community. Ontologist.

Terrie Wheeler – Director of Samuel J Wood Library and CV Starr Biomedical Research Center

Group Structure and Questions

Meet every two weeks

Review of last call – propects were reviewed, and Ann and Ginny knew some, and each said they would follow up with four or five, using a "light touch" approach

David: two types of contacts – advocates (cheerleaders) and decision-makers
Having contacts at both levels can be helpful for each prospect. Do we have the right contacts? If not, who should these be? Initial information gathering documented in the spreadsheet can be helpful.

Broader question: What is the value proposition for membership in VIVO?
Many angles, depending on who you are speaking with. Technical vs. strategic

Discussion around what membership is. VIVO Membership page doesn't clearly specify:
https://duraspace.org/vivo/community/members/
DuraSpace page more clear, but generic: https://duraspace.org/membership/value-and-benefits/

Recommendation to build a reference list of those who can speak about their value in membership: bring this up on the next leadership call

Prospects

how to build this list?

1. review prospect list and brainstorm or meet new prospects (via camps or other meetings)
2. Consider members at lower levels; can these upgrade their level of participation?
3. Talk to Mike and get recommendations for upgrades or new prospects
4. Are there new opportunities to present on VIVO? Presence at conferences and events
5. Only loosely couple the pitch with the software, so we can attract prospects who may not yet be in production.

Last items that David will follow up with:
Suggest templates of marketing letters
Presentation templates
Shared document that identifies the value proposition
Open up the wiki page and spreadsheet so team can access

Action Items

- Type your task here, using "@" to assign to a user and "//" to select a due date