

2018-11-01 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/c9C9CqIT5>

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

- Shared folder: <https://drive.google.com/drive/u/0/folders/1bruWU6ogsDf77S0M8H6rCpHqK5Fd0THw>
- Prospect tracking is here: <http://bit.ly/2KmUlxF>
- Current members are here: <http://vivoweb.org/community/membership>
- Current Sites are here: https://duraspace.org/registry/?gv_search=&filter_10=VIVO

Agenda

1. Review notes and actions items from [last meeting](#)
2. Review [group resources](#)
 - a. [Value proposition](#)
 - b. [Membership letter templates](#)
 - c. [TAMU marketing materials](#)
3. Review [prospects](#)
 - a. Any updates?
 - b. Are we missing any other fields/tabs?
 - c. Starting to fill in missing information
 - d. Assignments for outreach
4. What else should we be working on?
 - a. Presentation templates
 - b. Conferences/events to attend
 - c. ?

Notes

1. Review notes and actions items from [last meeting](#)
 - a. Materials for membership group to use was main focus - pitch, marketing proposition, marketing letter templates, Presentation templates, Shared document that identifies the value proposition, Open up the wiki page and spreadsheet so team can access
2. Review [group resources](#)
 - a. Overall thoughts on Membership Campaigns
 - i. Establish a goal of xxxx \$ that will go towards xxx specific goals in the following 1-2 years
 - ii. Describe progress / examples of progress and new features or whatever that were 'made possible through membership \$'
 - iii. Wiki information is really valuable - how can we highlight this - such as the [FTE employees needed to launch / maintain a VIVO instance](#)
 1. With an FAQ on the VIVO site?
 - b. [Value proposition](#)
 - i. Started brainstorming
 - ii. Need value statement for different membership levels; there is some info on some related benefits as all VIVO members are Duraspace members (this is also an example of how the VIVO membership description could look): <https://duraspace.org/membership/value-and-benefits/>
 - iii. Where else can we get info on membership benefits?
 1. Mike
 2. VIVO wiki - Project charter: <https://wiki.duraspace.org/display/VIVO/VIVO+Project+Charter+v+1.1> Shows a breakdown of membership benefits by category
 - a. Add examples of what benefits are (such as examples of Duraspace Professional Development opportunities)
 - b. Clarify meaning of 'project logo for members use' benefit
 - c. Link to where members show as categories of members on VIVO site: <https://duraspace.org/vivo/community/members/>
 - c. [Membership letter templates](#)
 - i. Templates started for Initial Inquiry, Membership Ask, Upgrade Ask - what else do we need for each of these; need to write these
 - ii. Pending info from Mike
 1. Make a list of following to draw from to add to these letters
 - a. 1-2 (or more) specific examples of progress from last year or 2
 - b. 1-2 (or more) specific funding goals for next year or two with \$ amount (estimate) for xxx production / other specific product development or other item
 - d. [TAMU marketing materials](#)
3. Review prospects
 - a. Any updates?
 - b. Are we missing any other fields/tabs?
 - i. Added Country, Taskforce owner
 - ii. Changed Contact to Other VIVO Connection; clarified Decision Maker and Advocate are at the Prospect institution
 - c. Starting to fill in missing information
 - i. Go ahead where possible
 - ii. May be able to do more of this when Mike can attend
 - d. Assignments for outreach
 - i. David will send an email to the Membership TF to ask everyone to sign up to be TF owner so we can fill in the slots - start with ones where you have a connection
 - ii. Okay to add yourself as another VIVO connection even if already have a TF owner b/c good to know who we can reach out to for help, discussion, info, etc.
4. What else should we be working on?
 - a. Assignments on spreadsheets - add yourself
 - b. Letter templates - work on these
 - c. Presentation templates - add to what David has started
 - d. Conferences/events to attend - make notes on ideas

Action Items

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