# DSpace 7 Marketing Goals

- Goal 1: Increase participation in final DSpace 7 work
- Goal 2: Identify and promote endorsing institutions
- Goal 3: Early majority: get existing DSpace installations to upgrade
- Goal 4: Get non-DSpace users to adopt DSpace 7 / Grow DSpace installation base
- Goal 5: Get the late majority and laggard DSpace institutions to upgrade to DSpace 7