

# 2019-04-17 DSpace Marketing Working Group Agenda/Notes

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## Attendees

- Carol Minton Morris (DuraSpace, co-chair)
- ~~Michele Mennelli~~, (DuraSpace)
- David Corby
- Heather Greer Kleinblocked URL
- Jose Carvalho (University of Minho)
- Bram Luyten (Atmire)
- Susanna Mornati (4Science)

## Regrets

- ~~Pascal Nicolas Becker~~ (The Library Code, co-chair) – parental leave

The [blocked URL](#) represents who will be taking notes for a given meeting. It rotates after each meeting to the next person in the attendee list.

## Meeting Details

- April 17, 2019 at 9:00 AM ET/ 13:00 UTC
- Join from PC, Mac, Linux, iOS or Android: <https://duraspace.zoom.us/my/com.mem>  
Or iPhone one-tap:  
US: +16468769923,7828625387# or +16699006833,7828625387#  
Or Telephone:  
Dial(for higher quality, dial a number based on your current location):  
US: +1 646 876 9923 or +1 669 900 6833  
Meeting ID: 7828625387

### Next meeting May 1, 9:00 AM ET

#### Goals

- Find alignment on the plan leading up to Open Repositories 2019 in Hamburg

#### Background

- Marketing Strategy Report from 2015: <https://drive.google.com/file/d/1L66WSPTqJZRmTlweTljDq7oeksTL-av4/view?usp=sharing>
- [2019-03-20 DSpace Marketing Working Group, Agenda/Notes](#)
- Fact-based USP items for DSpace 7 <http://bit.ly/dspace7-usp>
- [Samvera Marketing Working Group](#)

## Alignment / Decisions from previous meetings

1. We need a plan with actions, goals and associated target dates, aimed at marketing for DSpace 7
  - a. Popular use cases, and how DSpace 7 improves on them, are powerful in marketing
  - b. Facts that the SG endorses, are powerful in marketing
2. We need a more general approach for DSpace Marketing on the longer term. The group did not reach agreement on whether this can be open ended, or whether this can have a finite timeline

## Discussion items

Item	Who	Information	Notes
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DSpace 7 preview release update	Heather Greer Klein	<p>Draft blog post</p> <p>Potential theme for preview release</p> <p>Default theme</p>	<ul style="list-style-type: none"> <li>Preview release likely delayed to end of April</li> <li>Blog post and the webpage will be ready for the release</li> <li>Susanna recommends that a new theme be part of the final releases, something created professionally from the marketing. Mic recommends this go to steering to be part of the budget. 4Science ready for some financial sponsoring of the theme, as already discussed with Tim and Mic last year.</li> <li>Bram: new text for the homepage was recommended to make it less clunky. See this PR: <a href="https://github.com/DSpace/dspace-angular/pull/322/files">https://github.com/DSpace/dspace-angular/pull/322/files</a> <ul style="list-style-type: none"> <li>Should this move forward? Jose recommends that there be a page that is linked to from the DSpace website. This: <a href="#">DSpace Positioning</a></li> <li>Bram will add this to his PR</li> <li>Is this sufficient? Should we have this page on the DSpace site? We could link to this page from the DSpace site as well, or have a page on the DSpace website highlighting examples for marketing purposes. Could feature a repository in a blog post. Carol: creating a new work rotation which could be good but this is a bigger question.</li> <li>For now we will link to the page</li> </ul> </li> </ul>
Summit discussion			<ul style="list-style-type: none"> <li>At the breakout at the DSpace Summit, there was a suggestion that we talk about upgrading through 6 and 7. Most of DS6 has invisible features needed for DS7. If we just say that the backend is the same, people might miss what has changed in DS6. Talk about it as a package, a 2 part renovation of the software. Think of it as bundling 6 and 7 and what value has been added for users, what problems solved, what pain points addressed.</li> <li>This is a way to add context.</li> <li>Not taking this combined approach at the moment in our preview blog post.</li> <li>List from the outreach group for promoting DSpace on the whole: <a href="https://docs.google.com/document/d/1M5f9FE-V3eQDYnKc1b7wOv5thT143oTdUGtf-Vqk7Gw/edit#heading=h.tfc4jaw2gfd9">https://docs.google.com/document/d/1M5f9FE-V3eQDYnKc1b7wOv5thT143oTdUGtf-Vqk7Gw/edit#heading=h.tfc4jaw2gfd9</a></li> <li>ACTION Heather will take this into the preview blog post, look for added context</li> </ul>
OR2019 merchandising update	Carol Minton Morris	<p>T-shirts</p> <p>Button messaging/taglines brainstorm page</p> <p>Mockup of testimonial slide (to come)</p>	<ul style="list-style-type: none"> <li>Tshirt will be logo with URL on front pocket, could add a tagline on the back or not. Need to decide regarding T shirts today</li> <li>Going with logo/URL only for t-shirt</li> <li>Buttons for DSpace general message, DS7, new to DSpace (with different colors inverted), one fun message</li> <li>Could create this as a game, with new and experienced DSpace buttons together</li> </ul>
Lead DSpace 7 marketing timeline overview with updates, discussion leading up to OR 2019	Carol Minton Morris		
Discuss and assign goal owners for each of the five identified goals	Bram Luyten (Atmire)	<p>Bram Luyten (Atmire) was mainly working on the <a href="#">translator campaign, part of goal 1</a>. The new format for translations is almost done, but will likely only be merged shortly AFTER the preview release: <a href="https://github.com/DSpace/dspace-angular/pull/366">https://github.com/DSpace/dspace-angular/pull/366</a></p> <p>Work on the two other Goal 1 campaigns: the API campaign and the Tester campaign TODO.</p> <p>Who wants to own (one of) the other goals?</p> <p>Goal 2: Identify and promote endorsing institutions</p> <p>Goal 3: Early majority: get existing DSpace installations to upgrade</p> <p>Goal 4: Get non-DSpace users to adopt DSpace 7 / Grow DSpace installation base</p> <p>Goal 5: Get the late majority and laggard DSpace institutions to upgrade to DSpace 7</p>	<ul style="list-style-type: none"> <li>Bram is working on goal 1, working on code for the new translation. Will be new and needs to be in place before tutorials. Unlikely to make it into the preview release. Looking for API and tester campaign.</li> <li>Goal 3 is related to how to upgrade to 6 to be ready for 7. Envisioning use cases for upgrades and goals.</li> <li>Bram will keep working and we will look for others to take on these goals in the future after beta or final release.</li> <li>Still want to find early adopters for marketing, though it might be too early. Jose has contacts in Portugal for users who might make sense with this goal.</li> </ul>
Draft tabular comparison of DSpace with other technologies		<p>Draft comparison <a href="https://docs.google.com/spreadsheets/d/1_UQjWgFoArVvckl9wJ1uDahSpWbO6Vp1MVvd723hAcs/edit?usp=sharing">https://docs.google.com/spreadsheets/d/1_UQjWgFoArVvckl9wJ1uDahSpWbO6Vp1MVvd723hAcs/edit?usp=sharing</a></p>	<ul style="list-style-type: none"> <li>Moved to next meeting</li> </ul>
Other			

## Action items from this meeting

Item	Who

## Action items from previous meetings

Item	Who

Put together a simple mockup of a DSpace 7 excitement testimonial slide/postcard to share with potential testimonial givers	<a href="#">Carol Minton Morris</a> <a href="#">Heather Greer Klein</a>
Start a page for DSpace 7 on dspace.org (/dspace-7) to be ready when preview release is ready	<a href="#">Carol Minton Morris</a> <a href="#">Heather Greer Klein</a>
Continue work on the preview blog post and include the suggestions made on the doc	<a href="#">Heather Greer Klein</a>