

DSpace Marketing Working Group 12-11-2019

https://docs.google.com/document/d/1tvvoy7fVPvrJBnhFt7lx4q_xfe4fiJ4kT527tyW1BLY/edit?usp=sharing

- Carol Minton Morris (LYRASIS, co-chair) ★
- Bram Luyten (Atmire)
- Susanna Mornati (4Science)
- Michele Mennielli (LYRASIS)
- Pascal-Nicolas Becker (The Library Code, co-chair)
- David Corbly

Unavailable:

- Tim Donohue (LYRASIS)
- Heather Greer Klein (LYRASIS)

The ★ 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

- Dec 11, 2019 at 9:00 AM EDT
- Join from PC, Mac, Linux, iOS or Android: <https://lryasis.zoom.us/j/486229829>

Background

- Marketing Strategy Report from 2015: <https://drive.google.com/file/d/1L66WSPTqJZRmTlweTljDq7oeksTL-av4/view?usp=sharing>

Discussion items

Item	Who	Notes
Review/discussion of https://docs.google.com/document/d/1tvvoy7fVPvrJBnhFt7lx4q_xfe4fiJ4kT527tyW1BLY/edit?usp=sharing Looking for • General marketing group feedback • Brainstorm "name/identity" for a potential fundraising campaign • Benefits of contributing "pitch"	Carol Minton Morris Pascal - Nicolas Becker	Background: The DSpace Steering & Leadership Group approved the "Recommended schedule" at the end of this document. This document is an early draft that should *not* be shared publicly until fundraising/esourrcing is in place TBD.
Campaign support from LYRASIS • Combining DuraSpace web presence into LYRASIS has begun: https://www.lyrasis.org/DCSP/Pages/default.aspx	Carol Minton Morris	
Other	All	

Notes

Action items

Item	Who
Start releasing information about milestones as they are met, to show the progress currently being made each week.	
Carol and Heather will will work on content dspace.org homepage display and listing/display of resources on the DSpace 7 page. Will review with this group. Will create a blog post to point to these resources.	
Keep looking for endorsers and considering what the ask is for the campaign – what will they do to respond?	