2020-02-26 Communication Outreach Marketing and Community Meeting

Attendees: Este Pope

Robin Lindley Ruggaber Dustin Slater Jon Dunn

Agenda:

1. finalize the next phase of deliverables for our sub group
   a. Past:
      i. Community survey on training needs
      ii. Revised active tracking list for events and conferences, including priority and strategic relevance to Fedora
      iii. A list of groups, materials, and venues for growing the community
      iv. A list of initiatives, projects, and communities for strategic partnership
      v. Proposal for a reading group on Community in Open Source Development
   b. New:
      i. recommend 5-10 white paper use cases for current Fedora, as examples of how different institutions are using Fedora and have informed Fedora 6 development. Request that a series of blog posts, social media posts, and links on webpage. Include 5-6 specific facts about the repositories. Could include a high-level graphic of tech ecosystem
      ii. articulating the raise all boats concept and incorporating into messaging around Fedora 6
      iii. recommend a market research strategy to LYRASIS for all community-supported programs.
      iv. ensuring the tracking of events, conferences is happening in a sustainable way in Fedora project.
2. discuss the market research idea in more detail from our last meeting
3. see if we have any feedback for David Wilcox related to the email about Fedora renewals

Notes:

Draft request for market research for the LYRASIS community-supported open source programs to share back to David. Would be helpful to have LYRASIS administer this work. Experience with the training survey - low engagement. Experience shows engaging professionals who do market research seems like the best use of time and resources, and to have someone who could have the time.

Focus on Fedora 6 messaging - how do we align deliverables around this? Focus on the preservation. Struggle around the role of Fedora in preservation still persists - what is the value/use of this - Fedora 6 is critical for adoption/disengagement. Message with Fedora 6 - all in on preservation. Straddling preservation and access side. Connection of Samvera, Islandora.

A third use, besides access or preservation, Islandora as the DAMS without public access - using for metadata/cataloging. (UT Austin) Built middleware publishing workflow - exports image and metadata, creates IIIF manifest and puts it in IIIF server, puts it in Spotlight for public access. Model for content management control for the content creators, not having IT be a bottleneck. DAMS has place of record for collections. Endpoints hook into that.

Need a simplified, high-level model to explain how all the staff interact with the tools/tech and Fedora's role, and how it fits in with workflows. Or maybe a few models of various institutions. White papers on how institutions are using Fedora. A problem of marketing Fedora - it can be used in many ways - it isn't just one thing.

The community aspect - example of Texas digital libraries conference - smaller shops, people do things for the entire community. More simple, out of the box, don't need a big tech staff.

Communication strategy specifics - we need to convey the 'raise all boats' concepts. Can we include this in the Fedora 6 strategy:

https://docs.google.com/document/d/1Wqfu6MAfCODQqihHoqgCKQKXfqgYQdQ10hrmU4IuKFo/edit

Can we ask Carol to advise on this and how to include this in the communication strategy?

Getting off deprecated software. Getting into filesystem that is human readable. Opens up possibilities of what kinds of solutions would link up with that.

Email communication about Fedora 6 feedback - how should people address concerns around having to give money to more than one community? If they contribute to more than one community and may also go through a service provider.