

2021-06-30 Communication Outreach Marketing and Community Sub-Group

Attendees: Este Pope, Jennifer Gilbert, Chris Awre, Jon Dunn, Arran Griffiths

Agenda:

1. Checkins
2. Reviewing Leadership Team exercises - who do we want to reach out to? who needs to be there? what markets/communities are we not paying attention to? who are we failing to include? what messages/formats for reaching out? Pick three levels of communication/personas and identify communication plan to reach out to about Fedora. [Jamboard 1](#), [Jamboard 2](#)
 - a. Communities to connect with - Software Preservation Network
 - b. AV industry - lots of companies with solutions, there may be opportunities though
 - c. the Jamboards are clearly generated from the academic domain - could be good to look outside of academia. To what extent to we public organizations have an appreciation of markets outside of ours. It is a gap - we don't have the knowledge to know how to get information about these external organizations.
 - d. Would be good to get some external experts about which open source markets would make sense for Fedora - do some market research? "we don't know what we don't know"
 - e. Approach - deeper engagement with existing groups (IU - so many voices looking at enterprise digital preservation system solution - developers, digital archivists, etc. - each needing their own types of engagement.
 - f. Good to articulate a need around market research to determine where we could grow. Even if we don't have the funding for it, good to articulate.
 - g. LYRASIS-wide market research - something we talked about in early 2020 - had considered a catalyst grant. Good to talk with David /Laurie about possibilities.
 - h. Another area for consideration not represented in the Jamboards - digital art. Need to identify people who we can talk to to learn more.
 - i. NFTs -

I've just minted (what I believe to be) the first ever @iiif_io manifest NFT using @FleekHQ, @IPFS and @opensea : <https://t.co/YcwZD9B5Mz>

View it in the @universalviewer here: <https://t.co/W4Vi7geayk#IIIF#NFT#IPFS>

— Ed Silvertown (@edsilv) June 2, 2021

- j. Fedora is something people find if they are looking for it. NFTs have made digital preservation real to the 'man on the street' - is there a way to tap into what Fedora can offer, showing the value of digital preservation. NFTs are also a "fad"
3. Fedora 6 release party plans
 - a. Changed tentative date - July 15th 11-12 am EST, which coincides with the tech call for the day. Sending out a save the date - reminder about the RedBubble.
 - b. Use historical article about Fedora for trivia during the session: <http://web.archive.org/web/20000819130403/www.cs.cornell.edu/cdlrg/FEDORA.html>
 - c. Giving out trophies to primary committers, recognize anyone/everyone who contributed.
 - d. Release version today