2021-09-01 DSpace Marketing Interest Group Meeting Agendas

Attending:

Not Attending:

Agenda:

Topic	Lead by	Actions
Welcome	Jenn	
Leadership Group Meeting Marketing Overview/See below	Jenn	
DSpace Annual Report: User Group, New members	Jenn	
Schedule: scale back to 1 meeting a month or keep 2	Jenn	
Open Items		

Jennifer Bielewski is inviting you to a scheduled Zoom meeting.

Topic: DSPACE Marketing Interest Group
Time: This is a recurring meeting Meet anytime

Join Zoom Meeting
https://lyrasis.zoom.us/j/99657756638?pwd=NEY3QS8rc2FKK1BRTkVRRG5FUTRsZz09

Meeting ID: 996 5775 6638
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Leadership Team Discussion from July 14, 2021

- How can we promote DSpace globally?Ideas here could be: multilingual promotion, partnerships, User Groups
- What can we offer as experts in the community to amplify why DSpace IS the repository software to adopt? Ideas here could be: Content for Digest, Case studies, etc?
- How can we encourage DSpace 7.0 early adoption? Ideas here could be: case studies, highlighting features as reasons to adopt NOW

Ideas from Leadership

- How can we promote DSpace globally? Ideas here could be: multilingual promotion, partnerships, User Groups

  - Need general promotion, not just specific to DSpace 7. Feeling that some momentum was lost over last few years...need to regain
  - Need more examples/documentation/videos from user perspective (not just technical staff)
  - **National/User Groups are critically important.** Need to talk with them about how to best market to their communities, as it may differ per user group/community.
  - **Find a way to really know *who* is using DSpace and how many users there are.** Ways to encourage everyone to use the registry, so we have a more accurate count of users. Ways to make it easier to capture this information -- even on download or installation?
    - ID target populations: librarians, for example
    - Then determine how to approach a certain target group, e.g. via country specific mailing lists, user groups

- Ask DSpace users what they are planning in terms of upgrading
- Increase presence at international conferences
- Target also non-Dspace users. Identify possible channels via user group leads.
- See the marketing as part of a larger community building effort (get out the information, but also trigger feedback/engagement at the same time)
- Global community as a value, maybe have regular open community calls
- Stress the value of open source and community/ethos and sustainability
- What can we offer as experts in the community to amplify why DSpace IS the repository software to adopt? Ideas here could be: Content for Digest, Case studies, etc?
  - **Testimonials from those who already have DSpace (v6 or below) installed** (and their use cases) & are excited to move to DSpace 7 (and why they are excited) (we have some testimonials)
  - Give information on what expertise is needed to install DSpace 7 inhouse (without service provider)
  - Give examples of how to take advantage of new features, such as entities (use cases)
  - **Consider using DSpace outside academia - Office Document Management System, Court case files management system, Healthcare records management, etc.**
- How can we encourage DSpace 7.0 early adoption? Ideas here could be: case studies, highlighting features as reasons to adopt NOW
  - **Need to discover who the early adopters are.** If we can survey the community in some way to find who's interested & starting to play with it.
  - **Promoting unknown/new exciting features in 7.0** -- for example, the new optional media player out-of-the-box in v7. Need fresh eyes to find/look for those exciting features.
  - **Highlighting the interest at OR2021** -- the number of attendees and the excitement around workshop, talks, etc.
  - **Short Videos on personalization of DSpace 7** (show how easy it is), and/or other exciting features/configurations.
  - Create comparison charts (eg. 5 vs. 6 vs. 7)
  - Do approach potential new DSpace users because they do not compare to missing features from V6.