

VIVO Notes 02 -- March 8, 2010

Six Month Review April 6

The VIVO project is six months old at the end of March. To celebrate our first major milestone, we are planning a one day event on April 6 (9am to 4pm) to review what each team is working on, including major accomplishments, current issues and prospects for the future. The review will be held locally at each of the seven campuses via video conference and GoToMeeting. This is your chance to share the VIVO experience with more than 100 members of the VIVO project. We look forward to seeing you April 6. For more information, visit: <https://confluence.cornell.edu/display/ennsrd/Six+Month+Review>

Branding VIVO

As we create the national network of scientists, it is important to begin national branding efforts around VIVO. The Marketing and Branding Committee is working hard to finalize identity guidelines for this purpose. All of us represent VIVO, either formally or informally. A consistent VIVO message is critical for strong brand development. The VIVO brand is open and friendly. By providing a consistent message in all communications, we'll foster the VIVO brand personality and increase credibility. A few notes to remember as we start the national branding effort:

- Terminology
 - The name of the project is VIVO: Enabling National Networking of Scientists, or simply VIVO.
 - The name of the software is VIVO.
 - The name of the network that results from our work is simply "the national network of scientists."
 - The term "VIVO web" is never used.
- If you are giving a talk regarding VIVO, it's a good idea to share your slides with others on the team before the talk.
- People who have questions about VIVO can be referred to the VIVO web site: <http://vivoweb.org>

Stay tuned to the Marketing and Branding page in the VIVO wiki for information about the national VIVO brand (a portfolio of VIVO marketing materials will be also be available in the near future): <https://confluence.cornell.edu/display/ennsrd/Marketing+and+Branding>

National VIVO Conference

The first annual VIVO conference will be held August 12 and 13 in the New York Hall of Science. Members of the conference planning committee include Kristi Holmes, Mike Conlon, Dean Krafft, Medha Devare, Alicia Turner and Sara Kreinest. Kristi Holmes from Washington University will chair the program committee. For more information, visit: <https://confluence.cornell.edu/display/ennsrd/Conference+Planning>

VIVO and DERI

DERI, the Digital Enterprise Research Institute is the world's largest semantic web research institute. DERI and VIVO will identify collaborative efforts and share technology to advance the semantic web and international networking of scientists. We look forward to working with DERI!

Keeping up with the Wiki

The VIVO Wiki is our primary tool for tracking project activities. If you need an account to sign on to the wiki, please contact Brenda Stevens (stevebm@ufl.edu).

Wiki tip: to "watch" a page for updates, click the mail icon in the upper right hand corner of a page. The wiki will send you an email when the page you "watch" is changed – a fast and easy way to keep up with changes in the wiki.

Ideas, Questions, Comments

Have an idea, question, or comment about VIVO? Pass along your thoughts to your team lead for inclusion in the wiki!