

# 2016-02-04 Outreach Call

## Agenda

We'll be talking with Eric Meeks from UCSF, about their "in-reach" strategies, meaning how to reach out to people at our own institutions.

If time, we may revisit the idea of I-Fest or something like it this year including ideas for location, date, time, duration?

This is an open discussion for anyone who's interested!

## Call information:

We're using the DuraSpace WebEx service for this call. When it's time, join the meeting from here:

<https://meetings.webex.com/join?uuiid=MALSGQJLKCKKPCC9SMJ1058J6Y-X9UN>

Where: WebEx Online

Meeting number: 193 905 423

Meeting password: This meeting does not require a password.

Audio Connection US TOLL Access code: 193 905 423

## Attendees:

Julia Trimmer

Brian Turner

Eric Meeks

Mike Conlon

Carol Minton Morris

Alvin Hutchinson

Benjamin Gross

Brian Lowe

Catherine Dunn

Chad Nelson

Matt, Don and Alex from CU

Dana

Elise Warshavsky

Graham Triggs

Justin Littman

Lamont Cannon

Mike Bolton

Paul from NU

Paul Albert

Suzanne Dunn

Tami

Ted Lawless

Violeta Ilik

Notes:

Brian Turner and Eric Meeks are talking about engagement and "in-reach." UCSF has been working on their app for 6 years, so part of it is longevity. And it hasn't been cheap or easy. The SEO work has paid off tremendously. They had 100K visits per month last year. They have a presentation linked from Eric's profile [profiles.ucsf.edu/eric.meeks](http://profiles.ucsf.edu/eric.meeks). Stable URLs are helpful too.

They have an internal marketing group that markets all their systems and they do a great job. One email from a prominent researcher went out early on and that created a big spike. They continually meet with groups to encourage them to update. They also have boot camps in the library to explain how to use LinkedIn, AltMetrics and other profiling systems as well as their own.

Much more info can be found at [profiles.ucsf.edu](http://profiles.ucsf.edu):

Eric Meeks: <http://profiles.ucsf.edu/eric.meeks>

Brian Turner <http://profiles.ucsf.edu/brian.turner>

Leslie Yuan: <http://profiles.ucsf.edu/leslie.yuan>

Anivan Chatterjee <http://profiles.ucsf.edu/anirvan.chatterjee>