

# DSpace 7 Marketing Working Group (2016-2020)

The DSpace 7 Marketing Working Group has been reformed as the [DSpace Marketing Interest Group](#). Please join the [DSpace Marketing Interest Group](#) (all are welcome)

## Scope & Objectives

This group was previously called the DSpace 7 UI Outreach group, as it originally intended to reach out to the community DURING DSpace 7 development.

As we are getting closer to the release, the charge of the group has changed to DSpace 7 (final product) marketing and beyond. As such, it is renamed as the DSpace 7 Marketing Working Group.

## Start & End dates

Start: December 2016

End: September 2020

## Deliverables

- DSpace 7 functional test plan, comparable to the DSpace 6 test plans
- Identification of those [use cases](#) that will be implemented in DSpace 7
- Communication/Outreach to the wider community at specific times

## DSpace Subcommittees

The Marketing Interest group has identified the following subcommittees to form in 2022:

- Group 1: Will work on general DSpace marketing and help guide new and current users as to what is DSpace, what are the features of DSpace, review the [DSpace.org](#) website, monitor and update Wikipedia etc. This will help us increase promotion and help increase DSpace usage. (Goals 1, 2, 3, 4,5)  
Members: DSquared Technologies, Jenn Bielewski
- Group 2: Will work on Videos and features: this group will create videos and a template for DSpace users to create generic videos showcasing features. \*Work with DCAT on videos or documentation to encourage DSpace 7 usage and upgrades (Goals 1, 3, 4, 5)  
Members: DSquared Technologies, Jenn Bielewski
- Group 3: Will work on downloadable/sharable DSpace Resource Materials: getting started, checklists for training, promotion and marketing resource guide, etc. (Goals 1, 3, 4, 5)
- Group 4: Will translate marketing materials, announcements etc. for Global usage of DSpace.(Goals 1,2,3,4,5)

If you would like to chair one of the subcommittees or join, please email [Jennifer.Bielewski@lyrasis.org](mailto:Jennifer.Bielewski@lyrasis.org) or simply add your name as a comment under the Group # on <https://wiki.lyrasis.org/display/DSPACE/DSpace+7+Marketing+Goals>

## Meeting Notes Archives

[2018 Outreach Group Meeting Notes](#)

[2017 Outreach Group Meeting Notes](#)

[2019 Marketing Working Group Meeting Notes](#)

[2020 Marketing Working Group Meeting Notes](#)

## Resources

- Communication
  - [DSpace 7 related list of email lists](#)
  - [DSpace 7 related conferences and meetings](#)
  - [Draft DSpace 7 messages/posts](#)
- Research
  - [UI examples of inspirational design and functionality](#)
  - [Make or break](#)