



TF-PR : 27-28 September 2007 : Lisbon

Present:

Name	Abbr.	Affiliation	Country
Maria Ristkok (Chair)	MR	EENet	Estonia
Carol de Groot, (Sec.)	CdG	TERENA	
Laura Durnford (Sec.)	LD	TERENA	
Paavo Ahonen	PA	CSC, FUNET	Finland
Anne Balic	AB	RESTENA	Luxembourg
Lajos Balint	LB	NIIF/Hungarnet	Hungary
Virginie Blanquart	VB	RENATER	France
Vanessa Camilleri	VCam	University of Malta	Malta
Veerle Custers	VCus	BELNET	Belgium
Marta Dias	MD	FCCN	Portugal
Tomi Dolenc	TD	ARNES	Slovenia
Christine Dworak	CD	ACOnet	Austria
Roland Eugster	RE	SWITCH	Switzerland
Lennart Forsberg	LF	SUNET	Sweden
Robert Haymon Collins	RHC	JISC	UK
Mariëlle Heesters	MH	SURFnet	Netherlands
Gabriela Krcmarova	GK	CESNET	Czech Republic
Gitte Julin Kudsk	GJK	UNI.C/Forskningsnettet	Denmark
Tiina Leiponen	TL	CSC	Finland
Nada Mijatovic	NM	AMRES	Serbia
Russell Nelson	RN	JANET(UK)	UK
Melanie Pankhurst	MP	DANTE	(UK)
Lígia Ribeiro	LR	EUNIS	(Portugal)
Dale Robertson	DR	DANTE	(UK)
Elise Roders	ER	SURFnet	Netherlands
Goran Skvarc	GS	CARNet	Croatia
Rose Turner	RT	HEAnet	Ireland
Lonneke Walk	LW	SURFnet	Netherlands

Apologies:

Name	Affiliation	Country
Kim Cunningham	DANTE	(UK)
Matt Jukes	JISC	(UK)
Zbyszek Krzewinski	PSNC PIONIER	Poland
Christian Panigl	ACOnet	Austria

Thursday 27 September**13.30 : Hand-over & Welcome**

Out-going Chair, RN, welcomed everyone and handed over to MR. Presented her with the TF-PR 'chair' T-shirt. MR thanked and in return presented RN with a gift (diving gear, bought with help of VCam).

MR announced changes to the agenda: Matt Jukes of JISC can't give his talk on Friday, RHC will do instead. Start same time Friday, finish earlier. LR will only arrive on Friday.

MR presents gift to CdG with thanks for her contribution to TF-PR (crystal decanter, bought with help of MD).

CdG thanks. Reveals TF-PR received another 2 year mandate from TEC. Retells history of TF-PR and looks to future. Show of hands how many were at the very first TF-PR meeting (5 or 6).

14.15 : About FCCN

Pedro Veiga, Chair of FCCN gives overview of the organisation. Long history with TERENA and RARE. Now not in the European 'fibre cloud', but fighting hard to be in it. Optical cable along Atlantic coast serves universities well. Plan to have Iberian ring of optical cable. 10 yrs ago connected all schools, so one of 1st, also all public libraries, special associations (e.g. for the blind). Have projects in VOIP, VC, security, etc. Making 'tv' channel of science content on the network. Years ago created small group for PR. MD learned a lot with TF-PR. Thanks for that. We benefit a lot from other NRENs and can give contributions.

14.30 : ToR

MR said TF-PR ToR has fewer deliverables this time. But there is more content to create than previously. CdG said we can discuss new ones.

TD says issues to share with TF-LCPM. Should sometimes co-locate. Agreed.

PeaR News is TF-PR Strongest brand – changes to coordinators: now GK and RT. New ideas to improve. 1st find out why we don't use it: questionnaire – results to be kept internal.

Gallery of images: new deliverable:

LD updates on software investigation within TERENA– mentions history archive wanted by TEC (with input from TF-PR). Software all too expensive / complex if for scaleable graphics etc. TERENA's existing Gallery software can be made available for photos. Other graphics can be exchanged by email / TF-PR members website.

VCus asked what's it for?

RHC asked what about Flickr? LD said if we have a free system in place, why change?

RE says be careful of data protection and privacy laws. RHC mentions Creative Commons license which clears for any use (valid in UK only? – RN). ER says usually it's ok until someone complains. LD agrees, but suggests someone should look into the legal issues. ER suggests a disclaimer indicating that the uploader is responsible.

VB offered her own good photos for TF-PR use.

LD will work with TERENA ITs on Gallery and email TF-PR once they can check it out.

TF-PR Compendium:

RN: should send Pdf of draft so people can check / correct. New submissions possible.

VCus: can we add links on the web version? RN: yes.

PR Toolkit:

GJK: who is it for? Mainly for TF-PR

Should add 'How to Make Annual reports' to the list.

Library of Technical Talks:

JISC can make technical talk out of their presentation tomorrow. Also should make one about Federations / Eduroam / Video conferencing. Useful – ask Licia Florio / Ingrid Melve / Klaas Wierenga / David Simonsen / Mikael Linden.

LD said she needs someone else to take charge of this deliverable and she can assist. (TL later agreed to coordinate this deliverable with LD.)

15.20 NoAH Project:

LD presents overview of the NoAH Project (European Network of Affined Honeypots) and sub-component honey@home. Domestic users can install honey@home software so any malicious traffic is redirected towards the NoAH infrastructure, which investigates and catalogues it. Shows a flash demo outlining how it works. Says the project members hope for a mainstream media campaign once honey@home is ready (timing to be confirmed). Would TF-PR be interested in helping within their own countries?

Comments included: Will there be feedback for users? Ensure they don't think they will attract bad stuff to their computers.

Response: Generally positive. Willing to distribute prepared materials.

15.30 Case for NRENs:

LD reminded that Bert van Pinxteren had asked for input on list of arguments NRENs use to 'justify' their existence. He'd had only a few responses. Asked if it may be useful to have a place on TERENA website where such arguments are collected as reference point?

Response: This could be useful. The arguments could be gathered using the TF-PR's wiki page. People will email Bert.

CdG mentioned idea that such info could form part of "What every NREN website should include" – perhaps a new deliverable.

Friday 28 September**10.00 – Web 2.0 & Collaborative Spaces:**

RHC gives short overview of communication activities and tools being used within JISC as part of marketing tools, including blogs, podcasts, video podcasts, wikis etc. and in the future slidecasts.

Blog – RHC uses to make notes in meetings & share with colleagues without having to write reports afterwards. More interactive, with rapid feedback on ideas and reports at an early stage – doesn't have to be polished first.

Wiki – asked who else uses. ER had tried but was difficult. Partly push & pull to get people to use them.

Podcasts – suite of interviews with people of communities and staff via <http://odeo.com/channel/567333/view/> & iTunes if he can't find it on iTunes, it doesn't work for him. Content about developments, successes etc. With internal resource multimedia editor, quality equipment, sound engineering etc.

Slidecasts & videocasts – starting soon. Many people nervous about cameras but good for virtual annual report no print version put on youtube / blip.tv

Marketing as conversation

All these approaches help to free up information – users want to get it in diff ways

Amplified conference

Use of wikis, tags, live blogging, promotion via upcoming.com, flickr for photos, technorati for delegate tracking, blog aggregation etc were used at JISC Digitisation Conference 2007.

Benefits: makes the event 'bigger', more inclusive for those who can't come etc.

Disadvantages: More work, impact on venue selection, blogging resource, power etc – Analyse usage impact etc. was a nightmare because wasn't planned well enough in advance. Links to be added to TF-PR.

ER asks if Twitter been looked at, solve problem of technology in hotels = micro-blogging
RHC says it's superficial and hasn't found a use for it yet.

NM asks: Did conference-goers use the extras?

RHC: To some extent. Eg Flickr post all photos etc. some 'visitors' starting to use it.

Additional useful tool is upcoming.com – promote events to people you don't know who may find it, rather than relying only on mailing lists of known contacts...

LD says TERENA just launched podcasts relating to TNC. If wanted in future could give demo of audio recording, editing etc. Positive response.

Matt Jukes's original presentation will be made into a slidecast and comments invited via his blog.

11.20 Best practice Corporate Brochures

MH gives overview of writing plan, purpose, feedback from project group etc, distribution

TL says feedback should come from outside the organisation from the start. When she worked in advertising, too much energy wasted trying to please everyone in house.

LW showed SURF brochure = just a folder with flap at back for relevant detailed info for target audience.

MD says FCCN approach v similar, and same also used as cover for annual report.

GJK: presents 'What not to do' when making a brochure – mistakes made & lessons learned.

VCus warns: don't print too many! Had to throw away hundreds of old ones.

CdG: let's put pdfs on TF-PR site

11.50 How to make an Annual Report

VCus presents BELNET 2006 report which had very good response – people actually emailed asking for copies.

Not easy to do. Why do it?

Legal obligation, gain credibility, transparency, motivate personnel, evaluation tool, info, image and identity – all are possible reasons.

In recent years has become more a PR tool and less a financial tool so possible to be more creative.

For whom is it made?

BELNET no longer sends to technical customers but only to the decision makers within those organisations.

Outsource the whole project – writing, editing, layout etc. They interview the Director and work from previous texts.

In lots of companies annual report is exception for house style. More than 2 people deciding is too many!!!

Spent 3 months for one person to make database of contacts for new target audience group in 2005.

budget – 2006 72,000 euros (45 / copy – 1550 copies) in total not incl. time and effort – wanted to make a good impression because 1st time targeting decision makers.

Aiming to reduce from 80 to 50 pages to reduce costs because want to maintain standard from now on.

Have made new brochure for same target audience – more a marketing brochure

Feedback? No survey done, but a few people emailed.

LD asked how TERENA's annual report is received: unread except for PR part / look at the pictures. Nice design. People pass it on internally.

GS said CARnet's annual report now PDF - printed only for the specific people who have to receive it by law and otherwise available online only.

GK: was inspired and tried to change CESNET annual report, 1st step.

12.20 Market

All examples of brochures, annual reports and other publications available to look at and take.

14.00 Workshop on Private members' area and Wiki

ER gave demo on document sharing for the TF and the private member area.

It is not yet clear how the group might use either the Wiki or the shared members area. Also the platforms being used are not intuitive and so people may experience difficulties using the facilities. In any case if the application is not easy and straight forward then it is unlikely that the group will end up using it.

ER asks if possible to adapt access and new folders? LD will ask ITs.

Wiki - cheat sheet available. BELNET has a good manual – VCus will upload it

No one uses wikis - why not – improves communication – work together. Can see history of changes made by whom. Can start discussion.

Get to both from the website – can change passwords after you get them. Check contacts page if info is correct – if not – add your details. Add cell phones

Make a folder for publications. Image gallery – can we have a separate area – subsets etc? LD will ask ITs.

Can we put graphics here? yes – make a folder and advise.

Final documents – no upload possible? only download.

Postal addresses – needs to be updated

Make a list of pr-work – who is on it.

Can we add pictures to the contacts list – link to facebook?

14.15 Round table

LR - EUNIS: Everyone introduced themselves to her. She is EUNIS board member – previously President 2 years. Wants to increase cooperation btwn TERENA and EUNIS. She presents overview of EUNIS - European University Information Systems association – 127 members including SURF and UCISA along with correspondent, honorary, and corporate (including Blackboard, Sungard, SAP & SUN) members. Also links to national educational organisations including TERENA, Gartner and Educasue/Ecar. www.eunis.org

EUNIS is to create a forum between people responsible for managing info systems and managing applications. Deals with problems at campus, and TERENA with technical and middleware, so real opportunity to work together.

Activities run across events, publications, task forces and an annual conference (2008 in Aarhus in Denmark), plus a series of workshops. They run a series of awards covering Award for Excellence and e-Learning . EUNIS funded by members and is run by volunteers and a steering group/board. Series of publication and surveys including Top Concerns surveys (in conjunction with UCISA)

Have distribution lists and links to consortia.

Periodically run rector seminars where 60-80 rectors of Universities discuss strategical aspects of IT on campuses in Europe.

Preparing for Bologna – process happening in lots of Universities – rearrange curricula etc to make comparable programs – necessary to id necessary IT to support this – collaborating with TERENA to apply for funding

EARNEST study - Thinks disseminating info to users is very important to explain what's available to help eg professors.

GJK - New Forskningsnettets website - Ability to integrate podcasts, video etc.

RN: JANET Collaborate - provide a meeting place for people to share content and opportunities to collaborate. Currently a pilot, initially aimed at schools in UK, but ultimately further afield. Stems from automated booking services for video conferencing – 'dating agency'. We can register at www.janetcollaborate.ac.uk/join_form to test and play with it.

LW says something similar at SURFNET.

ER – new house style at SURF = SURfnet and 2 sister organisations. Big project to get 3 organisations ready. For 1st time have a style manual to hand out. Also 1 brochure and 1 magazine.

www.surf.nl

LW – Lightpaths - 2005 became available. Needed to introduce them to end users. Had experience already with contests. Did announcements via Netherlands Organisation for Scientific Research (NWO), because that's the scientists' contact organisation. Had about 9 months in which people could generate their ideas. Set terms and conditions including winners had to be available for promotions – so did radio interviews and now making videos due in November. SURFNET paid 20,000 Euros each to five winners plus the lightpaths.

GK - CESNET hosted a lot of meetings in September. Federations important. TF-EMC2 also. Last week also GLIF – 120 participants from many countries. Organised demonstrations including one with special cinema projector. (Shows slides of it being put into place). High resolution digital video with images being sent and adjusted via different countries.

PA - NORDUNET conference in Helsinki next year – invites all of us.

NM - AMRES accomplishment – has a logo – good news because still don't have legal status as legal entity, but hoping to get it. Had an open contest publicised in news paper. Wthin a month 6,000 visits and received 144 entries.

TD – TF-LCPM – workshops are not deliverables, more a means of exchanging communication / info. Marketing is on their ToR. They're worried that they're entering TF-PR area. He thinks not a problem. Should meet sometimes together. Talk to them about Zagreb.

Next meeting – February 20-22, Zagreb in the mountains.

VCam - technical people – TF-ECS – videoconferencing have someone from the TAC advise us – tell us the problem and what they are offering. How it will be implemented – for instance central MCU – also mentioned federations – also ideas on portal on content – we also need to know what they are suggesting, proposing – they can use and we can use – join forces with them – are going to meet in Amsterdam in November – can we find someone to speak to us? CdG suggests she / LD go along and report back.

MR - ARCA – Lyngby presentation – what do we think about it? What do they expect?