



TF-PR : 21-22 February 2008 : Zagreb

Present:

Name	Abbr.	Affiliation	Country
Maria Ristkok (Chair)	MR	EENet	Estonia
Laura Durnford (Sec.)	LD	TERENA	
Anne Balic	AB	RESTENA	Luxembourg
Virginie Blanquart	VB	RENATER	France
Veerle Custers	VCus	BELNET	Belgium
Natasa Dobrenic	ND	Srce- University Computing Centre	Croatia
Tomi Dolenc	TD	ARNES	Slovenia
Christine Dworak	CD	ACOnet	Austria
Robert Haymon Collins	RHC	JISC	UK
Gabriela Krcmarova	GK	CESNET	Czech Republic
Cristina Lorenzo	CL	RedIRIS	Spain
Helen Martindale	HM	DANTE	UK
Russell Nelson	RN	JANET(UK)	UK
Melanie Pankhurst	MP	DANTE	(UK)
Katja Rauhansalo	KR	CSC	Finland
Ana Roca	AR	CARNet	Croatia
Goran Skvarc	GS	CARNet	Croatia
Rose Turner	RT	HEAnet	Ireland
Ari Turunen	AT	CSC/Funet	Finland
Lonneke Walk	LW	SURFnet	Netherlands

Apologies:

Name	Affiliation	Country
Lajos Balint	NIIF/Hungarnet	Hungary
Marta Dias	FCCN	Portugal
Roland Eugster	SWITCH	Switzerland
Lennart Forsberg	SUNET	Sweden
Truls Johnsen	UNINETT	Norway
Gitte Julin Kudsk	UNI.C/Forskningsnettet	Denmark
Elise Roders	SURFnet	Netherlands

21 February

Welcome

News – next meeting is a joint one with TF-LCPM, so can use the chance that different people meet in Bruges, to exchange ideas. Sunday 18th May 13.30 or 2pm. Discuss ideas later.

Greetings from Zbyszek, Vanessa, Marta and Carol. Carol's retirement party went well. Nada has left; now trying to replace her.

10.10 : About CARNET

GS gives presentation in place of CEO, who can't be here.

CARNET offers a large range of services. Backbone is all 1 Gb. Administers top level domain and homepage of Croatia and national centre for online databases, anyone with authorisation id can access these. Also responsible for computer security. New big project is HUSO – Hosting Service for Primary & Secondary Schools. Provide a CMS to schools etc to create their own websites and content. Usually money not a problem - from the Ministry of Science, Education and Sport. Six regional offices, 84 employees. Over 600,000 users, 245 academic, 1,346 educational. National School Portal project for everyone to get info online. Educational materials online. e-Library with embargoed magazine and e-books. Centre for online databases, seamless searching. Run Encarta locally and available to everyone. VCg and MOD – can do it on desktop with webcam for hi-quality. E-islands – use microwaves to connect remote schools on islands. Provide multimedia equipment so don't have to travel to mainland for lessons.

New corporate ID and website. Will tell us more later.

AT– big budget?

GS – salary only 8% - Conference for 150 people do it to high standard and so it's a lot of money.

10.27 : Deliverables

PeaR News GK reminds us what PeAR is and that 2 'How to...' -sheets are available - How to... Position Pear News – Zbyszek.Write a news release – Joanne. Remind us info about PeaR. 1 web page with all info about it, with links to news upload page. 1st news was 2003 – release about launch of PeaR.

Presented graph of number items posted by NRENs, TERENA, DANTE. Since 2004 number by NRENs has gone down, while TERENA has gone up and DANTE went up and then down.

Graph showing number of NRENs posting relative to number of TERENA members. Would like NREN contributions to increase.

QUESTIONNAIRE – “Why I don't send news to PeaR”

Main reasons:

No extra person for communications. No budget for translation. Nothing newsworthy. Forgot to post them. Don't know how and feel stupid to ask.

Last week GK sent simple instructions. LD also sends weekly email reminder.

CESNET has budget for translation. TERENA has no budget for this but LD tidies up what is uploaded. Need only headline and short blurb.

What's suitable news for our community?

National news not all appropriate. Have to give priority to local press.

CESNET has made all press releases available. AT says CSC translates all but not yet made available internationally, although plan this.

TOPICS? People's involvement in activities, info about local seminar meetings, MR has had feedback on some of hers. GK also has had feedback sometimes.
VC: Don't want people to come to small, local language workshops.

RHC: Is it worth it. Who is using it?

RN: Get info about this from TERENA, page hits, read times etc. Also can look at how many people subscribe to RSS feed. Graphs – NREN contributions heading wrong way? Bill St. Arnaud blog highly valued by tech staff at JANET(UK).

RHC agrees – less corporate - more honest blogs
Forward on info from PeaR on NREN websites
Forward info from outside on TERENA website agreed.

Gallery of images: new deliverable:

LD updates on software investigation within TERENA– TEC also wants to post up images of History of European Research Networking. Gallery is available and has been done so that TF-PR can post photos – not graphics.

Q of rights, consent, model releases nightmare examples were discussed.

GS to look at alternatives for TF-PR gallery.

Technical talks:

MR has asked people about presenting. RHC will chase up on Tiina's suggestion about Federations video (JISC video, version without sound, that can be dubbed in other languages by TF-PR members).

User Surveys:

TF-PR website has been updated. Some info has disappeared eg User Surveys. MR suggests re-doing it. Make workshop on user surveys and gather materials – problem of language differences. Best practices

Workshops:

Events such as user conferences and user days / competitions – workshops on how and why.

Joint workshops with TF-Mobility? Use TNC as opportunity to discuss and negotiate with other TFs .

TF –LCPM – joint meeting – Case for NRENs, Marketing of Services – need PR involvement from an early stage.

PR Tool Kit:

VC is working on hers from last time.

New Deliverables?

Descriptions of NRENs are already available on wiki. BELNET has used. PDF of article on website.

'What every NREN website should include' – case for NRENs, style guide, how to, general info and history of the organisation, other....?

AFTER LUNCH

Alpha Galileo:

LD showed Alpha Galileo website, which is a portal for European research news – can post and exchange info. This is for international technical and scientific mainstream media. Asked whether anyone is subscribed or would find it useful if TERENA had a subscription on behalf of the group.

R & E Networking documents:

LD plans to make documents explaining what European research networking is about, who is involved etc. Short 'briefing document' planned first, but possibly also a longer version.

13.40

Events:

VB announced 3 forthcoming events:

June 5-6 – SERI European Research & Innovation Exhibition – Versailles.

300 Exhibitors. Need support to show network is organised. Wants printed materials (no posters). conference in French

November 14-16 - European City of Science – Paris.

(RN in UK some Universities have a programme for VCg, eg at British Museum, National Space Centre etc – (interactive VC with students handling an emergency in a control room). Going to do it so in France can see VC demo'd live. For all the public.

ICT – Lyon Nov 25 -27

MP - March 3-4 – Slovenia event (GEANT2 A Global Leader') EC wanted event to celebrate achievements of GN2. Day 1 - www.geant2.net/server/show/ConWebDoc.2632 - high-level, semi-political event. About 100 people registered so far. Follow up with colleagues whether senior people are going or not.

MP – DANTE

is organising a panel discussion at TNC – good bad & ugly: GEANT2 exposed.

New interactive DVD – more accessible to non-techies & cover more on services.

NREN PR & Comms

RENATER (slides available)

VB: 30 staff GIP – 50,000 euro PR budget. End users are institutions. Website done in house.

HEANET

RT - 35 in the organisation, but RT is the only Comms & PR person. Web team of 5 people.

Editorial group is 5 people.

Users not so aware what services were on offer and wondered whether should go to

commercial providers. First newsletter Oct 2007. Paper rather than electronic. Services Catalogue deals solely with services HEANET offers. 4 Page brochure HEANET.

180 people at networking conference. Instead of CEO talking about stuff, interviewed members of staff about their areas of specialism. Incorporate this into a DVD later. New website launch in summer. Has produced a survey of staff. Design CMS in house. External designer. In past CMS was outsourced and was difficult to update it. Re-designing the fact sheets to strengthen branding. 2nd newsletter at beginning of April. Graphic designer for all publications. New network extension – possible TV interest. Training days for clients about different services

BELNET

VC: Belnet Network Enlightened Conference

Have upgraded the network, and are migrating them now.

Press coverage – includes GN2!! Reinforce relations with communications teams at Universities, especially for their newsletters.

Showed pictures of launch event from last year. 98 people showed up, so good attendance. Develop lot of new materials to show at the event. Had top speakers, press lunch – invited 4 journalists to lunch with 4 speakers and discuss future of internet (2 hours). The conference was after the press lunch. The lunch was very interesting for speakers as well as the journalists. This all happened the day before the annual conference – theme “The New Network”. Used printed electro-static foil to cover glass translation booths – light inside to glow through the pattern of white cables. (300 Euro – throw away afterwards)

When do press release get good coverage especially in IT press. One research institute writes a column in press so sometimes BELNET in it. Also prepared an article with interviews with directors of BELNET and with local guy ICT Manager - picked up and used by 4 universities. She had to change the texts written by the ICT people.

SURFNET

LW - Marketing newsletter added to department title.

Still finding out how to catch up on this – no-one really a marketer so developing expertise. Goal is to coordinate all marketing activities etc

RESTENA

AB - 13 people in total.

Corporate flyer distributed with all correspondence. Edited in 2005. Annual Report, but no legal obligation so last one was edited in 2003, 200 copies (?), website

No specific budget allocated – but on demand. PR work allocated depending on skills and availability. In total around 0.5 FTE for PR, but AB nominated as official PR person because of background in business studies.

When colleagues back from having babies plan more PR activities including remodel website 2009-2010 20th anniversary – preparing new id, brochure flyer etc.

RedIRIS

CL - Slides available online

ACONET

CD - Website but have only just developed some collateral – new brochure.
Aconet web portal - has eduroam on front page.

No PR team at ACONET, but are part of University computer centre so they help with PR. No defined budget. Have created first flyer (in German) – overview of services and new technology because just upgrading backbone. Not to get new customers but to inform those they have. Not many know the advantages of ACONET compared with commercials, which are very cheap in Austria. Have t-shirts for certain contacts but not everyone. Give-away is a mini-lamp

New CMS since a year ago. Trying to have all info up to date. Website in English as well as German. One feature allows registered customers to view their own statistics online to see what's going on with the network. Can also register for events, workshops etc. The web portal is growing.

JANET(UK)

RN - New website – moved away from using home page to aid navigation but using it as a sales tool. So have three changeable elements to promote features, news, etc. Within two days of putting a particular service on the home page they have more subscriptions than in previous 12 months. – people now coming asking for their service to go as features. Services first then news.

They call eduroam “ja.net roam”

Won an award for “Shared Services” - government looks for initiatives that centralise - eg ja.net does it on behalf of education and research. – probably best PR activity done – went to much wider audience than usual – were for whole of public sector in UK - Had to say how JANET had delivered value to UK tax payers, how worthy of money.

Communications Group. IT group within this group, assist 2 web designers. Now have graphic designer full time within group. In past went external mostly. One of best decisions made. Helps with anything and everything with images. Can turn things around very quickly. If previously did something in house, always had discussions about eg colours, but because he has the credentials people shut up when he tells them to butt out. Also saves money, because GDs are expensive.

Past 12 months, amount of money on printed material has gone down, partly because graphic design in house, but also because more now online instead.
Increase in marketing material, also to end users. Decrease in demand for technical material. Most people now if they want technical support just go to a web forum, whereas online info etc goes out of date quickly.

JANET news – long lead time – print problem cos some things needed more quickly. Now an electronic bulletin as and when something worth saying. Been 2 or 3 issues.

FRIDAYCSC

AT – Need to disseminate info to partners including TERENA – so few communicators in this field – nice to talk to us.

PRACE project – 400 million Euros. Combine 40 supercomputer sites – hypercomputing ecosystem ie survival of fittest, best gets all. (Biosphere of Grids and networks – NORDUNET 2008) CSC responsible for dissemination work. Project finished in 2 yrs, complex task to disseminate the results.

Publish everything in Finnish and in English, some pages in Swedish.

JISC

RHC - Communications managers develop strategies and plans. Small team for PR and media relations in practice. Marketing services people produce designs, event management coordination. Multimedia team for web etc, market research team on customer satisfaction, evaluation monitoring unit in Canterbury. Commercial liaison manager to build relationships with communication partners.

Work on two levels: divisional work is largely on research programmes, and also corporate – partner concerns eg what do IT managers / librarians worry about.

Approach to communications is changing a bit. Functional specialists (libraries, teachers etc) – have a suite of work aimed at them. On other side is work aimed at policy and strategy development – deals more with themes of work rather than technicalities. Shift from pushing info out to interactive debate etc with digital systems.

How does everyone track their web traffic? JISC gets 67,000 visitors per month, 3500 podcast downloads p/m.

Partnerships (with British Library...Internet2) lead to workshops – several per year.

Market research is relatively new. Try to demonstrate value for money.

ARNES

TD - Always looking at PR as broad range of activities. Nice to users, but don't struggle so much to raise profile of ARNES. Tailoring services to user needs – TD refuses to 'sell' whatever management says unless his feedback from the community is taken into account.

PR work very unstructured.

In past only the director was answerable when things went wrong. Then TD and 3 people nominated as PR team. But not so much has changed.

PR includes – user support team input, SI-CERT, chair of TF-CSIRT – raises profile. Domain registration –

TD involved in range of activities broadly PR, (on slides)

There have been some achievements but still some basic / 'traditional' PR activities are lacking.

Plans – strengthen relations with universities and other demanding users

Projects - Had been introducing eduroam and AAI to universities – realised could not do without Ministry help to finance some equipment for them – access points, servers.

- Also project to wire up student dormitories
- Visionary project – national education/services portal

Major events

- annual user conference – April (tech workshops, expert teacher training)
- GEANT2 event – use to promote GEANT2 lightpaths campaign (getting closer to potential lightpath consumers and other demanding users from research community)
Briefing minister, doing press release, lunch for ministers...

Promotion – publicity, materials 8,000euros

Events – this year 5,000 euros (spent 50,000 last year)

Neglects basic PR activities – newsletter, brochures, no user survey, website lacking

Has eduroam brochure

Insufficient contact with certain user groups

CESNET

GK - PR in 2007

Target groups – ministry etc – from start CESNET supported by state - 80% of budget.

Research Council decides if this happens each year - money is determined on annual research plan. So each year write big report about research.

Members – universities, academy of science etc – explain not in competition with commercial providers.

2007 – workshops, meetings, conference, internal too. 4 times Jan Gruntorad was on TV (15 years of Czech Internet). Published 19 press releases and other publication. 5 Task Force meetings. Took part in Science & Technology week – co-organiser with Academy of Science. Helped with broadcasting of lectures and archiving them online. Also CESNET specialists gave some lectures.

In September will be 2nd bi-annual (international) conference in Prague

CARNET

GS - Dedicated person for PR and one for marketing. But usually project leader writes press release, PR officer polishes it, marketing person adds visuals.

Target 2 groups in PR – 1) users & institutions 2) general public & decision makers.

For most of last year worked on new corporate ID. Now in process of re-branding everything. Cooperate with VIDDI magazine – provide material for 3 page article in mag and in return they print topology map poster for free. This happens every month and now there's a whole series of posters with corporate id.

Posters etc for end users. Whenever do something for General Public, put Ministry logo first to

show they're behind it and financing it. They don't request that it goes first but obviously good PR towards them too.

For decision makers use all sorts of tricks to explain why need money and how good CARNET is.

EARNEST report – looked good in study - most recognised NREN among users.

CARNET users conference. 10-12 November 2008 - 7 universities. So now moving conference to different cities. Biggest IT conf in Croatia. 350-500 participants, but can be a problem to get enough hotel rooms in one city.

Website should be primary source of info. Working group develops site and logic etc. Hope by TNC to have something to show.

NREN birthdays

SURFNET - big staff outing to celebrate / clients day theme was birthday with workshop decorating cakes (May).

EUNET – 10th anniv. Had big cake. Streamed video of meeting

CARNET – will mark 10th at users conference. Have formed a group to plan over coming 8 months. Last year had 15th anniversary of .hr domain, had 3 months to devise plan - was successful. Had magazine editors presenting a show. 15@hr was 'slogan'.

ACONET - 15 yrs just celebrated at technical university and technical museum. Invited all members director & CTO gave speeches, tour through the museum.

CESNET – 10th anniversary in 2006. Publication about 10 years of CESNET. Conference proceedings printed and other meetings.

RedIRIS – organising various events, including for 20th anniversary. Show about technical machines at museum. In November annual conference – different this year because usually very technical.

ROUNDTABLE

LW mentioned 5 films on dvd - researchers using lightpaths for their research. Good eg best practices what lightpaths can do for their research.

CL - raised q of introducing new corporate id and concerns that it can confuse the users / networks.

MP - dates of future TF-PR meetings sometimes Mon-Wed rather than always Wed – Fri? Group to consider this when we arrange next meeting dates.

MR to investigate possibility of visit to CERN for next meeting, hosted by CERN or SWITCH.

TD - Slovenia event won't be streamed but most intg bits on eb afterwards.

MR - 'web pigs v office rats' - video-streaming of wildlife.

Statistics on where clicks come from show they include Bhutan, Brunei etc. Been so popular have been having problems maintaining connectivity. People keep screens open and sms each other to look when something happens.

GS - why do it?

MR - Nature research project. Last year was in deep forest with black storks. Not usually possible to see them, so rare chance. Have some very active nature researchers. Last winter had a camera on bird feeding place in yard.

CESNET - has similar in zoo looking at gorillas

TERENA webcam popular - opportunity for PR?

LD - reminder about posting events on TERENA online calendar

Ipv6 - LW - do people have an issue getting customers to recognise urgency to switch?

RN - many think they have enough IPv4 so why bother.

LW - idea to talk about this issue perhaps at TF-LCPM joint meeting.

MR - next meeting 18th May with TF-LCPM she'll email reminder. Send any ideas