

Minutes from TF-PR Poznan – 5 June 2005 - 2pm

1. Welcome and Introduction

The Chair (Elise Roders who replaced Sandra Passchier for this meeting) opened the meeting and introduced Dr Cezary Mazurek who welcomed everyone to PSNC (Poznan Supercomputing and Networking Center) and gave a presentation about the center, how it started in 1993, its network and supercomputing facilities.

The Chair said that RN will be taking over from Sandra Passchier as Chair of the group officially at the next meeting and that both she and DR will be speaking at sessions at TNC2005 which may be interesting for TF-PR members. CdG added that a TNC2005 press conference will be held on Tuesday morning at 11:00 and invited all TF-PR members to attend.

2. Introduction round

Short round of introductions (20 attendees)

Name	Company	Country	Acronym
Werner Koblitz	Aconet	Austria	WK
Tomi Dolenc	ARNES	Slovakia	TD
Koen Schelkens	Belnet	Belgium	KS
Dale Roberston	Dante	UK	DR
Gerti Foerst	DFN	Germany	GF
Maria Ristkok	EENET	Estonia	MR
Frederica Tanlongo	GARR	Italy	FT
Gabriella Paolini	GARR	Italy	GP
Robert Haymon-Collins	JISC	UK	RHC
Dr Cezary Mazurek	PSNC	Poland	CM
Zbyszek Krzewinski	PSNC	Poland	ZK
Elise Roders	SURFnet	Netherlands	Chair
Jeanne-Marie Jobse	SURFnet	Netherlands	JMJ
Roland Eugster	SWITCH	Switzerland	RE
Carol de Groot	TERENA	Netherlands	CdG
Jo Barnett	TERENA	Netherlands	JB (minutes)
Russell Nelson	UKERNA	UK	RN
Gitte Kudsk	UNI-C	Denmark	GK
Aida Omerovic	UNINETT FAS	Norway	AO
Ingrid Melve	UNINETT FAS	Norway	IM

3. Previous Meeting

People were asked if they had any changes to the minutes from the last meeting in March. No changes. It was confirmed that the next meeting will take place in Estonia on 29 and 30 September 2005.

CdG said that she was in the process of putting all the TF-PR presentations on the TF-PR website which should be ready in the near future. She asked the people who presented at this meeting to send her copies of their presentations.

4. Terms of Reference

TF-PR is nearly two years old which means that in order for the group to continue, the TERENA Executive Committee needs to agree to extend the mandate of the group. A draft Terms of Reference was handed out at the meeting (also sent via email prior to the meeting) and the group is asked to send any comments to the Chair by July 15 2005. CdG said that we could potentially send the ToR to the TEC by the end of June but this may be too soon so proposes to get it ready in time to send to the TEC in September. Agreed by all.

For those who didn't attend the LCPM meeting before the TF-PR meeting this morning the Chair explained the work they intend to do as there is potentially some cross over with TF-PR. In the LCPM draft ToR they had a list of communications issues but it was agreed at the meeting that those issues would be better left to TF-PR. The Chair said that the group needs to decide whether to do it collectively under the TF-PR banner or have another group within TF-PR (as some NRENS do not communicate with their end users so it is not relevant to those members). There was a show of hands for those who would be interested in attending the other group (50%) so it was agreed that a "test" meeting will be held prior to the next meeting planned for Estonia in September. CdG asked if any one was interested in chairing this extra group and the Chair offered both herself and Sandra Passchier from SURFnet.

5. Deliverables

The list of draft deliverables was also handed out so the group could discuss them and assign responsibility for each of them.

- A. TF-PR workshops – the idea is for future meetings to organise interactive workshops (similar to yesterday's meeting on usability testing). To arrange workshops in the future, the Chair will coordinate with the local organisers (for the next meeting this will be RN and MR) although if anyone has any suggestions they should send them to the list. RHC suggested a workshop on branding; CdG suggested another usability test with a larger group. Responsibility Chair/Local TF-PR meeting organiser.
- B. PR for Dummies – GK volunteered to coordinate; JB volunteered to second GK. CdG said that some of the presentations given (such as the one JB gave on Press Lists in Denmark) could be adapted to a sheet. RN and DR could also put one together on corporate videos as they have experience. Any members with more suggestions should email the list.

- C. FAQ – DR said that Rachel Beale at Dante is currently responsible for this so will continue to be. The Chair said that FAQ they often get asked is what the definition of Broadband internet is so she suggested that maybe questions like that could be included in there as well. TF-PR can email any suggested questions (and answers) to the list.
- D. Glossary of Terms – No one could remember who was responsible for this. TD said that the glossary will probably cover the FAQs and vice versa so ought to be careful not to double the effort. RN asked is the glossary for end users or for TF-PR. CdG said that it would be great to do one for users but would be a political minefield. DR said that she always understood that the glossary would be for end users. The Chair said it would be useful on public websites but it is more to ensure people are using the same language throughout the community. JMJ volunteered to be responsible for this. TF-PR members are asked to send their definitions and ideas direct to her. CdG suggested it is possible to use the other taskfores for clarification if necessary.
- E. Compendium – CdG handed out the current PR compendium. RN thanked those who supplied information and thanked CdG for pulling it together. Personally RN has already found it useful. He wanted to recruit a new member to his team and the PR Compendium helped to show what the other NRENS had resource wise. A good thing to repeat this deliverable is it will enable the group to compare their own figures over time. RN is happy to be involved in next time and ER is happy to be the co-person. CdG will produce it at TERENA.
- F. Reproduction of Material – CdG is coordinator so appealed to all to let her know of any publications that could potentially be redone to appeal to the wider community. CdG said if you have a publication even if it's in another language TERENA can arrange translations. RN said he heard that Bob Riddle in the states is producing a publication on multi-cast – RN will follow that up and let CdG know. SURFnet have a flyer in English on Eduroam which others could use. CdG to link from the TERENA site.
- G. Private website – one for TF-PR exists but no one is using it to post anything. Probably for the amount of discussions we have amongst the group the email list is sufficient. CdG will post a gallery of images and reminded people that there is a place for mobile phone numbers for the group.

Further discussions on the above:

RN said that might be good to get people in to these meetings to explain technical areas for example Grid Computing. Chair said this could be included under the workshop banner and security might also be a good topic. Chair will change the description of the first deliverable. DR asked if we would be interested in a presentation about Geant2. The group said yes. JB said there may be a possibility of getting some Grid Training if people are interested. They are so JB will discuss with her contacts about arranging this. JB asked what about the previous ideas of having PR experts in. The chair will ensure the workshops cover that as well. DR suggested an expert on market research. ZK suggested relationships with the press (how to prepare a good press service etc.). Chair that relationships with the press may be better for the PR for Dummies session. ZK showed the press page he had and CdG said it is definitely worth a workshop and a how to. RHC

volunteered to share his PR strategy formulation experience with the group at a future meeting.

On the deliverables it mentioned 'End User Communication' and the chair said she was thinking of calling it 'Marketing Communications Strategies'. In order to finalise ToR all the names and lists should be ready by end July. RHC said he thought this would be confusing because the areas of marketing communications strategies is potentially huge so perhaps it is better to break it down into other areas. The chair will revisit the descriptions and send to the group for approval. KS said there is nothing in the deliverables about gathering user feedback. GP said that the group could think about developing a form that asks the same questions to all users (in their own languages). It was discussed that feedback from users is all part of the bigger picture. Chair to strike K and add user information and what you do with that information. SURFnet have started doing user panels and TD said ARNES gather information from ticketing system. WK asked but do we have an idea of what a user is. Chair says in this instance, yes we do. WK said he has different users to others. Chair said this will be addressed by segmenting but the idea of communicating with different audiences can be addressed.

AO said what would be useful is something about how to identify the right group and how to target them (identifying audiences). The chair suggested this could be incorporated into best practice on marketing communication and will add something to the amendments. ER is willing to put her name behind that.

RN said need to be careful about use of the word marketing as it normally includes the 4 p's (and price is not relevant to this group).

Segmentation of target groups. Chair is looking at Dale for that.

End user communication resources – list that can grow over the years. This will be included in 'Best practices'.

Feedback from users – Sandra Passchier (Chair to ask her).

No further comments on draft ER will rewrite them and send to group for agreement before it is sent to the TEC meeting in September.

Compendium already covered as is closed website.

6. AOB

The idea is that next year we should try to build complete session with TF-PR at TNC 2006 which would mean need to fill 3 x 30 minute slots. The papers would have to be submitted later this year. Chair suggests usability testing might be a good one plus two other sessions which would identify what TF-PR is. Agreed to go ahead with this.

GK said no deliverables on usability at the moment, only in workshops. It was agreed this is fine.

ZK said what about case studies which may be interesting for the audience of TNC 2006 such as Gridlab whose website has been judged by EU as one of best. This would be discussed in further detail via the list.