



16 September 2004- 2pm

1. Welcome and Introduction

The Chair opened the meeting and thanked the host (ACOnet) for the grandiose surroundings and welcomed everyone (noting that the Vienna turnout was the biggest ever so far for TF-PR).

Markus Pasterk, Deputy Director of Directorate VI (scientific research), in the Austrian Federal Ministry of Education, Science and Culture welcomed the delegates to Prague and to the ministry building where the meeting took place.

2. Introduction round

Short round of introductions (25 attendees)

| | | | |
|----------|-----------|------------------|--------------|
| Jo | Barnett | TERENA | JB (MINUTES) |
| Rachael | Beale | DANTE | RB |
| Zoran | Birimisa | CARNet - Croatia | ZB |
| Virginie | Blanquart | RENATER - France | VB |

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|----------|----------------|-------------------------------|------------|
| Marko | Bonać | ARNES - Slovenia | MBA |
| Marta | Dias | FCCN - Portugal | MD |
| Roland | Eugster | SWITCH - Switzerland | RE |
| Carol de | Groot | TERENA | CdG |
| Robert | Haymon-Collins | JISC – United Kingdom | RHC |
| Jeroen | Houben | TERENA | JH |
| Werner | Koblitz | ACOnet - Austria | WK (HOST) |
| Dimitra | Kotsokali | GRNET - Greece | DK |
| Michal | Kresk | CESNET – Czech Republic | MK |
| Zbyszek | Krzewinski | PSNC - Poland | ZK |
| Gitte | Kudsk | UNI•C, Denmark | GK |
| Walter | Kunft | ACOnet - Austria | WK |
| Russell | Nelson | UKERNA - United Kingdom | RN |
| Sandra | Passchier | SURFnet - Netherlands (Chair) | SP (CHAIR) |
| Lenka | Prazakova | CESNET – Czech Republic | LP |
| Pauline | Rinsema | SURFnet - Netherlands | PR |
| Maria | Ristkok | EENet - Estonia | MR |
| Dale | Robertson | DANTE | DR |
| Elise | Roders | SURFnet - Netherlands | ER |
| Patricia | Soria | HEAnet - Ireland | PS |
| Federica | Tanolongo | GARR Consortium - Italy | FT |

3. WK welcomed the group to Vienna and gave a presentation about ACOnet/

4. The Chair went through the minutes and action list from the last TF-PR meetings:

- DR said that e-mails had been exchanged with Simon Watts from DANTE and the TF-PR group about making a map of the networks. Following the e-mails it was decided that the best way to present this was with animation which Simon is working on. ONGOING
- CdG has set-up a postal mailing list which TF-PR can use as a forum to seek advice, exchange ideas and so on. CLOSED
- CdG to make an index of available information sheets and index page for TF-PR still ongoing. ONGOING
- DK sent ZB information about GRNET's user surveys as requested in March. CLOSED
- The Chair presented about TF-PR at TNC2004. CLOSED
- GK presented at TNC2004 about the NREN website study. CLOSED
- TF-PR posters at TNC. CLOSED
- Press contacts sent to JB at TERENA. – CLOSED
- Security Awareness Campaign still open- will speak later about that. ONGOING
- PeaR to go public. – CLOSED

5. Progress on TF-PR Work

5a. TF-PR Website General

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An automatic update to remind TF-PR members to post items on PeaR and a list of what has been posted each week would begin tomorrow (17/9/04). CdG mentioned that some changes to the TERENA website are needed because there is currently too much information on the front page and it is need of some reorganising. CdG invited TF-PR to suggest ideas to improve.

5b. TF-PR Workshops

For the Vienna meeting the TF-PR workshops will be about websites and in March 2005, about user surveys. The Chair asked if any NRENs had carried out recent user surveys, and if so, suggested they may like to present at the next TF-PR meeting. DANTE did one last year, EENet just completed one and SURFnet is going to do one soon so these are all possibilities for the next meeting.

5c. PeaR

The Chair said that JH will present about PeaR later in the meeting. JH mentioned that an automated reminder would go live tomorrow (Friday 17 October). PS thanked JH for all his work on PeaR. CLOSED.

5d. Best Practice in User Surveys

On the website (http://www.terena.nl/news/pr/activities/user_surveys/) there are some details of user surveys. The Chair said that as and when the NRENs carry out surveys they can add them to the site. The idea of the site is that if you want to do a user survey, the people listed on the site can help you.

5e. Best Practice in NREN Websites

There is a section on the TF-PR website (<http://www.terena.nl/news/pr/activities/websites/>) where people can access the best practice for building a website.

5f. Frequently Asked Questions

A working group is now going to look at this following BELNET's withdrawal (via e-mail). The group will contain DR, PS, ZB and CdG. ONGOING

6. PeaR via RSS by Jeroen Houben

JH gave a presentation about RSS and explained the following:

- What is RSS? Rich site summary (or also known as Really Simple Syndication)
- Why should we use RSS?
- How you can use RSS?
- Using the PeaR RSS feed
- Future Plans

MK asked if we could indicate the language on NREN news so it is possible to sort on the relevant languages. CdG responded that it is not the idea of PeaR to distinguish the languages as the idea is that if someone sees something of interest on PeaR in another language, they request a translation.

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PS from HEAnet demonstrated how they had incorporated PeaR news in their own site (see <http://www.heanet.ie/news/pear.php>). JH advised to use php version 5 but says pick a script that is also popular.

TERENA would like all NRENs to incorporate PeaR in their sites if possible.

JH mentioned that an RSS link on PeaR news is another option to link NREN sites to PeaR.

7. The Progress of a Security Awareness Campaign for NRENs in Europe by Elise Roders from SURFnet

ER updated the group on the Security Awareness campaign, initially presented at TF-PR in Rhodes. ER said that following the last meeting, it was generally agreed that TF-PR should do more and make the campaign international. Several issues were raised in June by members who liked the concept but had problems rolling the campaign out in their countries - particularly as many NRENs don't communicate with their end-users. ER asked for it to be put on the next TF-PR agenda on how to deal with that.

CdG sent a message in July with questions to NRENs about reaching their end-users to get an idea of who may potentially be interested in the campaign. 11 NRENs responded but some NRENs appeared to misinterpret the question so some learning to be done on how to pose questions for future surveys.

ER said that SURFnet will provide a basic text to help people get support from their organisations in order to reach end-users.

TERENA, BELNET and SURFnet are exploring options of getting funds from European Union. It is very complicated to apply so wanted to know how many NRENs would be potentially interested if money was available. Obviously if only a limited number of people are applying for funds it's not an EU project.

ER explained there are two cost options. One is each NREN manages it locally or it is managed centrally. ER thinks locally is better and the total cost would be around 4.5K per NREN if the current SURFnet campaign is used. Added costs would include printed material.

ER said what needs to be decided is: Who wants to distribute information and who wants to participate at central level? The Chair went round the table to gauge what people thought:

PS said HEAnet is very interested. SURFnet to send the basic texts to HEAnet. (1 maybe)

GK said UNI-C is also interested and would like the text initially. (1 maybe)

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RE said that the feedback he has received from his colleagues is that security issues are none of SWITCH'S business although he personally feels it is a super campaign. He will keep trying in case it becomes an EU project. (1 no at this stage)

RN and RHC said that they do not communicate direct with their end-users so it is not an option for them. (1 no at this stage)

DK said can't give definite answer at moment but will discuss further with GRNET colleagues and come back very soon. (1 maybe)

MD said she didn't have enough information about the campaign at the moment so cannot comment. (1 undecided)

MK said that CESNET doesn't deal with end-users but that they could act as transmitter for a campaign. (1 maybe)

ZK said he is very keen as they are currently running extensive research on security – yes. (1 yes)

WK said ACONet has several workgroups concerned with security at the level of universities so he will take information to a meeting in November to discuss further. (1 maybe)

VB said potentially interested (although she added she had some difficulty in understanding everything that was said in the TF-PR meeting). (1 maybe)

FT from GARR said yes. (1 yes)

MK from EENet said in principle they are interested but it would depend on whether the campaign was 100% funded and whether EENet could reach the end-users via their institutions. (1 maybe)

ZB said he is generally interested but needs to present it to the relevant audiences (as CARNet is already doing similar stuff). He added that the campaign would have to be adjusted to fit the services offered by individuals which ER said was not an issue for text changes. (1 maybe)

With two NRENs saying yes and eight maybes CdG suggested that the NRENs who were not present are also asked.

8. European Live Video Broadcasting Portal presented by Michal Krsek from CESNET

The announcing portal for live video broadcasting (<http://live.academic.tv>) is one of the deliverables of TF-Netcast (another TERENA taskforce). Anyone who organises live

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broadcast over the Internet can announce it via this portal. MK asked TF-PR to help on two fronts:

- Announcing that this portal is available within each NREN.
- Translating the text and layout into certain languages (it is already available in 10 languages but others needed include French, Chinese, Spanish, Polish and Dutch).

MK added that more people are needed to submit so can TF-PR please promote the portal to their local communities.

The Chair informed everyone that the first day of the meeting is officially over and will continue tomorrow at 10am.

Friday 17 September 2004: Second Day

1. Dr. Peter Rastl from Vienna University and the Director of ACOnet welcomed TF-PR and gave a brief presentation about ACOnet.

2. PR Compendium by Russell Nelson, UKERNA

RN asked: could we produce a PR Compendium which will provide a snap shot in time of the PR resources, activities and budgets of each NREN? The information collected could be used by individual PR teams to justify additional resources, new areas of activity and so on as the value and success of PR activity is often difficult to measure and evaluate.

CdG said it would be great. Whoever does it should speak to TERENA Compendium people as it is not as easy as it seems to make a questionnaire which is interpreted in the same way by everyone filling it in.

MBA said that normally the questions to be included in the Compendiums are sent in December or January (so the 2005 will be in planning now). If TF-PR were to decide incorporate their questions in the official Compendium, they would need to decide on the specific questions very soon. MBA also pointed out that one of the questions in the current Compendium is "Who in your NREN does your PR?" and that the answers do not always fit with the TF-PR members so maybe the PR's have to ensure this is reported properly.

At this stage RN doesn't advise that it becomes an official part of the TERENA Compendium at this stage, but perhaps in the future.

For the time being, we decided that we would formulate some key questions aimed directly at the PR side of NRENS, look at the results and see if the information should be included in future Compendiums.

The people responsible for sorting the questionnaire are: PS, CdG and DR (as DANTE has a questionnaire that may form the base of the questions).

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MK said that he felt it was dangerous for TF-PR to compare budgets/resources as may result in some being cut and suggest TF-PR concentrates more on best practice rather than numbers. RN said it was more likely to lead to other NRENs getting more resources than the other way around. ER said there is a distinct shift in the industry now so PR is seen more of a priority than it used to be.

WK thinks TF-PR should avoid burdening people with extra paperwork and suggested that the simpler the questions, the more likely it is you will get the “true” information.

DR asked what would we do with the information? RHC said it is a good starting point to understand what we all do as there is clearly a difference with some NRENs concentrating more on Marketing, other Communications and other PR. He added that it may also help NRENs argue the case for more resources or for a change of direction.

JB said it should certainly help the group to focus and help TERENA identify where it should concentrate its PR efforts on behalf of the NRENs.

MBA added that all NRENs who signed the GN2 contract with the commission have agreed to produce a compendium as TERENA gets resources to do this.

CdG suggested the group start with a “test questionnaire” and see how that goes. She added that JH had done terrific work on TF-PR website and to make another form for the questionnaire would be a lot of work so asked whether some NRENs could volunteer their own webmasters.

ACTIONS

- 0.3 Cloud map - Dale Robertson
- 2.1 Security Awareness Campaign – European project
 - 2.1.a Provide a basic text about the campaign to NRENs interested – Elise Roders
 - 2.1.b Ask NRENs who were not present at TF-PR meeting, if they are interested and if yes, how – Elise Roders
 - 2.1.b Explore options of getting funds from European Union - TERENA, BELNET and SURFnet
- 3.1 Organise workshop on user surveys for March (DANTE, EENet, CARNET, SURFnet) – Sandra Passchier
- 3.2 Compiling FAQ (proposed by BELNET) by working group - Dale Robertson, Patricia Soria, Zoran Birimisa and Carol de Groot
- 3.3 Incorporate PeaR (via RSS for example) in websites – All
- 3.4 Promote European Live Video Broadcasting Portal in local communities – All
- 3.5 Translate texts live video broadcasting portal French, Spanish, Polish - ????
- 3.6 Produce test questionnaire for ‘PR Compendium’ - Patricia Soria, Carol de Groot and Dale Robertson
- 3.7 Wider distribution NRENs publication – Carol de Groot
- 3.8 Prepare workshop and brainstorm ‘PR for dummies’ (presslist, PR campaign)– Carol de Groot and Sandra Passchier

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- 3.9 New deliverable: 'How to'- sheets: look at common themes next meeting - Sandra Passchier
- 3.9.a Collect information on subjects would like to know more about for 'How to's workshop, brainstorm etc. – All
- 3.9.b 'How To' on streaming - Michal Krsek
- 3.10 Use mailinglist more for discussion – All
- 3.11 Associate members to participate in TF-PR (+ brainstorming workshop next meeting) – Carol de Groot
- 3.12 Prepare new Terms of Reference TF-PR – Sandra Passchier

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10. What Does TERENA Mean for US? - Carol de Groot, TERENA

A lot of time is spent on what the TERENA members should be doing, but what do the members think TERENA should be doing? What can TF-PR contribute to a collective PR campaign?

MK suggested that TERENA should make the access to news pages easier.

JH explained that TERENA is going to restructure the website very soon and had already agreed that PeaR should have a more prominent place on the site. He added that it is possible to have the RSS on the home page as sometimes journalists are too lazy to even do one click. JH suggested that the group look at the EGEE site which has the latest news on its home page – could this be an option?

CdG asked: should TERENA be promoting the Association – for example, if TERENA does releases centrally about things like PeaR and promote them European wide-initiative, would this suit the group?

CdG added that TERENA produced the IP Telephony Cookbook which is very popular and had done a lot of good for Association. She asked if any of the NRENs had any publications that would be useful for wider community - even if they have to be translated and edited – for example UKERNA has one on firewalls in academic community which is potentially interesting to the rest of the community.

CdG asked the group to let TERENA know what publications they are doing/done/about to do that may be useful to share.

11. Evaluation of TF-PR - Sandra Passchier, Chair TF-PR

TF-PR celebrates its first anniversary and it is time to evaluate how the group is doing and review the activities and achievements. What are the successes and failures? What activities/deliverables will we focus on for the coming year? For what purposes would we like to get funding – perhaps for a TF-PR leaflet?

RHC thinks that the group should be less about deliverables and more about exchanging ideas and doing our own jobs better. He is worried that we are focusing too much on producing deliverables that justify the group rather than actually helping individuals.

SP said that TF-PR is a mix of deliverables and workshops to exchange ideas. A taskforce has to have deliverables to show what is done.

CdG said that the deliverables are the current structure but perhaps we need to restructure.

For TF-PR new terms of reference- new deliverables - new objectives and ask exec committee to extend our mandate.

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RE thinks the two can be combined. At TF-PR do presentations about who does what in each NREN and then compile a list of who does what and who has done what.

JB suggested using the time to brainstorm about real PR campaigns – get real ideas from real people.

CdG said perhaps we could have a presentation on how to set up a press list, for example develop “PR for dummies”.

RHC said, going back to the idea of producing a leaflet on TF-PR, who would it be for? Who is the audience for it? RHC asked: is it necessary for other people to know we exist? We should ensure TF-PR benefits TF-PR members first and foremost.

PS said that the countries that the leaflet would be for, are countries who don't participate because they don't have PR people.

CdG said that profile is slowly being raised and was in a big way at TNC2004, resulting in new faces here. It was suggested that it may be of use to use the list differently – as a forum to share ideas, ask questions and so on. CdG also suggested that if the group agree not to write a TF-PR leaflet, that the budget could be used to get an external speaker at the meetings such as the Accessibility Group presentation in the first meeting.

The Chair asked if we should develop the idea of what is done in European Networking. RN said it is too difficult to maintain and should be left for now.

MK asked what is the TF-PR goal? He added it is mainly to exchange ideas and share the tools we are using. He thinks the tools we are using are not the right tools for exchanging ideas at the moment. He suggested a closed website for TF-PR members a forum for topics and discussions.

ER said the mailing list is not yet overused so a web-based tool is not yet necessary.

JH asked why use a forum as a forum grows and grows. RE said it is better to visit or call someone than use a forum.

JB suggested that some “How To” sheets may be of use to the group and indeed the group's wider audiences. For example, a “How To” to write and give presentations, would be useful to TF-PR members and indeed their internal audiences. Perhaps a “How To” write a press release, “How To” write a media list and so on. Each “How To” could be adapted by individual NRENs to fit their cultures/audiences.

It was generally agreed to start out using the mailing list, archive the topics and at the next meeting to see what the common themes are to form a base of the “How To” sheets.

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The Chair concluded the agenda points. She added the group will forget deliverables for the time being, spend time on the PR compendium, concentrate on sharing information and look at coming-up with useful things like a “How To” collection. The Chair suggested the individuals in TF-PR to collect information on subjects they would like to know more about. She added the group should also use the mailing list more for exchange of information and at the next meeting the group will see if a web tool is needed to support that.

12. Any Other Business (AOB)

ZK gave a short presentation about TNC2005 and invited the PR group to attend the conference in Poznan next year.

MK said he would write a “How To” document on streaming. CdG added to please write it from a non-technical point of view.

ZB said he will try to prepare something about the CARNet user survey for the next meeting. Sandra added ZB to the list of speakers. ZB also mentioned the Croatian National Conference taking place 27-29 September 2004.

CdG mentioned the Associate members – see if we can get them to participate in TF-PR and then a brainstorming workshop could be set-up for the next meeting. MK suggested that TF-PR should find something like the Internet2 record to promote the European research network.

DR said that it might be a good idea to have a reward or competition for most innovative use of network.

The Chair confirmed that the next TF-PR meeting will be on the 17 and 18 March 2005 in Copenhagen and that there will be a TF-PR day in Poznan in June 2005 and officially closed the meeting.

12. TF-PR Workshops – We proudly present the new website of....

Jeroen Houben, TERENA, gave a presentation on not using content management system.

JH said TERENA would like to develop, through TF-PR, a sheet for advising people on how to write content on websites as it is quite different to writing publications.

MK asked about validating pages – JH said no one did that at present.

RN asked about getting staff to remove old content – JH said it requires human intervention and there is not a system for ensuring it is done automatically.

Paulien Rinsema, SURFnet gave a presentation on using a Content Management System (CMS).

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The pros that come out of using a CMS include:

- You don't need to know HTML;
- Pages published in multiple pages only have to be inputted once;
- The scheduling of content is easy as have dates and removal dates;
- You have URLs for the portals - e.g. security.surfnet.nl.

JH said a CMS can be better for a larger organisation.

DR talked about the GN2 website and her experience of implementing a new site. Once it was clear what the requirements were, they had three different possibilities:

- Buy a system of the shelf ;
- Open source similar to SURFnet;
- A completely customised system which is built in-house.

DANTE chose to buy an off the shelf system because they wanted a system they could control – to be able to go out-of-house and go back to maker.

DK advises that the solution you choose needs to be made in relation to the specific needs of a company. She added it gets harder to manage things manually when staff numbers grow. Culture also has an effect – if you don't buy a system that puts controls in, you often can't keep up. The content manager allows that when something is put in system, it doesn't go live until it's seen by chosen "editors".

RB, DANTE webmaster, said that one problem with the old site is the navigation was not consistent. Bringing it together through CMS has allowed DANTE to bring the content in the right places.

ER said there is no simple solution – she's spoken to lots of universities and some started with CMS and now want others.

DR added that the momentum of inputting content has increased with the new look.

RN said UKERNA was considering a CMS. RN still doesn't know what right answer is after hearing the presentations.