



**TF-CPR Sunday,  
October 7-8, 2010**

Trondheim, Norway

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**Overview**

This third and last TF-CPR meeting in 2010 was hosted by UNINETT, in Trondheim, Norway. In keeping with the usual format, the TF-CPR meeting was preceded by a GEANT PR Network meeting. This TF-CPR meeting was unique in that it was the first time that a joint meeting was held with TF-Media, the new TERENA task force on multimedia production and distribution. The majority of the first day of the meeting was spent in workshops for active brainstorming sessions, the entire afternoon was spent with TF-Media, with several TF-Media participants joining remotely via Adobe Connect from as far off as Brazil. Integrating remote participants into the workshops was a bit awkward – all participants had to pass around a microphone in order to be heard by the remote people, and a dedicated mediator was necessary to take care of the remote participants to ensure that we saw who was ‘raising their hand’, ‘chatting’ or wanted to speak. However, these disadvantages were highly outweighed by the benefits of increased participation by remote attendees.

Overall, it was a productive meeting, in which many good ideas were generated. Whether these ideas will turn into reality is to be seen however the meeting could still be deemed successful since participants were highly engaged, and they reported back that they enjoyed having the interaction with a technical task force, so that a broader exchange of ideas could be discussed. This sentiment was also echoed by the TF-Media participants.

GEANT PR	TF-CPR	Remote	email	fname	lname	org	country
Y	N	N	dale.robertson@dante.net	Dale	Robertson	DANTE	- N/A -
Y	N	N	federica.tanlongo@garr.it	Federica	Tanlongo	GARR	Italy
Y	N	N	john.chevers@dante.net	John	Chevers	DANTE	United Kingdom
Y	N	N	maddalena.vario@garr.it	Maddalena	Vario	GARR	Italy
Y	N	N	mari.prestvik@uninett.no	Mari	Prestvik	UNINETT	Norway
Y	N	N	vigdis.guldseth@uninett.no	Vigdis	Guldseth	UNINETT	Norway
N	N	yes 6th Oct	paul.hasleham@dante.net	paul	hasleham	dante	United Kingdom
Y	Y	N	solomon@terena.org	Carrie	Solomon	TERENA	Netherlands
Y	Y	N	cristina.lorenzo@rediris.es	Cristina	Lorenzo	RedIRIS/red.es	Spain
Y	Y	N	domen.bozeglav@arnes.si	Domen	Božeglav	ARNES	Slovenia
Y	Y	N	gabina@cesnet.cz	Gabriela	Krcmarova	CESNET	Czech Republic
Y	Y	N	gitte.julin.kudsk@uni-c.dk	Gitte	Kudsk	UNI-C/Forskningsnettet	Denmark
Y	Y	N	goran.skvarc@carnet.hr	Goran	Skvarc	CARNet	Croatia
Y	Y	N	lajos.balint@niif.hu	Lajos	Balint	NIIF/Hungarnet	Hungary
Y	Y	N	lars.fuglevaag@uninett.no	Lars	Fuglevaag	UNINETT	Norway
Y	Y	N	durnford@terena.org	Laura	Durnford	TERENA	- N/A -
Y	Y	N	lonneke.walk@surfnet.nl	Lonneke	Walk	SURFnet	Netherlands
Y	Y	N	maria.ristkok@eenet.ee	Maria	Ristkok	EENet	Estonia
Y	Y	N	mattis@uninett.no	Mattis	Daae	UNINETT AS	Norway
Y	Y	N	melanie.pankhurst@dante.net	Melanie	Pankhurst	DANTE	United Kingdom
Y	Y	N	natasa.lemajic@rcub.bg.ac.rs	Natasa	Lemajic	AMRES	Serbia
Y	Y	N	paul.maurice@dante.net	Paul	Maurice	DANTE	United Kingdom
Y	Y	N	russell.nelson@ja.net	Russell	Nelson	JANET(UK)	United Kingdom
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## **DAY ONE: Thursday, 7 October**

### **1. 9:00 - 9:15 Welcome: Introductions and agenda Maria Ristkok (EENet) & Carrie Solomon (TERENA)**

Goran Skvarc (CARNet) was not able to attend the meeting due to illness. In his place, the deputy chair, Maria Ristkok (EENet) took his place. Maria and Carrie introduced the plan for the next 1.5 days, and prepared the group for a very hands on, interactive session. The use of laptops during most of the meeting would not be possible – participants found this very difficult, but it did help to keep everyone engaged in the meeting. This will likely be applied to future meetings, where timeslots will be given for reading/replying to email, and the rest of the time will be focussed on the meeting.

### **2. 9:15 - 10:00 Workshop: "Are you getting the juicy news?" Carrie Solomon (TERENA)**

The development of PeaR has been a consistent theme in all 2010 TF-CPR meetings, in an effort to advance this tool. This session followed up on the last session at TNC 2010, in which the group decided to create a new logo and tagline for PeaR. It also expressed the need to upload custom graphics to their news items. Three topic areas were covered during this session.

- **New functionality:** Carrie demo'ed the latest version of PeaR, which allows all users to either allow for the default graphic to appear alongside their news item in the weekly PeaR email (the default graphic is the user's organizational logo). The system is simple and easy to use. Participants were pleased with the functionality. The version demo'ed was still in production, the live final version would be ready within a month or so, reported Carrie, once the IT resources in TERENA could work on this.
- **Joint promotion status:** There is a table on the TF-CPR wiki which has tracked the progress of the TF-CPR's joint campaign to increase PeaR distribution. <https://confluence.terena.org/display/tfcpr/Community+PeaR+Promotion+2010> This was reviewed together, and results discussed. Many NRENs had not executed the plans listed in the table, for various reasons (it was forgotten, the newsletter was not complete or not done at all.....). The efforts of RedIRIS bore the most results, with an additional 60+ subscribers to PeaR. Participants were again requested to participate in this joint promotion, as it clearly made a difference.
- **Brainstorm on marketing PeaR:** Participants were requested to "speedbrainstorm" a new tagline for PeaR. They were split in two groups, each group came up with a tagline within 10 minutes, then the groups swapped their results, and they were asked to improve the other group's tagline. At the end, we

held a group discussion and voted on the best tagline. The winners were:

Votes	Tagline
0	Global News for Networkers
4	News for Networkers
0	News for the Research Networking Community
1	Human readable news for geeks
<b>7</b>	<b>Sharing the news of networking communities</b>

*"Sharing the news of networking communities"* was the clear winner. It will replace the current *"The news service for and by the Research and Education Networking Community in Europe"*.

Carrie also presented a few drafts for a new PeaR logo. This sparked a lot of comments, where many participants expressed their personal preference for look and feel. Carrie reminded the group that this logo was designed at a low cost, and we should not all try to incorporate 'nice touches', and only focus on necessary changes. The group agreed that this version was a big improvement over the current version, and requested that, in the spirit of keeping this low



budget/effort, only the logo colour should change from a bright blue colour to something more conservative, and the red bar should be removed. Carrie confirmed that a new version of the logo would be posted on the TF-CPR wiki, and participants should provide feedback on the changes.

### **3. Discussion: Media-related communications issues - an intro Lars Fuglevaag (UNINETT), Carrie Solomon (TERENA), Andy Zbinden (SWITCH)**

Andy Zbinden (SWITCH), the TF-Media task force chairman, introduced the scope of the task force including its main purpose and its work items and gave a brief overview on NRENs' potential for educational market. He also explained the concept of a Multimedia platform (MMP) in which all different kinds of media sources (audio, video or combination) would be stored in a central portal and be accessible to students on demand. This would not replace attending lectures in person, rather it

would compliment lectures by providing extra study and discussion material. Andy's vision is to create a federated, pan-european portal, shared by universities across Europe, in which professors and students can share and distribute their material with each other. An even more grand vision is to do this on a global scale, although he admitted that we were several years away from that. Some NRENs have created MMPs (these go by different terms), although most are at very early stages of the development.

Lars continued the discussion by explaining the plan for the rest of the day. The intention was to break out into groups according to target market and start brainstorming ideas for a campaign that would increase the uptake of multimedia tools in education. The target market teams were 1) HEI Media staff, 2) academic staff and 3) students. The workshop handout which explains the purpose of the workshop can be found here: <http://www.terena.org/activities/tf-cpr/pastmeetings/trondheim2010/presentations/20101004-joint-workshop-overview.docx>

**4. 13:30 - 13:50 Presentation: Kick off of joint meeting  
Ingrid Melve, CTO (UNINETT)**

The joint meeting was opened by Ingrid Melve, the CTO of UNINETT, who gave an overview on UNINETT's systematic on campus activities (called eCampus) in Norway. The slides are available here:

<http://www.terena.org/activities/media/meeting3/slides/101007-introingrid.Pdf>

**5. 13:50-14:30 Presentation: Using different media to reach students  
Jørgen Yri (Norwegian Univ. of Science and Technology)**

The plenary speaker was Jørgen Yri (NTNU), a Spanish language teacher at NTNU, who illustrated the value of lecture recordings in day-to-day teaching practice and the efforts required very well. See his presentation:

<http://www.terena.org/activities/media/meeting3/slides/101007-jorgen.pdf>

Jørgen concluded that using multi-media applications help students understand things better and get more engaged since it appeals to all of their senses. Teachers can easily upgrade their lectures and make it more enjoyable, even for them! However, patience was required to build up an electronic repertoire, but once that initial investment was made, there was very little effort involved in the future. Trial and error was part of the build up process, and student feedback is essential in selecting the right tool for every context.

**6. 16:00-17:00 Workshop: Media-related communications issues - joint revision  
TF-Media and TF-CPR together**

After the plenary the TF-Media/CPR joint group split up into mixed sub-groups in order to discuss and understand the requirements of the various target market segments such as: students, academic staff, and HEI media administrators.

Results as follows:

**1. Strategic Business Objective**

Improve community teaching by significantly increasing the use of multimedia related (NREN) tools in the teaching curriculum, accessible in a federation-based e-learning management system.

This should also create extra demand for other NREN offerings like federations, storage, network mgmt.....

## **2. Communications Objectives**

- Build awareness of multimedia management systems in the European R&E community.
- Increase understanding of the relationship between federated multimedia tools and the ability to reach students.
- Motivate students and teachers to advocate.

## **3. Target group:**

- Academic Staff of European R&E
- Students of European R&E

## **4. Marketing approach – STUDENTS**

### **4.1. Promotion, PR, advertising**

- a) Start with a video/cartoon to educate students what possibilities there are (and spread the news about the battle of concepts ' you can do better, create your own campaign' – see below)
- b) Battle of concepts
  - i) A Battle between students in which they send their ideas / solutions on the question: ask students to come up with a plan for a campaign on how to stimulate teachers and institutions to use more multimedia methods.
  - ii) Use a form with some conditions
  - iii) Select on National level 2/3 winners
  - iv) Send the National winners to the international battle
  - v) Have an international event (online) and select a winner
  - vi) Winner wins prize (trip to TNC201X and opportunity to present there)
- c) Use the ideas generated from the battle of concepts in phase two of campaign
- d) Find evangelists and harvest the best stories and spread them via conferences, wiki's, blogs, student newspapers

### **4.2. Motivational factors: What motivation do the students have to start? - Why should they?**

- Fame (Press releases)
- Money
- Presentation on TNC 201x
- Support a cause that could improve the quality of their education

## **5. Marketing approach – ACADEMIC STAFF**

### **5.1. Promotion, PR, advertising**

- Create video which uses real teachers and real students evangelizing the use of

- multimedia with examples. Use students as resources to create the video.
- Get the evangelists to distribute this video via social media; blogs, twitter, Facebook, etc Promote it at events within different peer groups/disciplines
- Create national (European) portal with tools, examples, case studies, testimonials, training videos, simple how-to's – podcasts/video's – available in the portal/on social media
- University "tour" in cooperation with the local media staff – lectures/workshops on the benefits and how to use multimedia tools – followed up with establishing social networks/discussion forums for sharing experiences/asking questions

#### **5.2. Partners/channels:**

- Partner up with MEDEA – award for use of media in education – how can we use it further? Adapt the award idea to a national level
- Partner up with student TV, documentary producers, the people who already make media productions for the HEI sector
- Partner with other government bodies needing MMP and multimedia systems
- Teacher unions and other peer groups in the academic community
- Internal university channels; meetings, intranet, message boards, through communications staff/departments + administration

#### **5.3. Motivational factors: What motivation does the academic staff have to start?**

- A need for new/additional material.
- Making the world smaller.
- Being relevant, fresh and up to date.
- Increased student activity
- Extra work in the beginning – but that's saved up in the long run, because basic things can be on video, and don't have to be lectured again...
- Rewards: Extra pay, awards?

### **DAY TWO: Friday, 8 October**

#### **7. 9:00 - 10:30 Workshop: AAI promotion Domen Bozeglav (ARNES)**

Domen asked us to help him with the messaging for his AAI promotional brochure. The groups brainstormed.

#### **8. 11:00 - 11:45 Discussion: Suggestions for change: Compendium, TF-CPR meeting format (inviting outsiders & segmenting), collaborating with LA PR Network**

The rest of the session was discussion about a variety of issues. Outcomes below:

#### **Opportunities for collaboration**

- pan-European multimedia awareness campaign: at the Trondheim meeting, we brainstormed ideas for creating a pan-Euro 'buzz' about (NREN) multimedia solutions for education and research. Several good ideas were developed, and a group of people expressed interest in potentially developing these ideas into

real deliverables that could be used locally. If you were not at the meeting, but are interested in promoting your NREN's multimedia tools collaboratively with others, this is your chance!

A poll will be issued to all TF-Media and TF-CPR participants, to gauge interest in developing the ideas.

*Interested parties from Trondheim meeting*

Michal Krsek <[michal.krsek@cesnet.cz](mailto:michal.krsek@cesnet.cz)> (media - CESNET)

andy zbinden <[andy.zbinden@switch.ch](mailto:andy.zbinden@switch.ch)> (media - SWITCH)

Vicente Goyanes <[vgoya@uvigo.es](mailto:vgoya@uvigo.es)> (media - UNIVERSITY OF VIGO, SPAIN)

Zenon Mousmoulas <[zmousm@admin.grnet.gr](mailto:zmousm@admin.grnet.gr)> (media - GRNET)

Lars Fuglevaag <[lars.fuglevaag@uninett.no](mailto:lars.fuglevaag@uninett.no)> (CPR - UNINETT)

Tiina Leiponen <[Tiina.Leiponen@csc.fi](mailto:Tiina.Leiponen@csc.fi)> (CPR - CSC/FUNET)

Natasa Lemajic <[natasa.lemajic@rcub.bg.ac.rs](mailto:natasa.lemajic@rcub.bg.ac.rs)> (CPR - AMRES)

Goran Skvarc <[goran.skvarc@carnet.hr](mailto:goran.skvarc@carnet.hr)> (CPR - CARNET)

- the eduID business case: as presented by Licia Florio by VC at the March 2010 meeting in Ljubljana, has developed further in the past few months. There may be opportunities for interested TF-CPR participants to offer their input on the business case in the coming weeks, since it addresses what is essentially a branding issue. More news on this will be available after the next REFEDS meeting, taking place this week at internet2's fall meeting.
- the newly-formed Latin America PR Network: has reached out to the TF-CPR group, to find areas of common interest on which we can globally collaborate. Attendees in Trondheim were positive about this opportunity. Specific ideas are welcome anytime. We will begin a more active dialogue with them in the coming months.

**Compendium**

- TF-CPR Compendium: in an effort to enable collaboration, this year's Compendium included a section on NREN communication priorities, so that TF-CPR participants can identify other people that are working on similar topic areas. TF-CPR attendees agreed that this section should be updated annually (since it changes frequently), however, the sections about NREN PR resources should only be updated bi-annually since it changes less frequently and is of value to fewer NRENs than in the past. This new format will be implemented with next year's TF-CPR Compendium.

**TF-CPR meeting format**

- To help align participants' "home NREN" promotional priorities with work done in the TF-CPR meeting, and to support collaboration in between meetings, it was suggested that TF-CPR participants get segmented into subject-matter teams, based on their topics of interest (for example, create tf-cpr middleware, tf-cpr multimedia, tf-cpr security...) for part of each TF-CPR meeting. These subject-matter teams may also be able to support the promotional needs of corresponding relevant task forces, and/or be their cpr contact point. First 'test' meeting with this set-up will be the next meeting, 10-11 February 2011, hosted by SURFnet.
- To ensure that we are exposed to a wider view of our community, it was suggested that we invite more external, relevant parties to speak at TF-CPR

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meetings about areas of common interest. For example, this could be people from our 'target market' to speak about their challenges and successes (as done at last meeting by inviting the professor to speak about how he uses multimedia tools in his teaching ), or students, or university 'techies', or other non-profit organisations involved in IT for higher education and research such as EGI. We will try to organise this again at the next meeting - suggestions for guest speakers are welcome.