



**TF-PR Sunday,
September 7th, 2009**

Vienna, Austria

Author: Carrie Solomon

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1. 10.00 – Welcome: Maria Ristkok (EENet)

Introductions. Maria Ristkok chaired this meeting in Goran Skvarc's absence. New faces: Naomi (HEAnet), Rachel (JANET(UK)): works with Russell, Paul (DANTE), Dana (SigmaNET).

Apologies from

Name	Abbr.	Affiliation	Country
Roland Eugster	RE	SWITCH	Switzerland
Robert Haymon-Collins	RHC	JISC	UK
Goran Skvarc	GS	CARNet	Croatia
Damian Niemir	DN	PIONIER/PSNC	Poland
Federica Tanlongo	FT	GARR	Italy
Carlo Volpe	CV	GARR	Italy
Tiina Leiponen	TL	CSC - IT Center for Science	Finland
Lonneke Walk	LW	SURnet	Netherlands

2. 10.15 – ACOnet Overview: Christine Dworak (ACOnet)

- Services include TCS, web portal, ACO-AAI and others
- Marketing – website (barrier-free), ACOnet meetings twice/year, technical workshops focused on special issues, printed brochures and small give-aways.

3. 10.30 - Terms of Reference: Laura Durnford (TERENA)

* New Mandate – From Malaga discussed: Focus on exchange of experience etc. rather than on specific deliverables. Discussion on whether this should be taken out of the terms of reference or whether we need deliverables. Could the deliverables be the 'exchanges of ideas' workshops etc. Suggestion to produce deliverables as and when they are necessary not just because we say we would have them. Agreed.

- Broaden text from PR to Marcom. Majority agreed. Name will be more complicated to change because 'communications' is also known in network communications capacity. Will email over name in next 2 weeks.
- Reference library is still a known need. Was raised if we could get alerts when data is changed. Send reminder to add stuff to wiki. Would need webmaster to manage this process. Would still create deliverables on as-needed basis.
- Chair is Goran, secretary is Carrie. Mandate and Admin has not changed since Malaga.
- Workshops: will add a session at that end of every meeting to inquire about topics of common interest. Will decide if presentation or workshop at that time. Requested that more people take ownership of these.
- Combine code c and e. Name for deliverable reference library/toolkit will be emailed. Reorganize existing material into new Wiki. Collection of GN3 content will be led by Laura.

Elise at SURFnet suggested for Wiki – email alert to see when things have been updated – may inspire others to use more and get activity 'not' just around the meetings.

Workshops - Carrie wanted to pick people in future. Still agreed to opt for volunteers on certain areas after deciding the format.

PeaR –agreed to promote through all NRENS.

One reference library for everything – agreed. What to call – ‘Tool Kit’ ‘Resource Library’ ‘Repository’ Agree by email. 1st action to organise existing material with ‘overview’ of content.

‘Conference’ software allows you to label content. Or use ‘overview’ of content to listing. Demand driven – one person to coordinate specific topic area. Ask for resource when required and pull together. E.g. Tomi – AAI Keep list of topics interested in so can start to collate.

4. 11.15 - Compendium: Elise Roders (SURFnet)

Elise (SURFnet) led a discussion about possible changes to the Compendium, to make it more valuable for all NRENs, and not just a tool to request budget. Changes included:

Add

- success campaign from the year
- Subject areas being promoted this year (i.e. AAI, security....). If possible, include matrix which shows tools used per subject and function targeted.
- Target job titles
- Tools used, including social networking, market research, CRM/database.....
- Matrix of subject areas/job titles/tools used
- Historical data
- Include date ranges

Remove

- in-house/outsource graphic design
- comments and other PR staff
- Different forms of newsletters and frequency
- # of websites and # staff of websites

Comments:

- Question of whether ‘scope of NREN’ and target audience could be found in main TERENA Compendium
- Should we add a question about how NRENs are handling accessibility.
- Should we ask about how much NRENs are creating barrier-free websites
- Request that TERENA hosts the PR Compendium, instead of Dante. Carrie will review options.

5. 12.00- Practical Workshop: Carrie Solomon (TERENA)

Barriers to creating metrics

- Lack of knowledge
- Lack of benchmarks
- Lack of interest
- Fear of being measured
- Lack of need
- Others

Pre-Process

- Audit – where are we now?
- Objectives – where do I want to be?
- Plan – How do we get there?
- Milestones – check in right direction.
- Results/evaluation – how did we do?

Don't forget SMART objectives

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6. 14.15 - Practical Workshop, presentation of results: ALL

Team 1) Conference with 125 registrants, 5000 contacts and 100 000 people in the target audience

- objectives met?
- number of participants (from target audiences)
- financial result (+/-)
- survey as a method (participants and also non-participants)
- success of the conference vs. success of PR
- comparison with other conferences
- webpage visitors (before, during, after)
- conference history (comparison with past meetings)
- increase contact database before (e.g. 25% of the target audience)

Team #2 : newsletter: how to track success?

1. Set target!
2. Track # of downloads
3. Which articles are clicked through to
4. # of event registrations
5. Check 'job titles' and organisations/domains
6. Google Analytics (or other service) to track online movements
7. # of inbound calls/e-mails regarding newsletter
8. referrals from sites that have included your news
9. old fashioned survey amongst recipients
10. compare results to other NREs
11. track social chat - weblogs etc.

Team #3: What metrics and tools used to create brand awareness of eduroam

- o Determine how many users were there to start with? In principle connected organisations should give stats each month on how many connections, how many diff user names and how many were home / visitor insts and how many new users. (data lacking to analyse this data).
- o Need to compare growth to previous years (each year new students), so if bigger incr cf prev yrs may be cause of your campaign. How do you attribute growth to your campaign? No method of measuring how the news spread.
- o Check web stats on website and specifically can know if email request comes via web sign up. Could be a web mailing list.
- o Optimise linking from relevant other websites.
- o Leaflet code / survey when sign up. See how many copies of leaflets were taken. Carrie: instead of code use different web addresses to see which variation attracts more people.

- o Did institutions get any feedback? Did they get larger demand? Encourage IT professors to incorporate eduroam in lecture / homework topics and to 'social network' and word of mouth – technical benefits
- o Give demonstrations in universities comparing non-eduroam, and what can happen when don't have eduroam
- o Measure reasons why people not using eduroam, can you address that

6. 15:00 Best Practice: Rolling out AAI

- o Key messages: AAI is good (or at least necessary) – was a dilemma about the brand to market, AAI / federation. Users are interested in is services not the federation or the technology. Also, want to give feel of belonging to community so – join the community of the federation.
- o Target groups:
 - * Universities – problems AAI addresses were familiar to them (IT staff), didn't have many apps for which it would be immediately useful, I order to use it fully would have to develop, so were not ready but were listening.
 - * Schools – Have a need for SSO services cos more passwords, need for services not new technology and how achieve the services.
 - * Libraries – see the point, familiar with apps like databases that students use that sometimes come under AAI
 - * Govt – need new solutions to organise IT so why not his one.
- o No real strategy – no time for that. Technicians assumed, They will love it" Tell how good it is – key stakeholders and also end users. They will love it!
Institutions will 'do their job' happy end. Plan B is demanding users cry for it and demand institutions to do their job. Happy End.
- o Challenge: not marketing an end product, but marketing user's own service, without institutions involvement in AAI can't do it, they have to comply in order to be happy. (Have to organise their IdM somehow in a way that's compatible, provide user support)
So until a critical mass it's a non-existent service (need enough users to want it but also enough institutions to join federation. Need a push / killer app.

Universities had eduroam already implemented so Ids were in place so could use them for other apps. Schools – ambitious project to create new services for schools – lots with same look and feel and SSO – offered AAI as solution. They liked it but wanted it next month when would take several year to implement it. Struggling because trying to do everything at once. Eduroam implementation in schools was supported by Ministry of Education, now interested in other apps e.g. ScienceDirect – so ball is rolling slowly. But want no change to routine, personal data etc.

Main challenges are changing workflows and roles in an organisation – changing power over the data. Different expectations and experience – how do you help the end users? Explain how

and why it works – but how do you reach them and is this the right way or do you focus on the experience and explain how to login etc. Phishing activity awareness has increased, but how ensure people only use this to increase security and convince them this is the only place where should put their password. Use AAI to consolidate own internal pages so they trust the sign in prompt.

Succeeded in convincing some stakeholders that AAI is a necessity – because we're the 'experts' and they believe us and they don't understand it. Now a project is training technical advisors for schools – keen to help.

Still still working on killer app that works under AAI, need id hosting solution (LDAP) and IdM. Need paperwork and support and campaign & education,

Another challenge is legal stuff – federation agreement – sounds nice but new paperwork involved, heavy or lightweight legally? (No financial obligation). Have looked into other agreements of other NRENs, look complex.

In NL it's quite legal, ID providers have to trust SURFnet.

Christian: killer app was provision of U-books – notebooks based on shibboleth webshop. Have no contracts between AConet or webshops.

Some info is not personally identifiable so less of a problem. But it's difficult to explain that fewer personal data than before are passed on. Like v short Norwegian abstract about their federation, very nice PR-ish yet technically correct.

7. 16.15 - Social Networking: Gyongyi Horvath (TERENA)

- Fasting growing internet segment, 3X the rate of overall internet growth
- Fundamentals: conversation, not selling, relationships not transactions, listen, learn and participate.
- Tools: Wikis, podcasts, blogs, vidcasts, SEO, videos (you tube), tweets, comments, conversations
- Top down has changed to bottom up with social networking
- Connect – Create – Contribute – Collaborate
- Surfnet uses this for monitoring input online, threshold is much lower for people to provide input Tweet.dec, google alerts, search.twitter.org. Their newsletter is also sent to Twitter but its not very active.
- How do you use hash tags, sometimes specific topics. Hashtags can be created by anyone so more then one hashtag can be used by many people.
- Some topics which are confidential cannot be shared by these public, non-trusted environments
- ARNES uses this as an additional channel, also for security related messaging.
- Surfnet are using blogging. Community Managers are using it to keep in touch with their communities.
- Purpose: raise visibility, mobilize users, new way of interaction, reputation management through online monitoring, build consensus, openness for the stakeholders concerns.
- Be careful when you respond, if you create a response, tweeters may expect that this is a service.
- Might be an idea on instructing employees what to and not to say on Twitter. For example, disclosure of identity is important else reputation of company might be at stake.

- Listen, Engage, Act – make sure that you do your homework first to see which social tool is the right one for you (might not be any!), engage slowly to build trust, and then act.
- Information can be accessed, adapted and achieved so be careful about what you say.

8. 17.15 - TF-PR goes online: Carrie Solomon (TERENA)

Current Resources: news@terena.org, tf-pr@terena.org, pr-work@terena.org, Wiki media

What is the Problem?:

- Content data is not current, complete and clean.
 - Community members don't have a way to directly update this data themselves.
 - Wiki – not used enough. Need to make sure reference library is used.
 - Get password for the wiki.
- New sign up for PeaR implemented by TERENA, which prevents spam subscribers since subscriber needs to confirm subscriptions by clicking on received email.
 - TF-PR email lists (2- active and non-active) – amalgamate into 1? Agreed by group. First, need to confirm people on the list are current – Carrie will be sending out an email asking us to check this – we can then add/amend details.
 - PeaR also needs to be populated with more NREN contacts. Carrie will forward list and request NRENs to provide more names.

9. 17.30. Next Meeting

March 4 and 5, 2010 was announced as next meeting date, hosted by ARNES (Slovenia). Exact location tbd.

AOB

We will start asking for topics of interest at the end of every TF-PR, to be used as guidance for future meeting topics.

Special thanks for presenters and ACOnet and Christine for hosting.

Action List

Reference	Who	Action	Status
1	ALL TF-PR	Send feedback on suggestions for new TF name sent by Carrie	
2	ALL TF-PR	Update spreadsheet of subscriber names on PeaR (Carrie to send list)	
3	ALL TF-PR	Update names for email group for TF-PR (Carrie to send list)	
4	ALL TF-PR	Send all eduroam related PR materials to Laura.	
5	CS	Check if TERENA can technically host TF-PR Compendium	
6	ER	Update Compendium questions to	

		reflect TF-PR discussion.	
7	LD	Submit new ToR to TEC for approval	
8	LD/PM/CS	Determine how to proceed with needs for repository	

List of Participants

Name	Abbr.	Affiliation	Country
Carrie Solomon	CS	TERENA	
Christian Panigl	CP	ACOnet	Austria
Cristina Lorenzo	CL	RedIRIS	Spain
Paul Maurice	PM	Dante	
Dana Ludviga	DL	SigmaNET	Latvia
Gabriela Krcmarova	GK	CESNET	Czech Republic
Gyongyi Krcmarova	GK	TERENA	
Wolfgang Hennerbichler	WH	ACOnet	Austria
Lars Fuglevaag	LF	UNINETT	Norway
Lajos Balint	LB	NIIF/Hungarnet	Hungary
Christine Dworak	CD	ACOnet	Austria
Laura Durnford (Sec.)	LD	TERENA	
Elise Roders	LW	SURFnet	The Netherlands
Naomi Carroll	NC	HEAnet	Ireland
Maria Ristkok	MR	EENet	Estonia
Rachel Freeman	RN	JANET(UK)	UK
Virginie Blanquart	VB	RENATER	France
Tomi Dolenc	TD	ARNES	Slovenia