

TF-PR Meeting, Paris, 28 September 2006

Present were: Anne Balic, RESTENA, Luxembourg, Joanne Barnett, TERENA, Virginie Blanquart, RENATER, France, María Bolado, RedIRIS, Spain, Veerle Custers, BELNET, Belgium, Carol de Groot, TERENA, Marta Dias, FCCN, Portugal, Tomi Dolenc, ARNES, Slovenia, John Dyer, TERENA, Robert Haymon-Collins, JISC, United Kingdom, Ruth Kirkman, DANTE, United Kingdom, Werner Koblitz, Aconet, Austria, Gabriela Krčmarova, CESNET, Czech Republic, Zbyszek Krzewinski, PSNC-PIONIER, Poland, Gitte Julin Kudsk, UNI-C, Denmark, Nada Mijatovic, AMREJ, Serbia, Russell Nelson, UKERNA, United Kingdom, Damian Niemir, PSNC, Poland, Maria Ristkok, EENet, Estonia, Elise Roders, SURFnet, Netherlands, Goran Skvarc, CARNet, Croatia, Rose Turner, HEAnet Ltd, Ireland, Lonneke Walk, SURFnet, Netherlands and Simon Watts, DANTE

Apologies: Roland Eugster, SWITCH, Switzerland, Gerti Foest, DFN, Germany, Lennart Forsberg, SUNET, Sweden, Helga Spitaler, DANTE, Dimitra Kotsokali, GRNET, Greece, United Kingdom and Federica Tanlongo, GARR, Italy

The group was very happy to welcome new members from Luxembourg and Serbia, Anne Balic and Nada Mijatovic, and the new member from CARNet, Goran Skvarc.

WELCOME

TF-PR was welcomed by Sabine Jaume, RENATER, who spoke about the presentation on TF-PR that she made to the TERENA General Assembly in Catania. She noted that, in particular, our community news service, PeaR, is very good for communication within the community. She challenged TF-PR to try to communicate even better, to ensure that the communication is two-way so that we are the vehicle for transferring key messages from NRENS to users and back to NRENS.

Franck Simon of RENATER gave a presentation on RENATER4, the academic network of France.

DELIVERABLES UPDATE

The status of the deliverables of the task force was reviewed.

TF-PR Workshops (A)

The list of past presentations of workshops and presentations is on the task force website at: <http://www.terena.nl/activities/tf-pr/presentations/>

Russell will keep a list of ideas for future workshops. Members are asked to suggest people who would be good to invite to give presentations. **Action: All**

Carol outlined the need for people to give talks about the difficult technology involved in research and academic networks and networking, so that we can understand what we are writing about. We have had one presentation on grids given in Tartu by David Fergusson and one on Optical Networking given by John Dyer of TERENA at the Paris meeting. The idea is to build up a library of technical talks to be available for TF-PR members.

Action All: suggest names of presenters to Carol.

Workshop ideas include:

* CRM, databases for press contacts - **Action: Russell**

* Making Presentations: best practice on making slides and on giving presentations

Action: Carol

* How to Use the Wiki – **Action: Jo**

* The Database Challenge – **Action Veerle**

How-To-Sheets (B)

Joanne reported that we now have four, with one owing from SURFnet (Action: Elise). Jo mentioned that the How To Sheets could be made from the material from many of our past workshops. (**Action: Jo** – to review the presenters of past workshops and ask them for How To Sheets).

We need volunteers for future sheets

Possible topics

* How to Produce Videos – **Action: Veerle and Simon**

* How to Produce DVD's – **Action: Simon;**

* Best Practice on how to make slide presentations **Action: Carol** (to find a speaker)

* How to make effective presentations – Action: Russell

* How To Deliver a Streaming Event – **Action: Michal (Krsek) and Damien**

FAQ (C)

It was decided to mark this deliverable as complete and leave what has been done accessible on the TF-PR Wiki. Action: Jo to rearrange TF-PR pages for completed deliverables and current deliverables.

PEAR News Wire (D)

This is working well and improving all the time. Jo reported that since the last meeting, TERENA has changed the format of the weekly email to look more like a newsletter and

widened the circulation list. There is a need for an earlier reminder that items need to be submitted before Friday circulation – **Action: Jo**

It was discussed that TF-PR should widen the circulation list. Jo asked others to also encourage people to sign-up for the weekly summary or to send contact details to her so she could add them. Elise reminded everyone to send it internally to their NREN colleagues. If possible, NRENs are reminded to run the service on their websites with the RRS feed which is available. Support and advice is available from the TERENA Webmaster.
Action: All

Carol reminded members that they should publish quickly and in their own language. Only the brief introduction needs to be translated into English. People who read the intro and are interested can contact you and ask for a translation if needed or can contact the people involved with the new item directly (probably speaking a common language).

Jo mentioned that if people have a news item and don't have time to post it, they could send it to her or Carol at TERENA and they will do it for you. Also, if you want your English text edited, they will gladly assist.

Glossary (E)

It was agreed that this deliverable should also be ended as it is no longer a relevant source of information. The material should be moved to Wikipedia where items not currently covered and so that the work undertaken not lost

Action: All – one letter of the alphabet per person to check Wikipedia and transfer across any relevant terms – to be done by end of 2006 The list of letters assigned to each participant has been circulated to the list. If you don't know the letter you were assigned, the list is attached to these minutes.

PR Compendium (F)

Completed for this year

Reproduce Printed Publications (G)

We have not had much luck in identifying suitable publications. Everyone to keep this in mind and let us know when they produce something for their country that would be of interest to the community as a whole

TERENA has an area for Community Publications on its website, TF-PR members are encouraged to send us listing of their publications with links to the publication where possible (**Action all**).

Private Members Website (H)

This area is still in its infancy being worked on by Jo but TF-PR members are asked to let her know what they would like to see in this area (and she can check with her Webmaster if this is possible).

Everyone should add their personal details to the area (for ease of reference for sending printed publications, announcements etc. to each other – **Action: all**

SURFnet also hosts a Breeze area for online discussions between TF-PR members. Elise will revive this and let everyone know how to use it. (**Action Elise**)

End-user Sub Group

It was decided to stop this sub-group as a separate activity group. Action: Jo to change online.

Information about Users (I)

User survey results – **Action:** those carrying our surveys should volunteer to present at future task force meetings. Contact Russell to plan where and when

Segmentation Across Target Groups (J)

No recent activity

Best Practice in Marketing Communications (K)

This will stop and become a How To Sheet (Action Elise).

Suggested New Deliverables

Members were encouraged to suggest new deliverables to the list for discussion and then we can make a decision at our next meeting –**Action All**

Streaming Events Calendar

It was suggested that we create a calendar of streaming events similar to our news agency PearR. Members of the task force or others in the NRENs and community would upload information about future streaming events, which could be categorised by topic/subject for easier navigation. An archive of past events would also be included.

Possibly this is best placed in new TF-VSS as lead group for this area with TF-PR providing the information dissemination and possibly maintaining the site as is done with PeaR. (**Action Carol** will talk to TF-VSS and see how we can proceed.)

TF-PR ongoing activity

The group needs to consider how the impetus can be maintained between meetings so that it continues to have meaningful deliverables in relation to the TERENA community. **Action: All** – Ideas to Russell

Inter-Task Force Cooperation

This was already discussed in terms of the Streaming Calendar above. We need to make plans to present our task force and the services we can offer to the other task forces. Carol will talk to the task force secretaries in the secretariat and report on areas of possible cooperation.

PRESENTATION OF THE NEW TERENA LOGO (Jo Barnett)

Jo presented the new TERENA logo and slogan to TF-PR, the first time it has been shown. As the official launch is 18 December, the presentation is not available on the website and members are asked to keep the information private until the launch.

SLOGAN WORKSHOP

Russell led a mini workshop about slogans, their importance and use. The four groups worked on an example from one of the NRENs of the group on how to get known to the users and how to measure the value of awareness. They also discussed the value and use of strap lines (slogans).

PRESENTATION ON THE BELNET USER SURVEY (Veerle Custers)

Veerle Custers gave a presentation on the recent BELNET User Survey which is available on the website.

ANY OTHER BUSINESS

There was a lively discussion about using the e-mail list to discuss issues, ask for help and give opinions instead of just for making announcements.

Elise described a new idea at SURFnet to increase the number of visits to their website. They included some popular content and it raised the number of student visits very significantly.

TF-PR Meeting - Friday 29 September

OPTICAL NETWORKING (John Dyer - TERENA)

John Dyer gave a talk about Optical Networks geared to non-technical staff. The tape of the presentation will be available on the TF-PR website. **(Action – Virginie)**

SURVEY AND MEASUREMENT WORKSHOP (Ruth Kirkman - DANTE)

The participants formed 4 groups and worked on a series of questions about making a survey. The presentation is on the website.

OPEN DISCUSSION - ASSOCIATING AN NREN BRAND TO A WELL-KNOWN THIRD PARTY

ZB led an open discussion about this delicate subject by first presenting a joint press conference held in Poland by PSNC and Microsoft at the opening of a new Microsoft Innovation Centre. Similar joint press activities could also be done with a Telco or an equipment provider. The question is how closely do NRENs want to associate with a third party? Are the benefits worth associating with a company that is not popular among computer scientists? The result for PSNC was that journalists became interested in the organisation and they built up a good relationships and a more than doubled their database of press contacts.

Goran mentioned a successful campaign done with Vodafone to provide mobile services – very successful – they advertised nationally as Mobile. CARNet and got thousands of new users.

RECENT SUCCESSES AND FAILURES/IDEAS/ACTIVITIES

In order to involve more members in the activities of TF-PR and encourage them to contribute, we have planned for a 'round the table' session at future meetings. Everyone is asked to prepare a short 5 - 10 minute presentation (or to run an equally short question and answer session) on a topic that is of interest to them. It could for example be about a particular success they have had, something unique to their country/NREN i.e. Maria's example about surveys in Estonia, or about a forthcoming challenge that they will be facing. Prior to the next meeting, but after people have registered to attend, Russell will then pick a number of people randomly and let them know at least two weeks in advance that they will be 'presenting' - at this point they can tell me what they are going to present on. This should give them enough time to practice/panic.

AOB

It was suggested that a list of key contact people for each country/NREN for various disciplines would be useful; for example, it would be useful for external people to know

who to contact in the various NRENs to ask about and discuss videoconferencing. TF-PR could possibly publish this in cooperation with the VISIT project. **(Action – Carol – to follow up and discuss with VISIT how to do about this)**

Veerle presented BELNET's beautiful new Annual Report. There are many ideas that would be useful to the group and Veerle was asked to prepare a 'How To' Sheet. **(Action Veerle)**

Several times during the meeting, the point was raised that the ideas that have been learned over the years by the 'old' NRENs could be passed on to the countries where new NRENs are being set up. TF-PR should make a summary of these ideas and 'lessons learned' and pass them on to the TERENA staff members involved with the project to assist the less-developed countries who are in the process of setting up an NREN. **(Action: Carol)**

It was agreed that the next meeting should be held earlier, in late January or February as the usual March meeting is too far away from September and also too close to the meeting at the TERENA Conference.

We need to check which dates are good for CESNET and will send several suggestions to the list to the list **(Action: Carol/Gabriela)**.

The proposed dates are 1 and 2 February

TF-PR: Editing the Glossary

From TERENA Wiki

List of People/Letters

Russell Nelson - A, O and X

Lonneke Walk - B

Elise Roders - C

Anne Balic - D

Maria Bolado - E

Veerle Custers - F

Carol de Groot - G

Marta Dias - H

Tomi Dolenc - I

Robert Haymon-Collins - J

Werner Koblitz - K

Gabriela Krčmariva - L

Zbyszek Krzewinski - M

Gitte Kudsk - N

Damian Niemiński - P

Maria Ristková - Q and Y

Goran Skvarc - R

Rose Turner - S

Simon Watts - T

Joanne Barnett - U, V, W and Z (Z = Complete)