



Spring 2006 TF-PR Meeting

Minutes

22-23 March 2006, Trinity Hall, Cambridge, UK

Wednesday, 22 March

09:30 - 10:00 Welcome Coffee

10:00 - 10:15 Welcome and Introduction

Introduction by Russell and welcome by Ruth who will be covering Dale's maternity leave.

10:15 - 10:30 TERENA Website Overview

Carol gave an overview of the new TERENA website and its key areas and functions.

No actions

10:30 - 11:30 Deliverable Update

A: TF-PR Workshops - Request for technical workshops - specifically lamdas - John Dyer suggested as guest speaker.

Action: Carol to ask John

B: PR for Dummies - work in progress. Veerle explained that she knew of a number of such guides.

Action: Gitte to contact Veerle and determine appropriateness of using this existing materials.

C: FAQ: Jo has volunteered to lead this deliverable while Rachael is on maternity leave. Suggestion to use a wiki to allow collaborative development of the FAQs.

Action: Jo to progress the set up and population of the wiki (use the existing group environment? - see H).

D: PeaR:

Action: Federica and Zybsek to provide update at Catania meeting.

All to review possibility of using RSS news feeds on NREN websites.

E: Glossary of Terms: Nothing to report.

Action: Jeanne-Marie to provide update on usage at Catania meeting.

F: TF-PR Compendium: Draft circulated to group.

Action: All to provide any amends to their NREN entries by 14th April 2006.

Carol/Elise/Russell to produce final version for Catania.

G: Reproduce Material: H.323 Guide currently being produced.

Action: All to use the group environment to post potentially useful documents.

Carol to request set up of appropriate area (see H).

Elise to forward Cookbook on Videoconferencing to schools to Carol.

H: Closed website for TF-PR: Potential for duplication with SURFnet group environment.

Action: Carol / Elise and Russell need to decide which environment should be used for TF-PR matters - TERENA or SURFnet.

I: How to get feedback from users: To be reported on at Catania meeting.

Action: Ruth is an experienced Market Researcher - Russell to ask Ruth to present a session at a future meeting.

J: Segmentation of target groups: Work in progress.

K: Best Practices on marketing communications: Need to create a list of the group environment.

Action: Elise

L: Sharing of images: Agreed that this would be a useful resource.

Action: Elise to look at using the group environment - re possible space restrictions.

Russell to email shutterstock link:

www.shutterstock.com

M: Group Environment:

Action: Elise to email link to group - completed (see H).

11:30 - 12:00 Compendium Draft

Action: All to provide any amends to their NREN entries by 14th April 2006.

12:00 - 13:30 Lunch

13:30 - 15:00 PR Strategy Workshop

Jo presented a useful overview of formulating and implementing a PR strategy, followed by an enjoyable practical exercise.


15:00 - 15:30 Afternoon Tea

15:30 - 16:30 eduroam and other pan-European Services

Russell started with an overview of TF-PR potential roles in European initiatives using eduroam as an example. Tomi then followed with a presentation on the VISIT initiative. Shibboleth was discussed as a potential future opportunity for TF-PR to take a more active role in communications for other task forces.

Action: Volunteers to present at other TF meeting in Catania email Carol.

19:30

Dinner at Christ's College hosted by  DANTE

Thursday, 23 March

09:30 - 10:00 Welcome Coffee

10:00 - 10:30 Bits and Bobs - Google Analytics / Magenta

Russell gave a brief overview of:

the free Google Analytics web statistics package (with a health warning re potential performance issues)

<http://www.google.com/analytics/>

the Magenta News Service for monitoring media coverage for online publications

<http://www2.magentanews.com/uk/home>

the benefits of providing NREN overviews for cross-promotion of NRENs and their services through newsletters using PIONIER and UKERNA News as an example.

Action: All to consider publishing similar profiles in the group environment.

ps Any volunteer for the next edition of UKERNA news?

10:30 - 11:30 SURFnet6 Launch

Presentation by Mariska on the launch of SURFnet6. See link to video at:
<https://videotheek.surfnet.nl/asset-view/22530/>

11:30 - 12:00 Website Presentation

Presentation by Elise on the group environment provided by SURFnet.

Action: All to register for group environment as per Elise's email.

12:00 - 13:30 Lunch

13:30 - 15:00 Website Usability Testing Workshop

Gitte provided a useful overview of websites from the user perspective together with a hands on usability test of a number of our websites.

15:00 - 15:30 Afternoon Tea

15:30 - 16:00 Any other Business and Close