

Notes from PR Initiative BoF  
Zagreb, Croatia  
20 May 2003

After the introduction round, a list was circulated to record the contact information of the attendees. This list is APPENDIX 1

Sandra circulated the latest draft of the Terms of Reference (ToR) for the proposed TERENA task force, TR-PR. (see APPENDIX 2) She explained the objectives of the initiative and emphasised that NRENs have several distinct categories of “customers” to reach, and therefore has to have a selection of deliverables that will assist the pr and communications managers of the NRENs to reach these different categories:

- end-users
- governments and government agencies
- the broader public

The meeting was asked to comment on the ToR and to make suggestions to improve the existing list of deliverables of the task force, and also to make suggestions for additional ones. Karel Vietsch of TERENA explained that the task force needs some activities that will be of more immediate and obvious benefit to the NRENs, in order to gain the support of senior management of these organisations.

An updated ToR will be presented to the steering committee of the initiative on 19 June and later to at the workshop on 20 June. The plans is to submit the Terms of Reference of TF-PR to the TERENA Executive committee at its meeting on 24 June.

Werner Koblitz questioned the need for a PR task force, or indeed for TERENA as a whole, and Karel Vietsch’s reply affirmed the role of both.

[???] made an excellent recommendation that Deliverable D (Database of People in TERENA and their Expertise) be combined with Deliverable F and be expanded to become a “Who’s Who of European Research Networking, including the benchmarking of projects being undertaken in the member organisations.

While the TERENA Compendium data is public, and that data will certainly be included in the information provided on our PR website,. much of the additional information will be for the use of our members only, and care will need to be taken to provide adequate security.

Andrew Cormack suggested that it would be useful to him to have a documented process with formalised procedures for other organisations to read and approve his text of press releases within a specified time-frame. This would enable him to include more information about other organisations, projects etc. It was felt that this is somewhat beyond the scope and capabilities of the PR Initiative at this time. Patrica Soria suggested that one-on-one contacts could work for this, and through the initiative, the contacts for this sort of cooperative activity would be built and strengthened.

The functions of PR and communications under one umbrella were questioned, and Ted Hanss confirmed that these are also combined in Internet2. Heather Boyles suggested that we clearly define the “audience” we hope to reach with each deliverable and to clearly state what we hope to achieve with each one. The wording of the ToR will be looked at with this in mind.

Ted Hanss also suggested a glossary of terms so that we all use the same words for the same thing. Even though our members speak and write many different languages, most of the published materials are in English and many of the other languages use English words for the technical terms in our field. The steering committee will look into possible cooperation with Internet2 on this subject.

Dale Robertson of DANTE suggested that we identify common problems and determine what we can do together. Much of the information we want to make available to the pr and communication managers is already available from DANTE in the form of an information sheets. Several UKERNA participants also pointed out that UKERNA newsletters may also be included in the database of information.

On the subject of translations, it was suggested by (??) that the members submit short abstracts in English about the projects and news item available from them in their own language, and the whole document need only be translated if someone is interested in all or a part of it. This can also be included as a service in Deliverable D.

A very worthwhile and “do-able” deliverable was suggested by [???]. Our PR webpages should offer a FAQ page. This will be added to the list of deliverables and a volunteer will be sought to lead this worthwhile activity.

After the meeting, Karel Vietsch reported on various discussions he had, leading to a proposal for another deliverable that would be of use to the NRENs, particularly those who lack the necessary staff, but who want to address the very hot issue from this year’s conference: Who are our users? What do they want? What do they need? Several NRENs have developed effective questionnaires and user surveys to obtain this information. They will be asked to provide examples of surveys and questionnaire, as well as the thinking and planning and the methods used to determine what they want to know and how they design the questionnaire to obtain the desired information. A leader will be sought for this deliverable.

## APPENDIX 1

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