## Summer 2006 TF-PR Meeting Minutes
### Sunday 14 March 2006, Le Ciminere, Sicily

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<thead>
<tr>
<th>Name</th>
<th>Organisation</th>
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<tr>
<td>Veerle Custers</td>
<td>BELNET</td>
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<td>Rose Turner</td>
<td>HEAnet</td>
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<td>Robert Haymon-Collins</td>
<td>JISC</td>
<td>RHC</td>
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<tr>
<td>Russell Nelson</td>
<td>UKERNA</td>
<td>RN</td>
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<td>Elise Rodgers</td>
<td>SURFnet</td>
<td>ER</td>
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<td>Joanne Barnett</td>
<td>TERENA</td>
<td>JB</td>
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<td>Walter Munguia</td>
<td>RAAP-Clara (Peru)</td>
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<td>Marco Mejia</td>
<td>RAGIE-Clara (Guatemala)</td>
<td>MM</td>
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<td>Jaime Martinez</td>
<td>RENATA-Clara (Colombia)</td>
<td>JM</td>
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<td>Marta Pessoa</td>
<td>RNP-Brazil</td>
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<td>Tomi Dolenc</td>
<td>ARNES</td>
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<td>Koen Schelkens</td>
<td>BELNET</td>
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<td>Paavo Ahonen</td>
<td>FUNET</td>
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<td>Gitte Julin Kudsk</td>
<td>UNI-C</td>
<td>GJK</td>
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<td>Ruth Kirkman</td>
<td>DANTE</td>
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<td>Zbyszek Krzewinski</td>
<td>PSNC-PIONIER</td>
<td>ZK</td>
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<td>Maria Ristok</td>
<td>EENet</td>
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<td>Linda Greve Bendixen</td>
<td>UNI-C</td>
<td>LGB</td>
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<td>Gerti Foest</td>
<td>DFN</td>
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<td>Maria Bolado</td>
<td>RedIRIS</td>
<td>MB</td>
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<td>Magnus Stromdal</td>
<td>UNINETT</td>
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<td>Werner Koblitz</td>
<td>Aconet</td>
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### Apologies

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<tr>
<th>Name</th>
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<tr>
<td>Carol de Groot</td>
<td>TERENA</td>
<td>CdG</td>
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<td>Karel Vietsch</td>
<td>TERENA</td>
<td>KV</td>
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<td>Helga Spitaler</td>
<td>DANTE</td>
<td>HS</td>
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<td>Federica Tanlongo</td>
<td>GARR</td>
<td>FT</td>
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<td>Lajos Balint</td>
<td>NIIF/Hungarnet</td>
<td>LB</td>
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<td>Dimitra Kotsokali</td>
<td>GRNET</td>
<td>DK</td>
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14:15 - 14:30 Open and welcome by ER (in Russell Nelson’s absence). There was a brief discussion about TF-PR presentations at other Task Force meetings. ER thanked JB for preparing the presentation. RK (TF-LCPM) said there were discussions about tailoring messages to audiences and she tried to impress the fact that the community needs to think about the PR element right at the start of any new initiatives. MR presented to TF-Mobility but had nothing to report. RHC had tried to present to TF-EMC2 but they had not been asked and did not have time in their schedule to include it. They did invite TF-PR to attend a future meeting to present. 

**Action: RN to arrange.**

14:30 – 15:30 Deliverable Update

**A: TF-PR Workshops** – Request for technical workshops – specifically lambdas – JB confirmed John Dyer will present at TF-PR meeting in September.

**Action: None**

**B: TF-PR How To…Sheets**

GK and JB presented the 3 sheets they had produced (Writing News Releases; Writing a PR Strategy; Carrying Out a Usability Study). They explained that they could not use the title “PR for Dummies” due to the fact that it is trademarked. Therefore, the sheets will be called “TF-PR How To…xxx”. They also asked for suggestions/volunteers for future subjects. ZB suggested one on organising press events; RN suggested one on writing presentations;

**Action: All to send ideas/contributions to GK/JB. ZK to draft a sheet on press events; RN to draft a sheet on writing presentations; ER to write a best practice on marketing tools.**

**C: FAQ**

JB volunteered to lead this deliverable whilst Rachael Beale (DANTE) was on maternity leave. It was set-up in April and JB emailed the TF-PR list in April with information about the new TF-PR Wiki (http://wiki.terena.nl/index.php/TERENA_DB:Contents). There was some discussion about whether the Glossary of Terms should also be added to the Wiki but ER will discuss first with Jeanne Marie Jobse (SURFnet) who was leading the deliverable.

**Action: ER to update JB if the glossary should be posted on the TF-PR Wiki.**

**D: PeaR**

ZK gave an update about PeaR. He suggested that a brochure be created which NRENs could take to some events. The discussion continued as to whether it is
worth generating a monthly news letter based on PeaR that people could subscribe to. JB explained that TERENA currently produces a newsletter aimed at Senior Managers but it was likely it might be extended and targeted as the wider community. If that is the case, it could perhaps incorporate some of the news from PeaR or indeed other news from the NRENs. It was then discussed if the PeaR update (generated every Friday) could be sent to a wider audience. JB had already discussed this with the TERENA webmaster and it should be possible although she thought it would be better if it then gives the first paragraph of the story as well, rather than just the title. The question was asked if it is better that people subscribe to this service or simply put people on a list and it was agreed that a bit of both would be best.

**Action:** JB to discuss with webmaster and subscription to PeaR news for a weekly update. All to give JB the contacts they think can be added to the list by end June 2006.

**E: Glossary of Terms:**
Nothing to report but see TF-PR How To....

**Action:** ER to discuss with Jeanne-Marie Jobse for update at next meeting.

**F: TF-PR Compendium**
A printed version was circulated to the group. If there are further amendments, please send directly to CdG (by end May 2006).

**Action:** All to provide any changes to CdG by end May 2006

**G: Reproduce Material**
SURFnet has a videoconferencing book which they sent to CdG recently. She will assess whether it is worth translating for distribution in the community. CdG to give further update at next TF-PR meeting.

**Action:** All to send suggestions for material to CdG

**H: Closed website for TF-PR**

JB mentioned that she would discuss with the TERENA Webmaster about the possibility of creating individual log-ins for the TERENA TF-PR member’s area so that documents can be uploaded by individuals. Some further discussion is needed as there seems to be some duplication of services for TF-PR due to the
fact there is the group environment at SURFnet and the TERENA website. Ideally need one main portal.

**Action:** RN, ER, and JB discussed and agreed that the TERENA website should be used as the primary place for collaborative work, the group environment can be linked to if the additional functions are required.

*I: How to get feedback from users*
No update but RK said there will be further discussions about this at the EARNEST workshop in Berlin next week. She will report back at the next meeting.

**Action:** RK to report back at next meeting.

**J: Segmentation of target groups**
Nothing to report

**K: Best Practices on marketing communications**
To be turned into a TF-PR How To...Sheet by ER and this deliverable struck.

**Action:** ER to draft as a How To...Sheet and send to JB/GK

**L: Sharing of images**
JB explained she had discussed with the ITS at TERENA and it should be possible for TERENA to create a database of images that people can up/download from. ER confirmed SURFnet would be willing to share some of their images.

**Action:** JB to discuss database with ITS at TERENA. Members who are willing to share images to let RN/JB know

**M: Group Environment**
A number of members tested this and ER said it was fun. The main thing was the quality of communications which was quite good with webcams and sound. Also managed to share documents on whiteboard. ER said that all members can utilise as she does not need to be present. GK suggested adding the features (such as the one in the UKERNA newsletter about PSNC and SURFnet) could be added so members can utilize them).

**Action:** Completed (but members to utilise and use to post documents etc.)
15.30 – 15.45 Break

RN joined after the break and introduced a workshop on Shibboleth. The brief was to determine who we are going to communicate to (audiences and key messages) and develop an appropriate communications strategy. The group was split into groups of 4 to discuss. Some interesting conclusions were drawn, including: As it is currently known it has an international name – should it have a European name? It was discussed that it will be difficult to brand as Norway and Switzerland already use own names. RHC said members should stop talking about Shibboleth as that is specific technology. TD added that it was important to ensure new initiatives in the field of AAI are different enough from others (like eduroam) otherwise in a few years time, we may be faced with merging technologies and have to find a new, common name

**Action:** RN will put the results of the workshop on the Wiki (others to correct if necessary).

Next meeting is scheduled in Paris in September 2006.

17:15 Meeting ends