

“Inreach & Outreach”

GROUP 1

Purpose & Goals:

The first goal of this activity is to brainstorm and articulate 2–3 internal advocacy activities that each of you can take home to your organization in order to increase organizational readiness for and participation in software collection, curation, preservation and emulation activities.

The second goal of this activity is to brainstorm and articulate 2–3 outreach activities that the group can pursue together as part of a cohort outreach plan.

Group Member Names:

Member Name 1

Member Name 2

Instructions:

INREACH

Step 1) Discuss who your internal stakeholders and audiences are and what they might need or want to know about software preservation and curation.

Step 2) What types of internal advocacy activities that might be necessary with your team or other members of your organization? Brainstorm, search, and share strategies for internal advocacy that could be directed at the key stakeholders and audiences you have identified.

Step 3) Everyone write down 2–3 inreach strategies they are going to take home to their organization.

Step 4) Report out.

STEP 1

Identifying our internal audiences and stakeholders

- Ex. Archivists/Curatorial – involved in everything from ingest, appraisal, description and access including in the reading room
 - WHAT THEY NEED TO KNOW:
 - What the distinct collection policy is that allows them to do this in the first place; admin policy layer
 - On the software side – once they have that broader mandate, they need to know which questions to ask and the boundaries to put around a collection; asking questions, templates for their interviews, etc.
 - Legally, what the boundaries are
 - Policy for deeds of gift
 - What can and cannot be done and other what circumstances

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STEP 2

Workshopping internal advocacy strategies for your audiences and stakeholders

- Ex. Administration/IT
 - Demonstrate use and how it is applicable to the goals of the broader university
- Ex. Establishing a partnership with the College of Computing and using that as showcase example of the value of software preservation and emulation
 - Bringing external attention to the work of the library and use that for external advocacy

STEP 3

Who will do what - committing to internal advocacy activities in our organizations

Member 1:

- Ex. Publish blog posts for the website about what the digital curation staff is doing
- Ex. Share the forensic imaging workflow on the main website

Member 2

- Ex. Openly documenting all of the work they have been doing (in a public platform)

Member 3

- Ex. User study - using that as a means of gathering data
- Ex. Oral histories
- Ex. Cross training

STEP 3

Feel free to jot down notes for the group report-out below.

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OUTREACH

Step 1) Evaluate our BIG Events Timeline and our Effort Map. What types of activities could this cohort or constellations within this cohort do together? How best can we communicate this work to different communities that might be interested?

Step 2) Each group identify 2-3 coordinated outreach activities that they are interested in doing over the course of the next two years. Each activity should have an audience, rough date, preparation, a number of cohort members involved and a desired community outcome.

Step 3) Report out. The cohort votes on 2-3 activities that we want to pursue/commit to as a group and we add it to the FCoP Timeline

STEP 1

Brainstorm coordinated, cohort outreach activities

- Ex. History, scholarly communities - academic community, academic conference
 - Architecture as one possibility (AIA?)
- Ex. Outreach to information science departments might be the entry point to the computer science
- Ex. Focus on the student groups in info studies schools nearby - doing a lunchtime type event - sharing information with them
- Ex. What about something with a really broad audience -- like a TED Talk or an article for a major magazine/newspaper/podcast? (kinda wacky but maybe)

STEP 2

(Drawing from your brainstorm of activities), select 2-3 coordinated outreach activities that the group likes best

OUTREACH ACTIVITY 1:

Audience:

Estimated date:

Preparation:

Who's involved:

Desired community outcomes:

FCoP In-Person Meeting

DAY 1: 8/2/2018

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OUTREACH ACTIVITY 2:

Audience:

Estimated date:

Preparation:

Who’s involved:

Desired community outcomes:

OUTREACH ACTIVITY 3:

Audience:

Estimated date:

Preparation:

Who’s involved:

Desired community outcomes:

STEP 3

Feel free to jot down notes for the group report-out below.