



**The Quilt Communications and Outreach Working Group Call
Monday, October 28, 2019**

PARTICIPANTS: Darleene Heath (MCNC), Christy Rohmer (NYSERNet), Caroline Weilhamer (Indiana GigaPoP), Lance Neal (LONI), Rachael Collard (CEN), Dawn Thurnau (MOREnet), Larry Cocco (NJEdge), April Goode (OneNet), Jennifer Oxenford (KINBER), Connie Luck (LEARN), Amy Santana (LEARN), Jennifer Griffin (The Quilt), Jen Leasure (The Quilt), Tracey Norris (The Quilt)

ACTION ITEMS:

1. Group members encouraged to send their documents to Jennifer directly to post in a central repository for the group to share their org work.
2. Jennifer to reach out to Gabriel (FFG) to find out if that working group has collected information on the economic impact of member organizations and produced any marketing material as a result.
3. April to share the telco sheet published by OneNet which reflects their spend number and also the basic impact report they put out each year.
4. Jennifer to post the “work plan” online for the group.
5. Tracey to update the calendar invites for the group to move from quarterly to monthly meetings.
6. Larry and Jennifer to connect for one-on-one meeting.

CALL NOTES:

1. What's New

- a. Upcoming Organizational Anniversaries:
 - i. NYSERnet - 30
 - ii. MOREnet - 30
 - iii. OSHEAN - 25
 - iv. Cybera – 20
 - v. The Quilt – 20
 - vi. CEN – 20
 - vii. MCNC – 35 (in 2019)
- b. MCNC Security Campaign
 - i. This area is growing quickly – demand is high
 - ii. Outreach went well
- c. Winter Member Meeting
 - i. Chris Beal, MCNC, will be presenting security services update to the Services Working Group
- d. 2019 Outreach Survey

- i. Tracey Norris (The Quilt) distributing/collating
- ii. Survey responses due November 12
- iii. Similar to the 2015 Outreach Survey with small changes

2. The 2020 Horizon and Work Plan

- a. Research Platform (*RP) Collateral
 - i. Proposing to shift the collateral to a new place to become a blank canvas for the RENs to use in their efforts.
- b. Value of a REN Refresh
 - i. Craft/tailor one-pagers for verticals i.e. libraries, healthcare, etc.
 - ii. Recommend: Use the same group to do the refresh as we did in the past.
- c. Carahsoft Publicly Bid Services One-Pagers
- d. Meeting Planning
 - i. This is a large percentage of many REN communications efforts.
- e. Integrating "Marketing" into Communications and Outreach
 - i. This topic is coming up for our RENs.
 - 1. Comment: Marketing is more about producing content to tell a story, not necessarily about selling a product.
- f. Grant Writing
 - i. Central Grant writing resource
 - 1. NSF, USDA, and other sources for grants
 - 2. Grant writing process – time, effort and outcomes
- g. How do you quantify the economic impact of your organization?
 - i. This in reference to push back from carriers, i.e. comments about competing with them.
- h. Quilt Member Meeting In-Person Meetings
 - i. February 5-7, La Jolla, California
 - 1. Topics for the agenda
 - ii. <https://www.thequilt.net/public-event/2020-winter-member-meeting/>
- i. Comments/Suggestions:
 - i. Is this an annual work plan for this group? Yes. Past agendas have been ad-hoc but it may serve the group better.
 - ii. Proposal to the Communications Working Group to move from quarterly calls back to monthly calls due to the interest in and number of topics covered by the members of the group. Tracey to update the calendar invites.
 - iii. Thank you to Larry Cocco (NJEdge) for volunteering to Co-Chair the Communications Working Group
- j. Topic: How our members quantify the economic impact of their organizations
 - i. Collecting a high-level measurement for use in building relationships. Examples of useful measurements might include:
 - 1. amount spent per year with telecommunications vendors on last-mile circuits
 - 2. other services purchased from a telecommunications carrier
 - a. data center space
 - b. power
 - 3. equipment purchases for the network
 - 4. expenses that come out of working with industry partners
 - ii. Benefits of having these measurements:

1. In response to carrier push back - being able to show that we spend “X” amount of dollars with them each year and make a case for the value we offer them as their industry partners.
 2. Can show how we are contributing within our local and state communities – facilitating economic development through our operations.
 3. National level as well.
- iii. Question: is this a conversation the Financial Focus Group (FFG) has had? Have they pulled together this information and generated any marketing tools as a result? Not sure. Jennifer to reach out to the FFG.
1. OneNet – publishes a telco spend number each year. Has been very helpful in our conversations with telcos. Not such a touchy area anymore.
 - a. April to share the telco sheet published by OneNet which reflects their spend number and also the basic impact report they put out each year.
- iv. This would be an extremely helpful document for the RENs
1. The group could create a template one-pager for each member organization to plug in their numbers and logo, etc.
 2. The Quilt could then capture the data for the membership.

3. What's on your organization's horizon?

- a. MCNC - RFP for website completed. We are currently working up the home page. Hoping to have it rolled out in the first quarter of 2020. Just celebrated our 35-year anniversary.
- b. LEARN - Grant management and coordination in the future for recent award.
- c. CEN – for our 20-year anniversary we are creating a video. It will feature our founding members of the network and will be presented at our conference. We are also creating an interactive timeline. We will have an awards ceremony for our top-20 members at the conference.
 - i. Question: Regarding the balance between sponsors and members at a conference – does anyone get requests to share participant contact information?
 1. We do not share the information but get this request a lot; we are considering adding a question at registration to share information via email.
 2. LONI – Opt-in option for participant's data to be shared with vendors. It's automatically an opt-out but we do have the option at registration for participants to opt-in. Very few make that selection.
 3. KINBER – It's an automatic opt-in and for those that want to opt-out, the participant makes that selection. Also, vendors are coached about their use of that information or future access to the event may not be granted. Also, access to that information is only given at a certain level of sponsorship.
- d. NJEdge – Just had our Network Appreciation day (200 people) and for our upcoming conference, we're working on sponsorship.

4. Next Steps:

- a. Jennifer to post the “work plan” online for the group – review and prioritize
- b. 2020 Winter Member Meeting

- i. Group meeting followed by opportunity to meet with the other working groups.

END CALL