



**The Quilt Communications and Outreach Working Group Call
Monday, December 16, 2019**

PARTICIPANTS: Dave Marble (OSHEAN), Stephanie Stenberg (Internet2), Therese Perlowski (Internet2), Darleene Heath (MCNC), Christy Rohmer (NYSERNet), Nimota Garcia (OSHEAN), Caroline Weilhamer (Indiana GigaPoP), Larry Cocco (NJEdge), Jennifer Oxenford (KINBER), Connie Luck (LEARN), Jennifer Griffin (The Quilt), Jen Leasure (The Quilt), Tracey Norris (The Quilt)

ACTION ITEMS:

1. Nimota to send Jennifer the language that OSHEAN uses for Security.
2. Jennifer to clean up the language of the main document and start work on the testimonial repository.
3. Committee members to send Jennifer language they've used with success to be added to the repository as well.
4. Jennifer to see if we can add conference call capability for the WMM working group meeting so members can join the conversation.
5. Tracey to send out the 2020 call schedule calendar invites soon.

CALL NOTES:

1. Welcomed special guests:
 - a. Dave Marble (OSHEAN)
 - b. Stephanie Stenberg and Therese Perlowski – Internet2 Community Anchors Program
 - i. Developing CAP collateral for 2020
2. Reviewed/Edited Value of the REN (Q1)
 - a. One-Pager
 - i. Customize it to be more usable by the regionals
 - b. Editable document: https://docs.google.com/document/d/1NM-R5yiUQ9GvvPWxKGT0Xu30-kYWYb_7AJC1pNX7kA8/edit?usp=sharing
 - c. Discussion (suggestions, updates, output, process and timeline):
 - i. We currently have library institutions, healthcare, higher ed, government and K12 – are we missing anyone?
 1. Public service i.e. National Weather Service
 - a. Could we add another category for organizations that don't fall in one of those verticals? Yes.
 - b. We could use "cultural organizations" – this could fit for museums and other non-profits.
 2. Does anyone else use different language or have any others to add?

- a. Public radio. These could fall under “public media” as a category.
 - b. Nonprofit cultural institutions
 - c. Would all of these fit under a “nonprofit” or is that too general?
 - i. When we talk about value, we’d want to be more specific
 - d. Electric Co-Op, Ag Research and Co-Ops are a couple others
 - 3. The intent of the folder is to provide a template that can be used to create documents for each of these verticals.
- ii. Could we add testimonials?
 - 1. Yes.
 - 2. In the high-level document? Or one to work in each of the verticals? Both. Would be good to have a testimonial in the main document and then a list of testimonials available – a repository by vertical for regionals to pull into the main document as they align in a specific instance.
 - 3. It could be sliced by vertical market, use cases, benefits, etc. – so it would be good to consider the architecture of the whole document.
- iii. Is there a reason the higher ed icon is larger than the others?
 - 1. It was to highlight where the R&E roots are (in higher ed) – also to demonstrate that it’s a consistent common vertical across the regionals. All of them have this vertical compared to the other verticals.
 - 2. Does it make sense to keep it that way?
 - a. No. Keep everything equal. Agreed.
- iv. Is CEN going to be working on this again with The Quilt? I hope so.
- v. Cloud is more important now than when we did this before.
 - 1. Consider these three buckets
 - a. Advanced transport architecture
 - b. Network to cloud
 - c. Security
 - i. Does anyone have anything that has already been written and has been successful?
 - 1. Nimota to send Jennifer the language that OSHEAN uses for Security.
- vi. Are there any others that need to go on or come off - determine which are the biggest values.
 - 1. Elicit from this high-level doc
 - a. Have them call on a subject that isn’t something we used to be known for, i.e. we’d like them to call us when they’re considering migrating to the cloud or security, for example.
 - 2. We need a call to action? Yes, we want this to elicit that response when they’re reading this.
 - a. We could add language that says to call and where to find us.
 - 3. Update the statement to include all the services/offerings at the bottom
 - a. Content/purpose-routing vs traditional commodity routing
 - 4. Resource sharing – cuts across all three of the main columns
 - 5. Add a space to plug in an individual RENs organizational information – along the lines of that call to action

- vii. REN is not defined on the document.
 - 1. Use Research and Education Network (REN) in the document so it defines the REN
 - 2. Are there for-profit RENs? Yes.
 - viii. Anything else to add?
 - 1. Does it work to have that the network is part of a national and international community? Yes.
 - a. Do we draw this out as a separate benefit?
 - b. Does redundant work in this section? Resilient is a better word.
 - 2. Do we highlight the communities of practice in the document? No.
 - a. Rework the “nationwide communities” to be “communities of practice”.
 - d. Jennifer to clean up the language of the main document and start work on the testimonial repository
 - e. Committee members to send Jennifer language they’ve used with success to be added to the repository as well.
- 3. The 2020 Quilt Circle
 - a. Call for articles - January 6
 - b. Deadline February 14
- 4. 2020 Quilt Winter Member Meeting - In-person meeting agenda and confluence session
 - a. NSF information – highlight how we’re getting that information out to our members
 - b. Members encouraged to send agenda topics to Jennifer
- 5. Open Mic
 - a. OSHEAN – cybersecurity workshop in partnership with a member
 - i. Also planning a smaller workshop in January
 - b. Quilt – eSports will be added to our agenda on Friday for the WMM
 - c. Will we be able to join the WMM by conference call? In the past we haven’t been able to pull it off but we’ll see if we can add this so everyone can be part of the conversation.
- 6. Next Call - Monday, January 27th
 - a. Results for the 2019 Outreach Survey
 - b. Calendar invites for 2020 will be coming out soon.

END CALL