

## **Communications Working Group Meeting**

February 8, 2017

### Participants

April Goode – OneNet, OK 45 ppl total  
Jennifer Oxenford – KINBER, Penn 8 people  
Sheri Prupis - NJEDge Net, 15, 5 contractors, 5 as needed basis  
Noah Garrett – NGC Communications, works w/ MCNC and Quilt  
Caroline Weilhamer – I-Light and Indiana GigaPop, 10  
Nimota Garcia – OSHEAN, 21 ppl  
Darleene Heath – MCNC, 81 ppl  
Heather Starks – I-Light and Indiana, 10 ppl  
Dawn Thurnau – MORENet, 90 ppl  
David Mann – FL LambdaRail, 10 admin...  
Jennifer Griffin – The Quilt

New question for discussion stemming from this morning's CEO meeting:

What are we?

Service providers or Member Organizations...

CW – We are member organizations, in addition to the membership

We're the umbrella of everything

DH – Reviewed the agenda with the group

### **Thought Exercise of relaying invoicing**

1. Consider sending organization's information with invoice. Within billing, this is a list of everything we provide for you...services we provide for you
  - a. For example: SP – sent letter to member institutions, twice, sent out letters to presidents, what paid for, rec'v, and value add, including meetings and such of stuff that they do not pay for. Opp to show who NJEdge is and what they stand for. Any piece of paper is communications doc, tagline and/or missions statement needs to be included, appropriate logo, branding is very very important. Invoice needs to be more detailed so members know they aren't comparing apples to apples (Comcast members example). Decide whether invoice info has
2. Consider using a "value calculator"
  - a. For Example: DT – Value Calculator – website that lists all the services as part of the service package. Scroll over box, internet service comes with XYZ, customized for members. Developed In-house, using Drupal, marketing campaign, includes QVR codes1 on 1 visits, go to web portal and shows, pre-populated info or option to put in own range. Al la carte option, then they can put 0
  - b. DM – Merit had a pdf that compared the numbers directly
  - c. AG – due to Erate can't be offered, they have a SPIN (USAC)
3. Billing topic – DM – consider billing dept are sending copies of invoices to "relationship folks" and to notify those that a bills rec'

Group members went through the members they serve. Considerable overlap in types of constituents served.

New Item for discussion: Who are we member organizations, or service providers?

- CW - We are member organizations, no service providers
- DM - Member organizations who do not sell services. Costco, Supermarket comparison....you don't have the right to just go into Costco.

JG – Steve...was the one who came up with the question...Service provider vs Member Organization.

- a. Does your org have an advisory council? An advisory council is representative of and pints towards a member organization vs service provider.

All present agreed that we are member organizations as opposed to service providers.

### **Press Releases**

- SP –NJEDge gearing up to do more press releases. Possibly weekly.
- DT – Mention, free account. For press release, letterhead from President, takes time, pictures inclusion
- AG – has to work with regents communications dept., most success, is personalize it for the region or city. local business journal wants personal calls.
- NG – Relevancy of PR, take it a step further, is your content newsworthy or shareworthy....Publications want clicks, want traffic.70% more pickup with infographic. Consider Video “newsletter” with leadership. (\*List/Post featured content in twitter, Facebook – whichever is appropriate for the content and audience)
- AG – not many PR are generated
- DM – have to keep in mind “yes...but” What is their motivation?

### **Working Group Goals**

- DH - Using the Communications list more on things that we need and want to learn about and need answers on. Use to seek advice from and share best practices with colleagues., i.e Sheri's PR questions
- IU Video Bridge – set up call with invite to monitor who's on the call

Possible topics for future meetings

- SP – Folks on call do 10 minute presentation on anything....communications related. Try to schedule these in advance.

- DH – Have the meetings scheduled monthly, and if there isn't on the agenda by 3 days in advance, we will not have the call.
- SP – Noah talk about strategies and best practices for acquiring feel good stories, and telling the stories of customers (as opposed to technical stories, new services and products, etc.).
- CW – look for those feel good stories
- JO – Process for getting stories....meeting with CIO's, Directors, Engineers
- DM – How do you get to those folks that need to be spoken to
- AG – get the initial intro, and strike up relationship, now direct contact is there and don't have to go thru folks

**Tools used to communicate with constituents and gauge interaction include:**

- Mail Chimp, google analytics, constant contact
- LinkedIn– has been used most effectively for recruiting, instead of posting “shareworthy/newsworthy” info
- Salesforce – business services trafficking system
- SP – Cvent is used for event, but authoritative list is in Salesforce which provides EVERYTHING needed by NJEdge.
- AG – Salesforce is customized for them. Used a company to customized but there is a staffer on staff, stream process has had an effect on provisioning
- JO – tracking member communications, look at salesforce, but it's a big process. It's a huge timesink, but if you want the integrated approach, it's very timing
- CW – using Service Now, contracts and comm for Salesforce, but Service now is ticketing system, provisioning tickets migrating from Footprints
- SP – Fresh Desk for NJEdge, for ticketing provisioning

Tools used for ticketing include: Footprints, ServiceNow

SP – expand lists, as we reach out to other verticals, have to change the programming we do – break through the ceiling, do they need us to be there professional organization. Playes the role of local Educause

**Conferences**

Member conferences and events vary in size, length, etc. Jennifer O. and Sheri P. and going to develop/share a template for their annual meetings and discuss during our Feb. call.

OneNet – Does not host annual forums for customers

MCNC – Annual NCREN Community Day is on hiatus for 2017. Exploring new engagement options.