



Communications and Outreach Group
January 30, 2017

Participants:

Jennifer Griffin, Darleene Heath, Nimota Garcia, Brynn Deprey, David Mann, Lance Neal Sheri Prupis, Dawn Thurnau, Fabian Guerrero, Kate Adams,

Meeting Notes:

1. 2017 Winter Member Meeting

a. Communications in-person – Agenda

i. Working Group Goals

1. Monthly Agenda
2. Best Practices
3. Outside Resources

ii. What's on the Horizon for the group

1. 2017 Quilt Circle

iii. Press Releases

1. Templates
2. Distribution channels
3. Frequency
4. Target populations

a. Higher ed

b. Thought exercise of relaying (invoicing-

- i. Bills don't go to the purchasing decision makers
- ii. Arm business development with value
- iii. Bulk of communication is person to person
 1. Personal relationships

iv. Meeting Logistics

v. Meet from 1-3 with option to go later

b. Joint time with Quilt Financial Focus Group and Quilt Services Working Group

i. Network value-adds: What matters most to your membership?

ii. Service costing/pricing best practices

iii. Roll-out of services and Erate implications

iv. Product lifecycle best practices

v. Promoting / marketing new and existing services (what, how, where ...)

1. Communications is here to support Services and FFG
2. Communications asked to write things they don't know about
 - a. Bullets to document
3. Size of administrative staff (everyone not in engineering)
 - a.

vi. Voice of Customer: techniques and best practices for gathering member feedback (and incorporating into service decisions)

1. Who leads these conversations? Mostly it is the services people
2. MOREnet - Services and marketing are the same Meet once a month and Create a road map together

3. OSHEAN - Member services is communication the same
4. FLR – AdHoc
5. NJEDGE – Weekly Staff meeting
- vii. Peering – both around who folks are peering with (more service related) and how (including how much is or isn't) being shared with members.
- viii. Digital collaboration platform for member communities
- ix. VMware Convenience Contract
 1. Status
 2. Next steps
2. Roundtable updates as needed
3. Future Topics / Presentations
4. Next Call - Monday, February 27th
 - a. Debrief
 - i. In Person
 - ii. Trifecta