



Communications and Outreach Group
February 27, 2017

Participants:

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Meeting Notes:

1. Recap 2017 Quilt Winter Member Meeting
 - a. Communications & Outreach Meeting
 - i. Problem of the day
 - ii. 15 Minute review
 - iii. Want this hour to be positive and worth while
 - b. Trifecta Meeting
 - i. There are 5 stakeholders / areas of interest
 1. Financial Focus Group
 2. Services WG
 3. Communications and Outreach
 4. Network / CTOs (suggested by group)
 - a. Security and Technology are they separate groups?
 5. CEOs (suggested by group)
 - ii. Formalize Group - Collaboration Working Group
 1. Gather top 1-2 topics for each working group and share with CEO RT
 2. CEO roundtable may come up with long-term projects to assign to the FFG and other working groups
 3. CEOs have conversations but the other staff doesn't know what conversations are happening. It's important for staff from other parts of the organization be part of the conversation
 - a. Example:
 - i. Fiber-swap agreements / Fiber IRU
 - ii. Costing allocation and Pricing (essential to gather this information)
 - iii. DDoS conversation
 - iv. Internet2 scrubbing service
 - v. DC situation / National conversation
 - vi. Enhancing a security product
 - vii. What are we doing about...
 4. It is beneficial to have a different mindsets at the table
 5. Be mindful of work already done in other working groups / be part of that dialogue
 - iii. Communication between Working Groups
 1. Readout summary to all groups
 2. Include a member of CEO-RT on "Quarterly Collaboration Call"
 3. Interest in Merit's Collaboration tool

- a. May be a good Beta program for wider Quilt Community
 - b. Suggesting special pricing (David Dennis)
 - 4. Use the Discuss mailing list to develop ideas
 - iv. Member Meeting Participation
 - 1. 15 minute re-cap of groups on first day of Quilt Meeting agenda
 - 2. Choose a "hot topic" and have Panel discussion with member of each individual group
 - 3. Meet as Combined Group again
 - a. Discuss how to format
 - v. Tasks:
 - 1. Schedule Combined Group Follow-Up Call
 - 2. Create summary of Trifecta Notes
 - 3. Create new Group List Serve
 - a. Ask who wants to be added to new listserve
 - 4. Set up base camp for Combined Group
2. Annual Meeting Template (Oxenford & Prupis)
- a. Objective of annual meeting (i.e., why are you doing this and what do you hope to achieve by this activity/investment. Note: could be more than one, could be dependent on whether you are targeting one sector or many sectors.
 - b. Key Logistics
 - i. Dates
 - ii. Venue (hotel facility, university/campus venue, will the venue location rotate or always be in the same place)
 - iii. Note, ideally these should both be finalized a year out so you can announce at current conference, one year prior.
 - c. Program
 - i. Be mindful of how many sectors you have in the room
 - 1. Plenary should be a broad conversation
 - 2. Focused conversations can be left for break outs, tracks or summits
 - a. Solicit from membership
 - d. Sponsors/Vendors
 - i. How do you engage?
 - ii. Is there a financial motivation or engagement motivation
 - iii. How do you market opportunities
 - iv. How do you keep this from being, "too sales oriented" while allowing for their positive ROI
 - v. CEN moved away from sponsors ability to "buy" sessions
 - 1. This allows for CEN to control the overall balance of the program
 - e. Community Engagement
 - i. There are moving pieces and need to consider in the planning process
 - 1. Meals, Evening Social Events, Swag
 - ii. Costs
 - 1. AV is a huge cost
 - a. Agree that anything that is hardwired in the room should not be charged for these items
 - b. Meet with AV very early
 - c. Our definition of Bandwidth isn't your definition of bandwidth.
 - f. Financials
 - i. Is financial goal to make money or is it a loss leader to develop community and increase business?
 - g. Communications
 - i. Publicizing the conference is essential for the success
 - ii. Live event communications needs (twitter, social media)

- h. Assessment
 - i. Survey (survey at conference, post-event survey)
 - ii. This helps in planning for the next video
- i. Capturing meetings
 - i. Recording, live streaming, archival
 - ii. How do you capture and budget
- j. Staffing/Resources
 - i. Think creatively about
- k. Question and Answers
 - 1. Where do you list awards
 - a. Innovation?
 - b. Up and coming young leaders?
- 3. 2017 Quilt Circle Update
 - a. Carol Leading the project
 - b. 8 articles and 3 more coming in
 - c. Bar has been set high for past publications
- 4. Next Call: Monday, March 27, 3:00PM-4:00PM ET