



# Outreach Working Group Overview

- **Hi Level Scope: improve & broaden IPNSIG outreach activities & program to better support our broadened IPNSIG Strategy and Roadmap**
- **Phase 1: Define the program**
  - Identify long term value
  - Identify As Is state
  - Identify Quick Wins
  - IPNSIG Board review of hi level OWG charter document



# Phase 2: Defining Subgroups

- Context: we need to go beyond “traditional” ISOC Chapter/SIG outreach efforts (events & projects)
- “Subgroups” (SG’s) need to be created to support the Strategy & Roadmap

Title	Description
Webinar Subgroup	Planning & production of frequent webinars on topics aligned with the SWG
Website Subgroup	Develop & maintain <a href="http://ipnsig.org">ipnsig.org</a>
Social Media Subgroup	Social media penetration, SEO, membership engagement
ISOC HQ Relations Subgroup	Attend regional leadership mtgs.; maintain regular contacts with Community Manager
IPN Global Leadership Outreach Subgroup	Broaden and deepen outreach to the global academic, professional, research and space agency community



# Phase 3: Resource & Implement the Plan

- Resource SG's from within membership with Leadership from Board

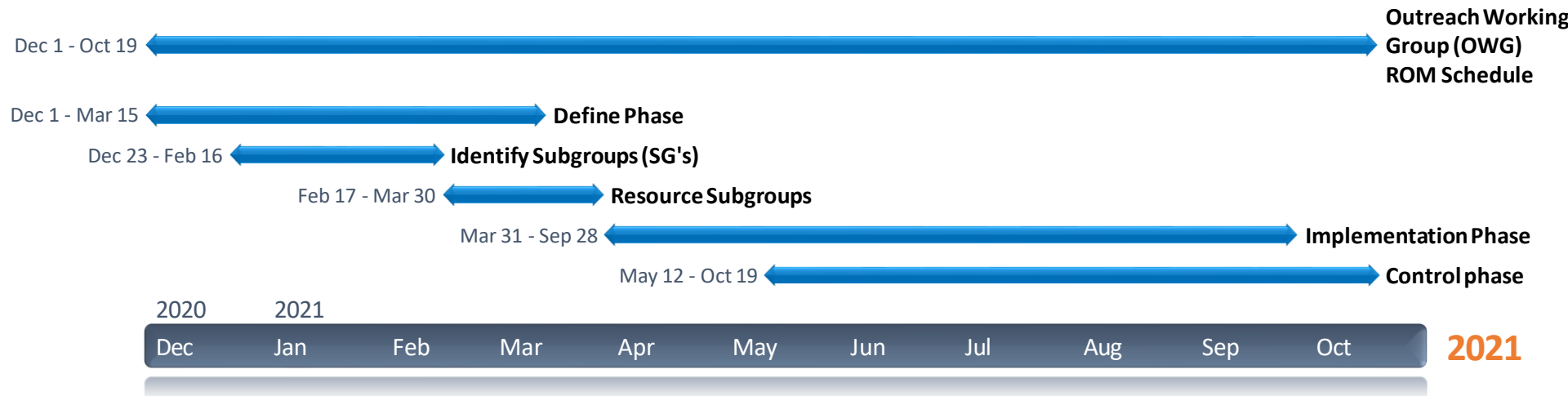
Title	Description	Leader(s)
Webinar Subgroup	Planning & production of frequent webinars on topics aligned with the SWG	Mike Snell (expect Oscar Garcia will co-sponsor)
Website Subgroup	Develop & maintain <a href="http://ipnsig.org">ipnsig.org</a>	Oscar Garcia (Mike Snell will help)
Social Media Subgroup	Social media penetration, SEO, membership engagement	Mike Snell (will engage outside expertise)
ISOC HQ Relations Subgroup	Attend regional leadership mtgs.; maintain regular contacts with Community Manager	Keith Scott (Mike Snell will assist)
IPN Global Leadership Outreach Subgroup	Broaden and deepen outreach to the global academic, professional, research and space agency community	Scott Burleigh (Mike Snell will assist)



# Phase 4: Control Phase (Maintain the Gains)

- Each SG will have a deliverable of documenting core processes and procedures necessary to establish a self-sustaining ongoing program
  - IPNSIG is a volunteer army. Leaders and members change. Our outreach program needs to be self-sustaining.
- Appropriate metrics will be collected on a dashboard to assure the board of the health of each SG program

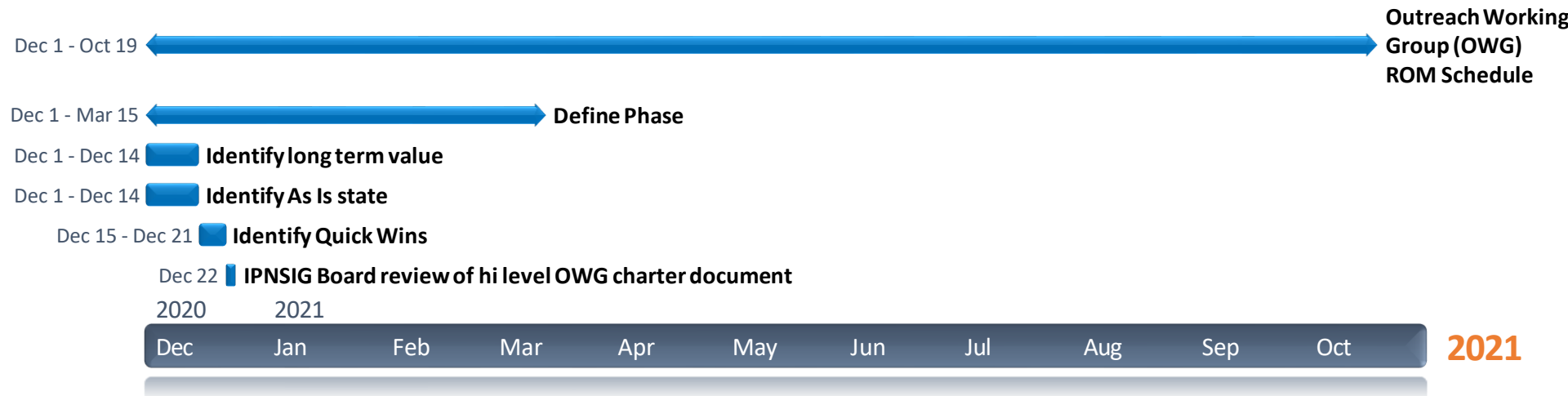
# IPNSIG OWG Timeline – Overview



Click on each time line to see detail

Click [here](#) to advance to next section

# IPNSIG OWG Timeline – Define Phase



# IPNSIG OWG Timeline – Identity Subgroups (SG's)

Outreach Working Group (OWG)  
ROM Schedule

Dec 1 - Oct 19

Dec 23 - Feb 16 Identify Subgroups (SG's)

Dec 23 - Dec 29 Webinar SG Charter

Dec 23 - Jan 12 Website rebuild SG

Dec 23 - Jan 12 Social Media Amplification SG

Jan 13 - Jan 26 ISOC HQ Relations SG

Jan 13 - Feb 9 IPN Global Leadership Outreach SG

Feb 10 - Feb 16 IPNSIG Board review of SG Charter documents

2020

2021

Dec

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

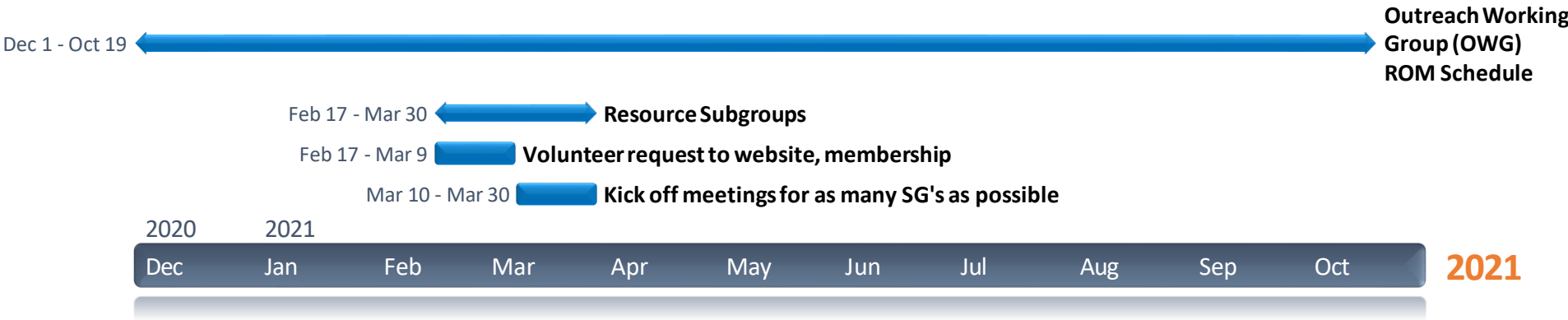
Oct

2021

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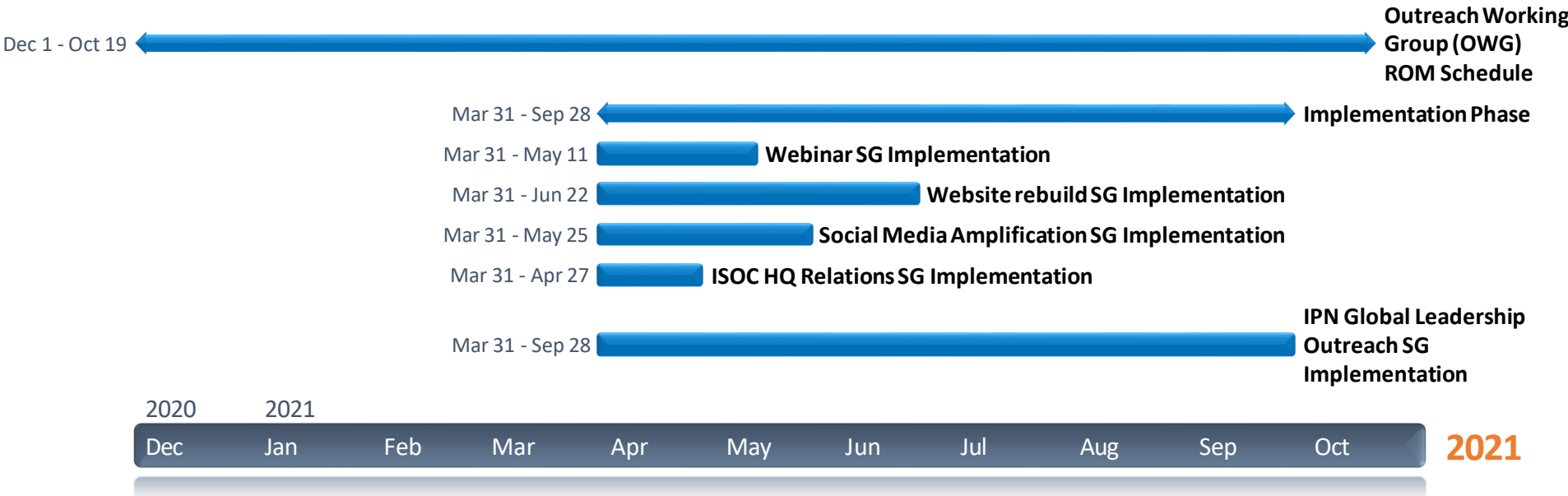


# IPNSIG OWG Timeline – Resource Subgroups (SG’s)

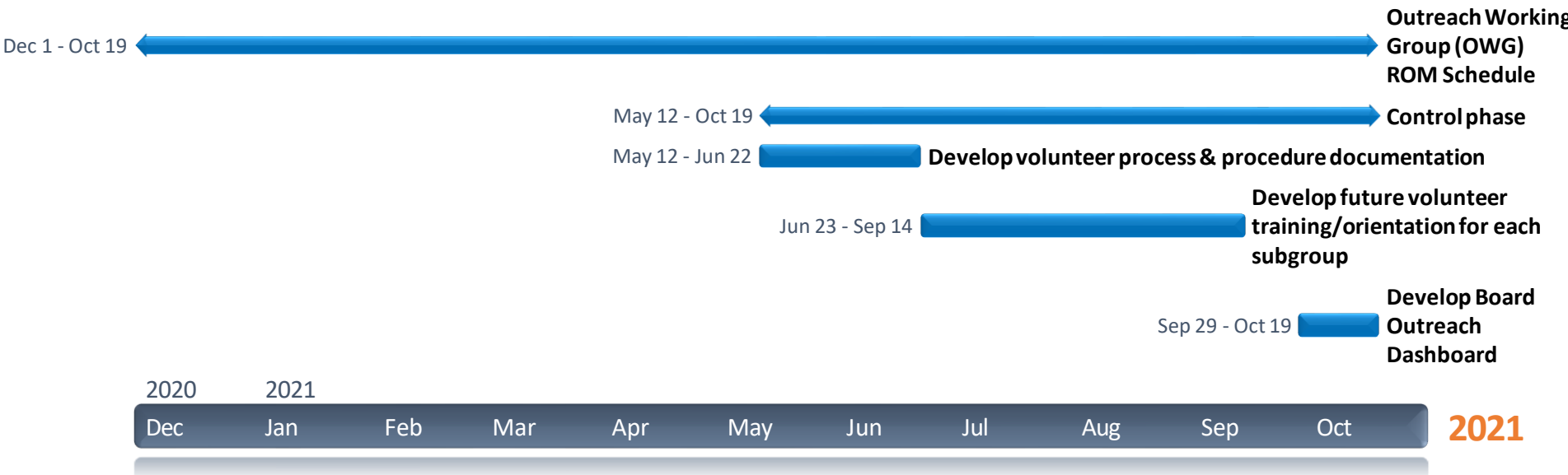




# IPNSIG OWG Timeline – Implementation Phase



# IPNSIG OWG Timeline – Control Phase





## OWG SG Participation Needs

Title	Description	Expertise Needed
Webinar Subgroup	Planning & production of frequent webinars on topics aligned with the SWG	Major video webinar platform familiarity (Zoom, Meet) Task and team management Video editing YouTube channel management
Website Subgroup	Develop & maintain ipnsig.org	Familiarity with Web Hosting management Familiarity with WP backend preferred Familiarity with SEO
Social Media Subgroup	Social media penetration, SEO, membership engagement	Familiarity with major social media platforms: Facebook, Twitter, Instagram, YouTube
ISOC HQ Relations Subgroup	Attend regional leadership mtgs.; maintain regular contacts with Community Manager	Availability to attend regular and ad hoc meetings with ISOC HQ staff and report to the board on issues and resolutions. Should be a board member
IPN Global Leadership Outreach Subgroup	Broaden and deepen outreach to the global academic, professional, research and space agency community	Manage global project team managing broad variety of projects providing centralized location for annotated links to best and most current DTN/IPN research; amplifying academic and professional conferences and highlighting space agency activities for the IPNSIG community.