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

<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
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<tbody>
<tr>
<td>Webinar Subgroup</td>
<td>Planning &amp; production of frequent webinars on topics aligned with the SWG</td>
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<tr>
<td>Website Subgroup</td>
<td>Develop &amp; maintain ipnsig.org</td>
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<tr>
<td>Social Media Subgroup</td>
<td>Social media penetration, SEO, membership engagement</td>
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<tr>
<td>ISOC HQ Relations Subgroup</td>
<td>Attend regional leadership mtgs.; maintain regular contacts with Community Manager</td>
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<td>IPN Global Leadership Outreach Subgroup</td>
<td>Broaden and deepen outreach to the global academic, professional, research and space agency community</td>
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Phase 3: Resource & Implement the Plan

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

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

Dec 1 - Oct 19

Dec 1 - Mar 15
Define Phase

Dec 1 - Dec 14
Identify long term value
Identify As is state

Dec 15 - Dec 21
Identify Quick Wins

Dec 22
IPNSIG Board review of hi level OWG charter document

2020 2021
IPNSIG OWG Timeline – Identity Subgroups (SG’s)

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
IPNSIG OWG Timeline – Resource Subgroups (SG’s)

- **Dec 1 - Oct 19**: Outreach Working Group (OWG) ROM Schedule
- **Feb 17 - Mar 30**: Resource Subgroups
- **Feb 17 - Mar 9**: Volunteer request to website, membership
- **Mar 10 - Mar 30**: Kick off meetings for as many SG's as possible

Click to return
IPNSIG OWG Timeline – Control Phase

Dec 1 - Oct 19

May 12 - Oct 19
Control phase

May 12 - Jun 22
Develop volunteer process & procedure documentation

Jun 23 - Sep 14
Develop future volunteer training/orientation for each subgroup

Sep 29 - Oct 19
Develop Board Outreach Dashboard
# OWG SG Participation Needs

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<th>Expertise Needed</th>
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| 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. |