TF PR & Outreach Task Force

Update Nov 2013

Where are we today?

- July 2013, ISMB GOBLET meeting: first steps & actions set out presented.
- Today: Provisional Communications Plan has been sent to GOBLET Exec in October 2013.

People

- Aidan Budd (chair, EMBL)
- Tracey Timms-Wilson (CEH)
- Vicky Schneider-Gricar (TGAC)
- Karin van Haren (NBIC)
- Celia van Gelder (NBIC, CMBI)
Key points of the plan

• Stakeholder analysis
• List of communication vehicles
• Aims of communication per stakeholder plus main message
• Important: Social media (LinkedIn, Twitter), choice of names
• Proposed next steps for new Chair
  • Identify priorities for stakeholders (in Operational Board)
  • Develop social media policy
  • Join forces with the TF Funding for specific activities (e.g marketing plan, making of brochure)
Stakeholders

1. Educators/trainers from affiliated organisations
2. Trainers from organisations who are not affiliated to GOBLET (yet)
3. Signatories of MoU
4. Individual GOBLET members
5. Students
6. Teachers in secondary education
7. Funding organisations
8. Additional minor stakeholders: life science researchers, patent examiners, patent attorneys, publishers, private training companies (e.g. OpenHelix), conference & event organizers, etc.
Stakeholders –
Trainers from affiliated organisations

• Aim:
  – community building,
  – keeping them informed of and contributing to GOBLET's activities,
  – and to collect their input/feedback on GOBLET policy and other activities.

• Main underlying message:
  “You are involved in GOBLET. We value your input and experience: share it!”
Stakeholders – Signatories of MoU

• Aim:
  – keep them informed about the progress GOBLET makes
  – get them to participate actively and constructively in GOBLET's activities and committees
  – to demonstrate to them that it is beneficial and worthwhile for their organisation to be a member of GOBLET
  – to show them that the money they pay in membership fees is well spent.

• Main underlying message:

  “Your organisation is a partner in GOBLET and that is a good thing for you, your organisation, and bioinformatics training in general; you can be proud of this, and it will benefit you and GOBLET to tell others about GOBLET's activities and evangelise for it, your membership fees are well spent”
Two more things for now

• Your input is more than welcome!
  – Give your feedback on the plan in its current form
  – Take a seat in the Task Force!

• Recent: How to proceed with all@mygoblet.org?
  – Do not use it for announcing courses, jobs etc!!
  – BUT: there is a need to communicate this? How?
    • Jobs on the goblet site?
    • Courses are on GOBLET site but this is passive (versus actively targeting people)
    • Newsletter for GOBLET members?
    • Make new mailinglists specifically for different purposes?
    • Other ideas?