

OSG Communications Area

Important Questions

- Are the changes to the Newsletter distribution and focus appropriate?
- Are the Research Highlights reaching the right audience? Are they a good PR tool for OSG? What can be done to provide better content/timing/distribution?
- Is the www.opensciencegrid.org a site we are happy with? If it is not, are we willing to provide effort to redesign and keep current?
- What presence do we want to project for renewal?
- How important is it to OSG to change the current communication presence?

Supporting Slides

Accomplishments

- Web Presence Inventory
 - Talked briefly with an external contact
- Restructured Newsletter
- 10 Research Highlights (6-14 to present)
- Minor Updates to the Homepage

Important Issues

- Less than 0.5 FTE of effort
 - Much of which went to AHM Planning in winter/spring
- Continued struggle to get newsletter and research highlight leads
- Secondary check of article accuracy
- Dropped some presence

Plan for Next Year

- This is dependent on how we answer the questions in Slide 2.
- Without additional effort we will maintain the current research highlight releases, newsletter distribution, limited Twitter presence, and maintain the current web site.
- Everyone in this room does should have responsibility for communication

Future Projects

- Prepare web/social media presence for renewal