

Sustainability organization and outreach

What kind of outreach activities are you doing to grow your user base, and how could a sustainability organization help?

The responses describe a variety of outreach activities being conducted to grow the user base, such as:

1. **Tutorials and Workshops:** Many respondents mentioned conducting tutorials at workshops and conferences, including specialized events like the Snowbird meetings. Some have suggested the possibility of small workshop-like meetings to bring together Application Development and Software personnel.
2. **Annual User Meetings:** These are also a common way of engaging with the user base, often coupled with graded quality assurance and engineering service for testing.
3. **Community Engagement and Support:** Programs like "Call the Doctor", Birds of a Feather (BoF) sessions, and User Group Meetings have been mentioned. In addition, organizations like the ExaHDF5 team organize specific community events such as the HDF5 User Group meetings. They have also released resources such as the h5bench for users to test performance and reuse code.
4. **Online Resources:** Online tutorials related to new features are provided by some organizations. Other online activities include running a YouTube channel, and some organizations have expressed the need for more regular online training events.
5. **Conference Activities:** Participation in conferences via presentations, talks, posters, live demos, and hosting tutorials are frequently mentioned outreach methods.
6. **Virtual Training and Advocacy:** Some organizations provide virtual training and promote their tools within specific networks, such as the Department of Defense (DoD) programs.
7. **Developer Collaboration:** Some respondents mentioned the importance of working directly with developers, possibly through hackathons and workshops.

In terms of how a sustainability organization could help:

1. **Organization and Support:** Assistance in organizing and supporting these activities is frequently requested. This includes support for staff and infrastructure, coordinating courses and workshops, and helping with technical aspects like containerization, integration through Jupyter notebooks, advertising, etc.
2. **Endorsement and Advocacy:** Some organizations could benefit from official endorsements, or advocacy within specific networks and programs.
3. **Expanding User Base:** A sustainability organization could help identify new groups that could benefit from these tools, or assist in diversifying the user base by reaching out to communities like AI, Big Data, and Data Science.
4. **Increasing Visibility:** There's a desire for sustainability organizations to help increase the visibility of these tools beyond current circles.
5. **Development Support:** This could involve helping with the addition of functionalities, documentation, and improvement of build systems.