

[Chat Transcript] Session 3: Marketing and Communications

13:06:33 From Apurva Ashok : <https://www.rebus.community/t/project-homepages/2004>

13:06:43 From Alexis Clifton : I'm trying again with my project page now

13:08:36 From Zoe Wake Hyde : Hi everyone! Sorry I'm late joining today :)

13:13:31 From Zoe Wake Hyde : Really appreciate seeing that IDK option used! It's a new option and seeing it used so much already is really validating what we thought - that licensing decision is one people want some time with

13:16:36 From Zoe Wake Hyde : Hahahaha omigosh

13:16:44 From Zoe Wake Hyde : That's very funny

13:16:45 From Alisa : Alexa never stops...

13:17:12 From Zoe Wake Hyde : Yay!

13:17:24 From Alexis Clifton : I've had so many Alexas pop on for people I'm on Zoom calls with, as they try to address me by name....

13:18:03 From Zoe Wake Hyde : Noted on the need to upload - we have discussed it, but it's a bit of a bigger technical feature

13:18:45 From Zoe Wake Hyde : No, Google Drive requires authentication complications, unfortunately - if you have a Pressbooks shell set up, that can work, or any WordPress site

13:21:05 From Zoe Wake Hyde : Ah - we have excluded ND deliberately

13:21:07 From Zoe Wake Hyde : Let's talk

13:24:57 From Zoe Wake Hyde : Love it, Alexis :D

13:25:11 From Alisa : It's definitely a bigger discussion I want to have. I personally feel that if we want to publish CC we should make it as open as possible, but we also have noticed that our community of lawyers and legal professionals want the more protective / restrictive licensing options. I think they just aren't familiar with CC licenses and maybe it scares them!

13:28:24 From Zoe Wake Hyde : Yea, it's very interesting to think about it in your context. I'm interested in whether we can support that conversation.

13:28:30 From Zoe Wake Hyde : Hahahaha

13:28:33 From Zoe Wake Hyde : It was a joy!

13:29:13 From Alisa : Thanks!!

13:29:39 From Alexis Clifton : @Alisa, we also have some documents from the Open SUNY Textbooks projects a few years ago and SUNY Legal, about appropriate licenses for that series of books

13:29:52 From Alexis Clifton : Those ended up as CC BY NC SA

13:30:03 From Zoe Wake Hyde : Oh fabulous, thanks Alexis

13:31:43 From Alfred U : For The Island Heritage project we had discussed 5 particular licensing plans for particular sections of our project as opposed to one overarching license for all 5 sections.

13:35:23 From Alisa : That would be great to see Alexis!

13:37:02 From Alisa : That's a good point Alfred. Some parts of books may be better suited with a different license than other parts. Like photos or oral histories etc.

13:37:09 From Alexis Clifton : I'll do some digging, Alisa

13:37:28 From Alisa : Thanks!

13:50:32 From Zoe Wake Hyde : Looking for links now!

13:50:46 From Zoe Wake Hyde : I love that both panels had good representation from the team as a whole

13:51:16 From Zoe Wake Hyde : The OER course markings one had a project manager, two lead editors, a section author and a peer reviewer

13:52:17 From Zoe Wake Hyde : Here's their session description (if you can access it):
<https://opened19.exordo.com/programme/presentation/372>

13:52:54 From Zoe Wake Hyde : And the LGBTQ+ Studies session:
<https://opened19.exordo.com/programme/presentation/356>

13:57:14 From Zoe Wake Hyde : We have some fun stuff coming to help with this more - options for people to join that team group so they can receive updates

13:58:03 From Zoe Wake Hyde : You can publish blog posts in your project discussion place too, if you need somewhere to host your content

14:04:50 From Chloe Lei : I like the idea of making use of your email signature!

14:06:29 From mooredm : A question outside of our marketing topic - in building the home page I am wondering what I should be considering to include in the Resources section

14:08:14 From Alexis Clifton : I just added our Call for Proposals, Rubric for Evaluation, Author Agreement, Review Guide

14:09:50 From Alexis Clifton : Here's the Philosophy page I borrowed from:
<https://www1.rebus.community/#/project/4ec7ecce-d2b3-4f20-973c-6b6502e7cbb2>

14:10:50 From Chloe Lei : I am totally convinced that we should think about marketing from the beginning and making the process transparent and public. However, I know for some , they may be hesitant about it for various reasons, such as the fear of failing, not being able to complete the project. I personally believe that there is as much to learn from failure as from success. but, having said that, do you have any tips to convince those who may be hesitant?

14:12:48 From Alisa : In our case, we wanted to wait until we locked down our editors before promoting our project more

14:14:26 From Zoe Wake Hyde : One way to think about it is whether you would judge someone harshly for not completing a project like this - I think a lot of us are more understanding of other people than ourselves...

14:20:22 From Alfred U : dannick@alfred.edu

14:20:49 From Zoe Wake Hyde : Thanks everyone! Great to see you all

14:21:09 From Zoe Wake Hyde : And I'll keep you posted on platform changes - there are some nice styling refinements coming next week & a couple of bug fixes too