



Enabling Grids for E-science

## NA2 - Dissemination

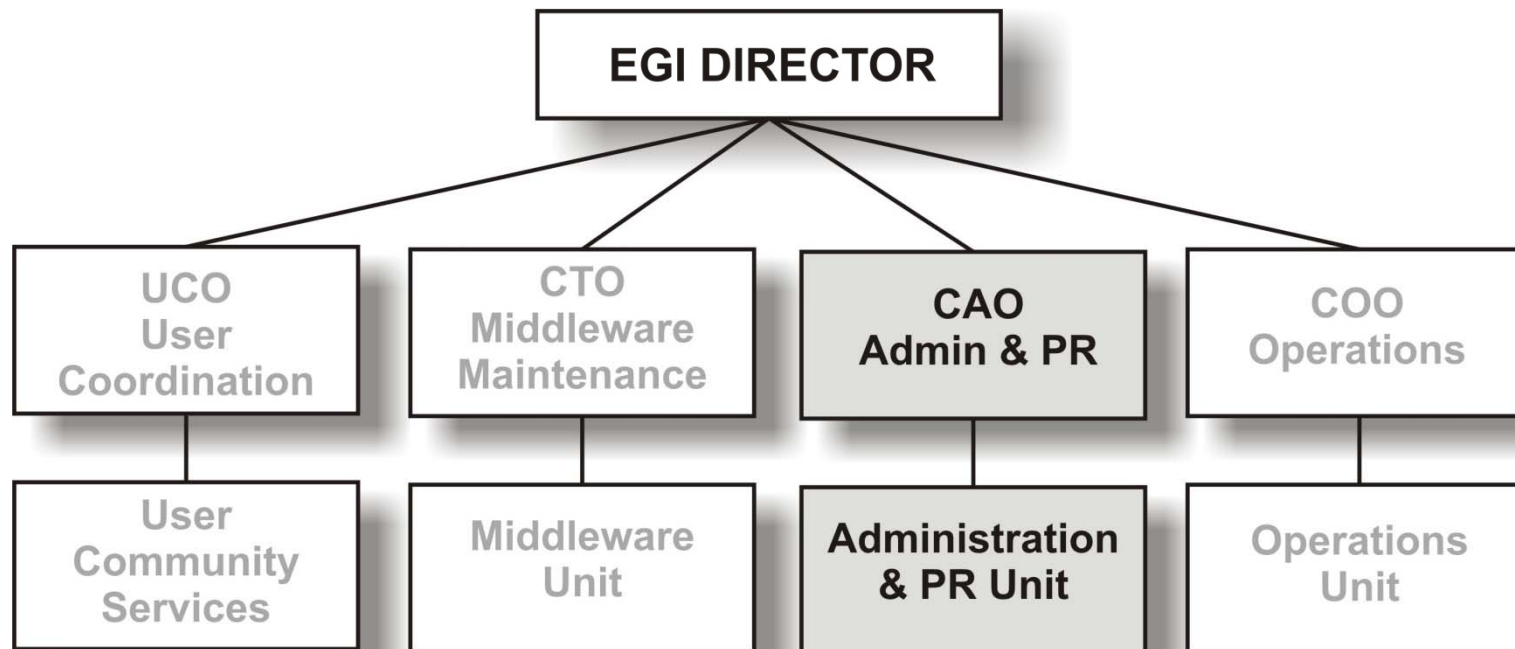
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[www.eu-egee.org](http://www.eu-egee.org)



- Dissemination activities in EGI.org will mostly be covered by External Liaison functions
- These will sit within the EGI.org Admin & PR Unit



- Task mapping

EGEE TASK	EGI Entity	Alternatives
TNA2.1 (Webpages and Design)	EGI.org (Admin & PR)	Technical and specific services to be bought from 3 <sup>rd</sup> party (BELIEF? Metaware? HealthGrid?)
TNA2.2 (Materials and Publications)	EGI.org (Admin & PR) NGIs (0.5 FTE per NGI)	
TNA2.3 (Media, Public Relations and Marketing to New Users)	Possibly EGI.org (User Coordination) for new users liaison Possibly EGI.org (Operations) for the Real Time Monitor	GridTalk
TNA2.4 (Regional Effort)	NGIs (0.5 FTE per NGI)	
TNA2.5 (Management, Admin & Coordination)	EGI.org (Admin & PR)	
TNA2.6 (Business Analysis & Technology Transfer)		Unclear – possibly an SSC?
TNA2.7 (Dissemination & Outreach to Business Communities)		Unclear – possibly OGF-Europe? BEinGRID? NESSI?

- **NA2 interfaces with all EGEE activities to gather and disseminate information (especially NA1, NA4 and the CPLO) via the Activity Management Board, the EGEE Conference and User Forum, mailing lists, EGEE newsletter, Business Forum newsletter and Director's Letter.**
- **NA2 also interfaces with 34 regional partners and the NA2 task leaders through face-to-face meetings, phone conferences and mailing lists.**
- **The External Liaison function of the EGI.org Admin & PR Unit will also be required to interface with the other structures within EGI.org, plus all NGIs and SSCs using similar mechanisms.**

- **NA2 requires close cooperation from other Activity Managers in order to meet its dissemination targets.**
- **EGL.org Admin & PR Unit will also require good working relationships with the other EGL.org Units and the NGIs and SSCs.**
- **Specifically, EGL.org will need access to NGI contacts databases, media lists and publications.**

- **NA2 delivers website and graphics support, publicity materials, information sheets, event booth booking, support with dealing with the media, templates and style sheets for scientific presentations and posters, event management support to other EGEE activities.**
- **EGL.org Admin & PR unit will be required to perform a similar function for EGL.org, but at a much reduced resource level.**

- Resources allocated to EGI.org (Admin & PR) + NGIs

	EGEE Total (PM)	EGI.org	NGI Large (6)	NGI Medium (13)	NGI Small (18)	EGI+NGI (PM)
TNA2.1 (Webpages & Design)	36	24				24
		Web Editor				
TNA2.2 (Materials & Publications)	36	24				24
		Dissemination Support				
TNA2.3 (Media, PR & Marketing to New Users)	48	0				0
TNA2.4 (Regional Effort)	191	0	72	156	216	444
TNA2.5 (Management, Admin & Coordination)	60	24				24
		Dissemination Manager				
TNA2.6 (Business Analysis & Technology Transfer)	26	0				0
TNA2.7 (Dissemination & Outreach to Business Communities)	23	0				0
<b>Section Totals (Current 361)</b>	<b>420</b>	<b>72</b>	<b>72</b>	<b>156</b>	<b>216</b>	<b>516</b>

- **TNA2.1 Webpages & Design**
  - Increased costs and staff effort associated with completely outsourcing technical web support and graphic design
  - Not clear how this will be funded
- **TNA2.2 Materials & Publications**
  - More time spent on liaising with individual NGIs in order to gather content for dissemination
  - No specialist effort allocated for content generation
  - Reliance on distributed effort among NGIs will make it harder to gatekeep the EGI 'brand' and maintain consistent messages
  - Slower response to deadlines due to lack of central writing resource



- **TNA2.3 Media, Public Relations and Marketing to New Users**
  - Marketing to new users may be undertaken by the Operations Unit
  - No specialist effort allocated for media liaison and public relations, leading to reliance on other EU dissemination projects that are subject to short-term funding models
  - Resource allocation for the Real Time Monitor is unclear; this is a key dissemination tool
- **TNA2.4 Regional Effort**
  - Blueprint estimates 0.5 FTE from 38 NGIs but it is unclear how many NGIs will be mature enough to participate from the outset
  - How will EGI.org ensure that real effort is available to the NGI for dissemination? Will 0.5 FTE be distributed over more than one person?
  - At only 0.5FTE per NGI effort may be below 'critical mass' to be effective, if the NGI does not fund additional effort from other sources

- **TNA2.5 Management, Admin & Coordination**
  - EGEE uses a very effective ‘clusters of competence’ model to manage major dissemination functions ie websites, publications, graphic design, events, media liaison & PR, outreach to business community
  - Moving away from this model will substantially increase the administrative burden, reducing the effort available for dissemination

- **TNA2.6 Business Analysis & Technology Transfer**
  - No mechanism within Blueprint to build on outputs from EGEE-III e.g. market analysis, exploitation strategy, SWOT analysis
  - What is the destination for this work if not adopted by EGI?
- **TNA2.7 Dissemination & Outreach to Business Communities**
  - No ongoing support for EGEE Business Associates, Business Forum and Business Task Force
  - No transition for liaison activities with BEinGRID, NESSI and OGF-Europe
  - Major impact on current collaboration work and recruitment of future EBAs and members of the Business Forum if EGEE structures have no home in EGI structures

- **TNA2.1 Webpages & Design**
  - Preparation for archiving of all EGEE sites, past and present
  - Full audit of all websites, across ALL activities (hosting, editors, URLs, management, future beyond EGEE?)
  - Transition strategy for each website (archive, redirect to new website, EGI site, NGI site, SSC site, delete)
- **TNA2.2 Materials & Publications**
  - Archive all materials, templates and images
  - EGEE to EGI transition leaflets and information sheets for EGEE'09 and UF'09
  - Archive all mailing lists and contact databases

- **TNA2.3 Media, Public Relations and Marketing to New Users**
  - Media campaign to advertise the transition to EGI in collaboration with the EGI.org Dissemination Manager
  - Archive media contacts database
  - Work with NA4 to communicate with user communities
  - Transition of events attendance to EGI.org eg SC09 booth
- **TNA2.4 Regional Effort**
  - Archive contacts databases
  - Liaise with regional partners during the transition to NGIs, taking advantage of overlaps in personnel where possible

- **TNA2.5 Management, Admin & Coordination**
  - Coordinate archiving activities, including strategies for websites.
  - Keep in close contact with partners to manage the transition, take advantage of overlaps in personnel between JRUs and NGIs
  - Liaise with the EGI.org Dissemination Manager
  - Work closely with media sponsors ie GridTalk, *iSGTW* and *HPCWire* during the transition to transmit a clear message to the grid community

- **TNA2.6 Business Analysis & Technology Transfer**
  - Coordinate information acquired from BEinGRID experiments, business use cases and/or Constellation Technologies for gLite requirements and benefits to ensure sustainability within the commercial sector
  - Focus activities to better understand exploitation areas within academic institutions (NGIs?) on a national level where network restrictions do not apply
- **TNA2.7 Dissemination & Outreach to Business Communities**
  - Outreach to potential adopters must continue as planned to solidify a place for gLite middleware in respect to other market offerings
  - Dissemination and networking with Grid experts is more crucial than ever to align EGEE business activities with the potential opportunities for EGEE technologies

- **EGL.org Disseminations Manager will be in post before the end of EGEE-III**
- **Sufficient NGIs will sign up to EGL and will have dissemination resources available equivalent to at least 0.5FTE**
- **EU dissemination projects such as GridTalk (closing 2010), BELIEF, BEinGRID will continue to receive funding once EGL.org is in place.**



- **Real Time Monitor**
- **Control of the messaging across NGIs**
- **NGI resources should reach 'critical mass'**
- **Administrative overhead in coordinating with NGIs**
- **Funding for specialist resources ie PR, technical web support, graphic design**

- **Future of the outputs and structures from the business tasks.**
  - Possible alternative strategies include....
    - Transfer of operations to other projects e.g. BELIEF, BEinGRID, NESSI – **issue**: goals already set and resources already stretched
    - Transfer of operations to the gLite Consortium – **issue**: role/objectives in development
    - Structure and information acquired provided to NGIs for local/national outreach – **issue**: limited funding for current mandates and lack of the know-how gained over course of EGEE resulting in slowed, if not loss of, industrial adoption
    - Allow a private company (Constellation Technologies) to offer gLite solutions and develop necessary functionalities required by industry – **issue**: loss of influence on and control over the future of gLite middleware adoption within the commercial sector