



Authentication and Authorisation for Research and Collaboration

Dissemination and outreach plans

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GÉANT

AARC All Hands meeting
30 November, 2016
CERN, Geneva

Agenda

- Objectives of this session
- What does AARC need to achieve regarding communications?
- The plan so far
- What does this have to do with you?
- If time – practical work

Objectives

- Communications plans
 - Get your feedback
 - Assign roles and responsibilities (where relevant)
- Explore your ideas, knowledge, contacts
- Understand your ongoing contributions
- If time – record some key messages / stories

- **BONUS!** Communicate with each other!

NA2...

- Training
- Outreach / dissemination / communications....

NA2...

- Training
- **Outreach / dissemination / communications....**

Comms team

- aarc-comms@lists.geant.org
- Laura Durnford (GÉANT)
- Federica Tanlongo (GARR)
- Sara Coelho (EGI)
- Martine Oudenhoven (LIBER)

Comms plans need to

Support the AARC strategic objectives

- **deliver** production-ready architectural building blocks and best practices to enable research collaborations and e-infrastructures to build interoperable authentication and authorisation infrastructures (AAs) and integrate them into a wider research and education (R&E) ecosystem.
- **support** authentication and authorisation requirements that characterise international research collaborations and go beyond present-day capabilities.

Lay a good foundation & direction for AARC2 comms

Clarify & support AARC's role & position within the AA ecosystem

- AARC as a centre of reference

Communications plans

Take advantage of the strong links between AARC participants and target communities to:

- Seek opportunities for **engagement and two-way dialogue**, rather than only one-way dissemination, to get their inputs & questions;
- **Use expertise of the project participants** to guide the creation of materials appropriate for a given target audience;
- Use **project participants as channels** through which to find and communicate with relevant audiences.

Communications plans

Make use of the interlinked project activities to:

- Find and **tell stories** that project activities have in common and are relevant to a given audience;
- Approach audiences in a way that **efficiently combines information** from across the project that is relevant to them.

Communications plans

In addition NA2-comms will:

- Equip project participants with
 - key **messaging & materials** for events and interactions
 - **relevant skills** so you all can effectively contribute to training, outreach and dissemination activities
 - **internal information** exchange (support NA1)
 - **editorial support** for blogs and other materials
 - **advice and feedback** about your ideas, plans and materials
- Improve the project's web presence
 - plan towards a **restructure** of the website as a shop window
 - **clarify roles** for website, wiki etc
 - set up **social media** channels

Communications plans

In addition NA2-comms will:

- Seek opportunities to constructively use up budget
 - Webinars
 - **Videos**
 - **Graphics...**
- Produce other **materials / news / templates** etc to support / promote
 - Specific task / activity / training outputs
 - The project's overall visibility and messages
- **Monitor** impact / effectiveness

So where are we now? Comms team interviewed

- Skills & synergies check
- given immediate tasks

EGI

- Digest **deliverables** → **infosheets**
- **Website** review & initial proposal
- AARC **roadmap infographic**
- **Tips** on making policy docs simple & easy to read
- **News** – accounting data policy

LIBER

- Complete Federation 101 **factsheet & value proposition**
- Check on upcoming **events**
- Check what **materials where on web** presence – wiki
- Produce infographics

GARR

- Complete **IdP in the Cloud training** material
- Check on upcoming **events**
- Check what **materials where on web** presence – website
- Produce infographics
- [prep review materials]

So where are we now? Activity leaders interviewed

Policy

- Assurance profiles:
 - Best practices guide - include in Y2 review, **disseminate in AARC2** to federations **via REFEDS**
 - **Engagement** with research communities needed on risk profiles – slide set of **basic messaging** internally, include in Y2 review, further planning **in AARC2**
- Sirtfi:
 - Disseminate existing blog
 - Broaden the message for feds when model updated Feb-Mar – **internal messaging, materials**. Support deliverable. **FIM4R** also needs to help push.
 - Universities need to know about it – how reach? Priority to open channels, but **CHALLENGE!**
- Operational models
 - Sustainability for guest IdPs **COMBINE WITH** blueprint & technical model for guest IdPs --> single **set of guidelines**
 - Sustainability CILogon4 Europe: encourage res infras & e-infras to join it, not make own version. Try informal EC **'lobbying'** via new project officer. Target **AARC2 use cases** so **advance awareness**. **COUPLE WITH** info about the pilot
- Snctfi:
 - **TIES WITH** blueprint architecture work. End March completion so include in Y2 review, **follow up in AARC2**.
- Accounting data:
 - Recommendations need more exposure & adoption. **EGI and WLCG** to help 'trumpet' news. Promote **via ELIXIR, FIM4R, PRACE**.

Big picture – policy is important!

- Policy team to find quotes, why needed, how helps - storytelling e.g. animations
- General news, come and add your voice to ensure your interests represented (target res infras)

So where are we now? Activity leaders interviewed

Pilots

- Orcid pilot
 - Res community, e-infras, SPs need to know about this. Could be used to improve level of assurance of accounts.
 - **INTERLINKS WITH** policy work
 - Work with **Niels**
- Social ID
 - **Is this ready to be pushed to community to try?** How best to promote it?. **Pilots session this afternoon.**
 - Work with **Peter Solagna and Mario Reale**
- EZproxy & guest user:
 - Many **libraries** use it to permit access e-resources but can increase their fed access if correctly configured. LIBER & team to survey libraries for feedback on the solution, **focus on those already skilled**. **One-pager** (Paul's) as overview / factsheet. **Infographics**. Need **message for sys admins** they can try and give feedback. Team to collect interviews / quotes / stories / agreement to be followed upon this.
 - **CAN WE ID WHICH LIBRARIES ALREADY HAVE THE PROXY??**
 - **Blog** to be published soon
- RCauth
 - **RELATES TO** policy work so need to co-promote
 - Almost finished connecting to Dutch federation. **Blog!**
 - **Res infras & res communities** target audience – 'glossier'

General points

- No promotion done yet. Need different approach per audience to tell stories & benefits, not just technical content.
 - **HOW REACH SPs** that are beyond the FIM4R res infras?

So where are we now? Activity leaders interviewed

Architecture

- Blueprint
 - V2 due Feb, then **consultation** before final version as deliverable – so **publicise interim** version.
 - **Publicise final** version
 - Target **res infras** that can implement themselves, ELIXIR, (**others?**), and **e-infs** s.a. GÉANT, EUDAT, EGI, PRACE

• Non-web access

- Document in progress relating to cloud SPs
- Need **more targeted comms** for this audience (New Year), including slides with stories & key messages.

General points

- Need to clarify messaging AARC / eduGAIN.
ARE THERE SPECIFIC AUDIENCES THAT NEED TO UNDERSTAND MORE CLEARLY?
- Clearly frame project strategy for addressing the problems we're trying to solve. (DONE)
To be included low-key in blog about this meeting.

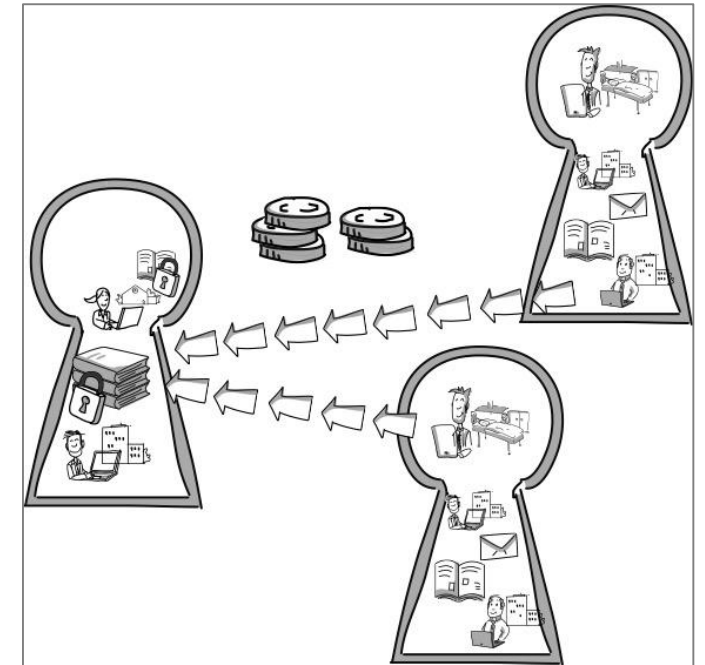
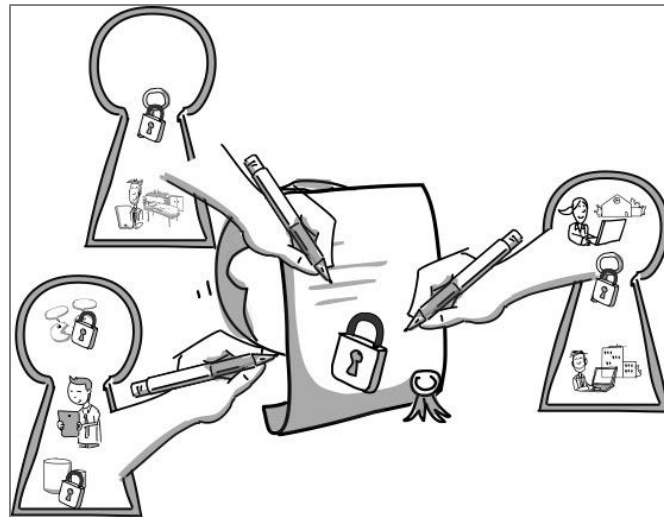
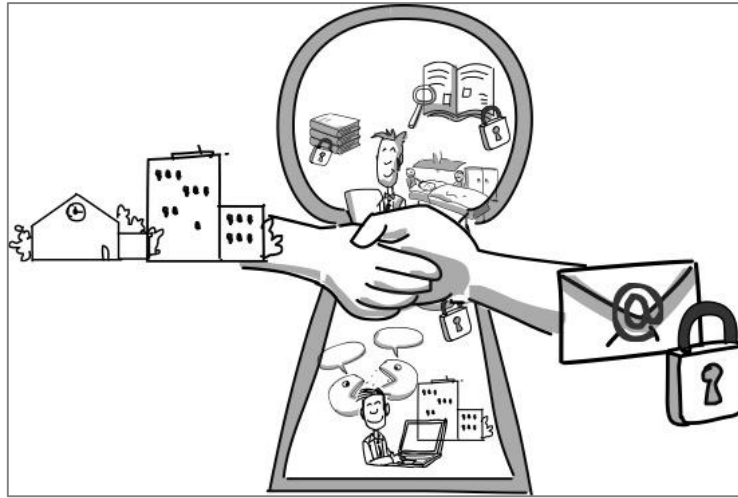
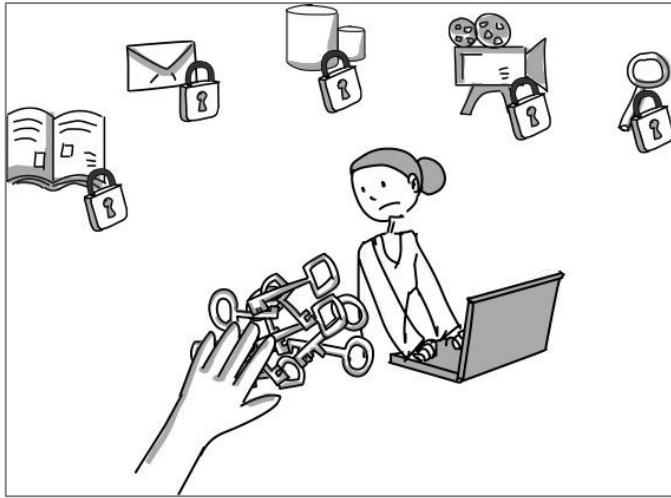
Feedback so far?

- Big picture thinking?
- Right direction towards AARC2?
- Other links between topics?
- Other target audiences?
- Specific communications outputs?
- Volunteer ? ! ;-)

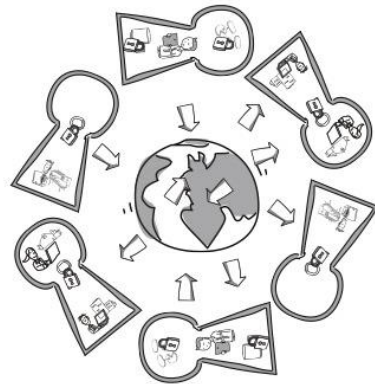
What does this have to do with you?

- CLARIFYING AARC v eduGAIN
- FINDING STORIES
- ENGAGEMENT
- KEY MESSAGES

Do you recognise these?



How to reach global customers with Federated Identity Management



eduGAIN inter-federation helps everyone win!

Today online services are crucial to research and education. Students, teachers, researchers and institution staff rely on them for collaboration through webmail, e-learning, teaching and conferencing, analysing and sharing data, and for accessing journals and libraries.

But how do users access all the services they need? How do universities, museums, schools, research centres, teaching hospitals and other research and education institutions benefit from their users coming together with more services? And how do the services reach local or global customers?

The eduGAIN service inter-links research and education identity federations - 'inter-federation' - to ensure that everybody wins.



What can the AARC project do for you?

- The AARC (Authentication and Authorisation for Research and Collaboration) project brings together 20 partners from among national research and education networking organisations (NRENs), e-infrastructures, libraries and service providers.
- AARC champions federated identity management (FIM) and eduGAIN.
- AARC facilitates the adoption of federated access in research collaborations. AARC provides technical and policy best practices to facilitate global access to online resources, data and services.
- AARC supports services providers by offering:
- Training materials and opportunities to service providers;
 - A point of liaison between service providers, eduGAIN, and other groups and initiatives working in the research and education identity federation space;
 - A blueprint architecture to help identity architects in research communities and e-infrastructures to enable secure, scalable, and interoperable federated access to resources and services



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For more information, visit: <https://aarc-project.eu> or contact: aarc-contacts@lists.geant.org.
Images courtesy of GEANT: www.geant.org



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IDEA

Make a version of this leaflet (selling basic FIM concept) for Res Infras, maybe without eduGAIN ref.

Q1: Is the imagery so well known as eduGAIN's that it would too closely identify the material with that – confusing?

Q2: Considering re-versioning the eduGAIN video for res infras - need script & animation changes, maybe leave out eduGAIN (problem?)

<https://www.youtube.com/watch?v=x1YhuFPxMz8>

ONGOING INPUTS

- Find people to be quoted
 - Tell us what infographics / videos etc would be useful
 - Help shape the stories
 - Send info about events opportunities for materials (even if not presenting)
 - Pass on useful contacts
 - Write blogs
 - Share information and updates within the project
- aarc-comms@lists.geant.org**

In your own words...

Groups of 2-4 people

• Task 1

- For the project as a whole:
 - What is the most important thing about AARC that you think should be known?
 - Who do you think most needs to know this message?
 - Why do they need to know it? How will it help them?
 - What story would you tell in one or two short, simple, jargon-free sentences, to convey this message to them?
 - **RECORD**

• Task 2

- For your activity or task area
 - What is the most important thing about this work that you think should be known?
 - Who do you think most needs to know this message?
 - Why do they need to know it? How will it help them?
 - What story would you tell in one or two short, simple, jargon-free sentences, to convey this message to them?
 - **RECORD**

Thank you Any Questions?

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<http://aarc-project.eu/>

