

Depot Steering Committee Meeting
June 11, 2009 – 1:00-3:00pm, CPE Conference Room B

Present: Tonya Crum (KET), Erica Larson (Adult Education), Allen Lind, Miko Pattie, Linda Linville (CPE), Vickie Fields (Kenton Co.), Ann Riggs, Gary Buchholz, Bobbie Newman (Education Cabinet)

1. Overview of Modifications to Depot

Miko did a walkthrough of the key topics and Depot areas.

- Two user types (licensed user and guest).
- Home/Browse, Advanced Search, Discussion of Repositories
NCOR – all Kentucky licensed users see this. Unbundled to lesson level (unlike Hippocampus)
Potential to have KET info items. Suggestions for additional repositories are welcome. Linda: NSF has great STEM.
- Contributor Wizard
Content: Morehead Content Reviewers, UofL Metataggers
- Access as Workteam members
Send Bobbie an email if you want a Depot user account OR use the Contact Us (goes to Gary and Bobbie).

2. Marketing Subteam (Ann)

Awareness Campaign via email.

- Ask for focus group participation in the emails.
- What if...? scenarios in series of 8-10 emails, using the video. In the next Training Team meeting (6/19), ask Misty and Betsy for their input re: conference attendees.
- Ann ~ Contest: Develop content to contribute to the Depot, prize money (from AT&T) must go to technology to help develop online material. Linda: Post-secondary has the technology; collaborate with K-12.
- Miko: Senate Bill 1 should be focal point for collaboration. AT&T should be interested.
- Gary ~ Contest: online treasure hunt; free license is the prize.
- Vickie ~ Use the logo and banner for branding the emails
- Linda ~ Who does the peer reviews? Miko: Content Team set the policy (showed Content Evaluation Form) and Morehead is implementing it.
- Allen ~ How does a guest know he wants info if he doesn't know what's there? Need some way to show them. Front page of web site – before log-in, elaborate marketing hook for NROC content – trial period? Miko: Free account per institution?
- Vickie: Free accounts can be abused too easily. Show only one piece – create a sample marketing collection.
- Allen: Have a 30-day trial to access the live system.

Discussion Outcome:

We have two options that can be combined (put these on the agenda for next meeting). Have a named-user trial period AND create a sample marketing collection. Add Allen to Marketing Subteam; keep Tonya in the loop.

3. Funding Model (Ann)

Provider/User Sponsorship Options form

Ann modified the model so that the discounts are not as deep and it is only for the first year. Allen suggested that we not have the discount for only first year.

- Discussion: Make the discount for a promotional/limited time. Erica: Loyalty discount from the first year on. Vickie: Give Highly Skilled Educators free accounts – they make the rounds, can be marketing tools. HSE are specially assigned to locations working on scores.
- Vickie: Credit applied to next year's subscription according to the number of contributions.
- Miko: The Depot is creating a learning community (Vickie: "Professional Learning Building" is one of the current buzz words.)

Ann will work the model again and apply the 25% discount at 50 and above. Resubmit at next steering committee meeting.

4. Review of Launch Timeline (Bobbie/Miko)

We will have Focus Groups/scripts/survey for testing/evaluation – Bobbie to oversee this

Erica may have some people to help

For now, we can use the marketing packet (four items) to promote the Depot.

Training Questions – How to reach the general audience?

- KET Educational Consultants – Tonya
- Missy Baker, KDE – Vickie

Vickie: Another marketing hook=Reports to show usage by user, show usage by object – IT Team future: give CIOs access to the Report.

5. Other Business

Miko: Bobbie will be backing her up for the next two months. When she comes back (August) she will only be working Wednesday and Thursday. Miko in Vancouver in August – repositories

Ann: Will need to pull Gary and Bobbie back at the end of December.

Next Steering Committee meeting: July 16.