Scholarly Commons Steering Committee Meeting

March 15, 2016

Participants: Jeroen, Stephanie, Cassie, Bianca, Maryann, Ian, Dan, Chris, Josh
Regrets: Robin

AGENDA

1. Points to discuss with Josh Nicholson (see point 4)
   a. We should discuss what we consider to be a fair price
   b. Why are we doing this?
      i. It would bring us exposure beyond our own channels. It would also show that we actively collaborate with scholarly communications.
      ii. Can the Winnower guarantee a certain number of applicants to the contest? How will the contest improve our reach?
      iii. We should also compare the amount of work/time it will be for us to conduct a similar contest versus how much the Winnower will save us by paying them to conduct the contest.
      iv. Also, keep in mind that the Winnower can provide a publishing aspect for the applicants unlike what FORCE11 can provide
2. Post Workshop Next Steps
   a. Feedback from Participants - survey
   b. Visualization
      i. Explore visualization (see email Bianca) - possible use in outreach?
      ii. Adding tags?
      iii. Visualizer server space
   c. Publishing workshop documentation/report in RIO
      i. Intro/Framing + Conclusions/next steps [Maryann/Dan]
      ii. Editing suggestions to current document [all]
      iii. Evaluation/commentary from YKON and Marcin [Bianca/Jeroen]
   d. Taking the principles further: editing, organizing, making public, operationalization (at pre-conference workshop?)
3. FORCE2016
   a. Pre-conference
   b. Plenary presentation (15 min talk and a poster) [and demo?]
4. DLF $5k Scholarship – Robin
5. The Winnower proposal - Josh Nicholson (11:30 am Pacific Time)
   a. Josh's proposal for the essay contest comes from a previously sponsored ARCS contest asking for submissions on how being open has helped your career.
      i. It ran for a month, they offered $1K prizes, and received 13 submissions from people around the world. This contest can be replicated around the theme from the SCWG workshop.

b. The contest is largely an experiment to see if contests are useful for them to pursue as a means of sustainability.

c. Where is the value for FORCE11 in this?
   i. The Winnower can provide more feedback, more brand awareness, and extend the point of the workshop.
   ii. This contest would be complementary to the $1K challenge; it would bring different voices to the table.

d. How would this contest be disseminated?
   i. Largely through social media (email list, Twitter, Facebook, blogs), designing an infographic (created by Draw Science, another startup).

e. Reach of Winnower vs. FORCE11? Would this bring a new audience?
   i. There is some overlap of audiences but we also have an audience that is not tapped into the FORCE11 community.
   ii. Would the Winnower be able to reach the humanities community?
      1. We do have this and it's growing quite quickly.
      2. We could highlight in the announcement that we want submissions from all fields.
      3. What strategies would you have for engaging this community?
         a. Reaching out to our current humanities community, we have a wide reach through Twitter.
      4. Is there some way that we could evaluate the Winnower's breadth/reach across different disciplines? Could we use this contest as a means of exploring new markets?
         a. Once we begin the contest, we could track how well we're doing and report back or we could search for these channels before the contest.
            i. We could use the workshop attendees to tailor this contest within their respective communities.
         b. This research could be outsourced to the Winnower.
            i. Josh would like to consider this and will propose a plan a before the competition.

f. How did you decide on the final amount to charge?
   i. This number comes largely from marketing costs and prices we've found from similar ventures. It goes toward development costs and keyword and banner promotion.

g. **Action:** Josh and Juan will discuss and create a new proposal. We will talk again once we receive his proposal.

Review Action Items from previous meetings:
https://docs.google.com/spreadsheets/d/1DpER9RHHsxFos84vvNyUD9efS1XRHVWK_apM_YLE9Pg/edit?usp=sharing