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Deliverable DN2.0.7,2: PR Network Meeting Report



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Abstract

This Deliverable contains a report of the second meeting of the GÉANT2 PR Network, which took place in Cambridge, England on 24 March 2006 to discuss GÉANT2 user communications.

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0 Executive Summary

The second meeting of the GÉANT2 PR Network took place in Cambridge, UK on 24 March 2006 to discuss the objectives and challenges of user support and to identify ways in which the project partners can work together in future to progress user communications work. Fourteen NRENS, plus TERENA, DANTE and JISC (UK) were represented by a total of 26 attendees.

The meeting was productive and fruitful. It was recognised that the NREN networks and GÉANT2 struggle with low user awareness of their existence and services, and that it is very difficult to reach the end user. NRENS and GÉANT2 face similar issues and challenges and would benefit from greater cooperation. The particular importance of demanding users for the NRENS and GÉANT2 was recognised.

Good ideas and input were generated for structuring, organising and prioritising the GÉANT2 user base. User requirements need to be identified and analysed in order to develop suitable materials for users. For communicating with the user base, existing communications channels can be used but activities and content will need to be further developed in future.

A number of actions were agreed, including work to progress the user segmentation, including the identification of priority sub-groups, with the aim of arriving at a single, agreed segmentation used across Europe. Existing knowledge of user requirements, mainly from surveys, will be collated and appropriate materials/content developed to address these requirements. Standard questions will in future be inserted into national user surveys to capture user requirements in a manner that permits uniform analysis.

These actions will be followed up over the coming months. It is planned to hold a further meeting of the PR Network in late September 2006 in Paris.

1 Introduction

Following the successful first formal meeting of the GÉANT2 PR Network on 28 September 2005 in Tartu, Estonia, a second formal meeting was held in Cambridge, England on 24 March 2006.

Delegates from fourteen NRENs attended, together with representatives from JISC, TERENA and UKERNA.

This report provides information on the content, proceedings and outcome of the meeting.

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2 Objectives

To explore common ground/experiences in the context of segmentation activities, both at national and pan-European level

To discuss where future users with latent networking demands and specific communication needs are most likely to be found,

To progress the work on GEANT2 user communications, building on the actions agreed in Tartu.

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3 Meeting Content

Dale Robertson opened the workshop and welcomed everyone to the 2nd GÉANT2 PR Network Meeting. She introduced the DANTE team members, especially new members of the team, Ruth Kirkman and Elizabeth Seale. Dale explained that the meeting was intended to focus on furthering GÉANT2 user communications work, building on actions agreed in Tartu.

Dai Davies addressed attendees, welcoming them to Cambridge.

Dale gave an updates on progress in the GEANT2 work packages, stressing the high level of collaboration among the Project Partners, especially as far as joint dissemination efforts (press activity and events representation) are concerned. She outlined again the hybrid nature of the NA3 Works Package, which implies both a technical support and communications role reiterated that, within the context of this meeting, the focus should be on communications work.

This was followed by a workshop on segmentation, led by Dai Davies. The main objective of this workshop was to explore common ground/experiences in the context of segmentation activities, both at national and pan-European level, with a view to providing a more structured, organised view of the user base

When asked, very few NRENs recognised having performed a formal user base segmentation. In practice, numerous NRENs divide the user base into subsets for the purpose of communicating with users, thus performing an intuitive/de facto segmentation. Although there are variations between countries, two types of segmentations emerge: dividing the user base by institution type or by person type. The importance of communicating with opinion formers and political decision makers was also highlighted.

Helga's session on Communications Activities Based on Survey Results focused on analysing existing knowledge of current and anticipated future user requirements, captured via user surveys, with a view to identify communication activities aimed at addressing these needs. She summarised the key survey findings and explained that the expectations of network users have moved beyond the provision of pure bandwidth to more complex services, such as QoS, security, BoD etc. From the survey results, Helga HS proposed four broad communication target areas to use as a practical basis for moving forward.

Attendees then split into four groups, each focusing on one of the suggested target areas. The aim of this brainstorming exercise was to use the key survey findings, which were given out as handouts, and to suggest ideas for communication activities to address requirements captured by the survey findings. In particular, the

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objective was to identify specific target groups, to propose messages for these groups in response to the identified networking and communication needs and to suggest channels and delivery mechanisms.

The four target areas were:

- ‘Heavyweight’ users in physical sciences: researchers engaged in large-scale international scientific projects already benefiting from specialist services and user support.
- Moderate users of the network: researchers in scientific areas who are ideal candidates for an increased utilisation of the network and its services and for dedicated user support activities.
- User communities outside the core scientific domain: candidates to reach out to in order to broaden the user base and to increase digital inclusiveness.
- Particular applications and/or network services that could increase network usage if promoted on a larger scale.

DANTE then led a session on the next GÉANT2 User Survey. The Dante PR Manager informed the meeting that she has suggested combining a GÉANT2 (NA3) User Survey with the work to be carried out in the context of the new foresight study EARNEST, a work package (NA5) of GÉANT2, in order to make a more efficient use of resources and avoid survey fatigue. Although no decisions have been taken on this, and no discussion has taken place regarding timing, scope, structure or methodology of these surveys, Dale wished to make sure the PR Network were aware of this possibility. As several NRENs perform regular user surveys, this issue is of relevance to them and it may be sensible to consider combining the GÉANT2 and EARNEST surveys with national NREN surveys.

Dale then thanked attendees for their contribution and closed the meeting.

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4 Outcomes

Segmentation Workshop

There was general agreement on the usefulness of a shared approach to segmentation, which would enable targeted communications with users in their language, however resource constraints were mentioned.

Communications Activities Based on Survey Results

As far as (potentially) demanding users are concerned, a discipline-based approach was clearly visible. This would allow to get to know a certain scientific community, to understand its network requirements and to initiate dedicated user support activities.

Apart from (tele)medicine which came clearly out throughout the exercise, earth observation appears to be a particularly good target area. Their requirements are constantly increasing due to ongoing developments in Earth observation technologies; earth related matters are global – so global research collaborations abound; the grid deployment rate in that area is significant; earth observation (especially studies on global warming, and climate change) is a thematic priority of FP6 and FP7 and, as such, funding for new and extended projects is likely to be available.

GÉANT2 User Survey

It was recognised that combining several different types of surveys would require careful co-ordination and it would be important to ensure NRENs were properly informed and consulted in the event that a decision were taken to attempt to pursue such an exercise.

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5 **Actions**

Segmentation Workshop

Those interested in taking the segmentation work forward to contact Helga Spitaler

Communications Activities Based on Survey Results

Helga to circulate specific ideas she identified as a result of the analysis of previous surveys for feedback and additional input.

The meeting agenda is available as Appendix A, and attendees as Appendix B.

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6 Conclusions

Once again, the meeting was well-attended, and the discussion was held in a constructive and cooperative manner.

Work on the segmentation model will continue, in parallel with a pilot exercise on targeted communication with a specific user group.

A further meeting of the GÉANT2 PR Network is planned to be held in Paris in late September 2006.

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Appendix A **GÉANT2 PR Network Second Meeting Agenda**

Held on 24 March 2006 in Cambridge, England.

10.00 Introduction (Dale Robertson)

10.05 Welcome from Dai Davies, DANTE General Manager

10.15 Update on Progress in GÉANT2 Work Packages (Dale Robertson)

10.25 Segmentation Workshop (Dai Davies)

11.30 Communications Activities Based on Survey Results (Helga Spitaler)

12.15 Lunch

13.30 Communications Activities Break-out Session (Helga Spitaler)

14.15 Break-out Groups Report Back & Summary/Discussion of Findings (Helga Spitaler)

14.45 Coffee

15.15 GÉANT2 User Survey (Dale Robertson)

15.45 Close and Tour of Cambridge

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Appendix B Second GÉANT2 PR Network Meeting – Attendance

Name	Organisation	Name	Organisation
Werner Koblitz	ACONet	Robert Haymon-Collins	JISC
Tomi Dolenc	ARNES	Lajos Balint	NIIF/Hungarnet
Veerle Custers	BELNET	Rami Heinisuo	NORDUnet
Gabriela Krcmrova	CESNET	Damian Niemir	PSNC
Dai Davies	DANTE	Zbyszek Krzewinski	PSNC
Ruth Kirkman	DANTE	Maria Bolado	RedIRIS
Dale Robertson	DANTE	Lennart Forsberg	SUNET
Elizabeth Seale	DANTE	Mariska Herwijer	SURFnet
Helga Spitaler	DANTE	Elise Roders	SURFnet
Simon Watts	DANTE	Roland Eugster	SWITCH
Maria Ristkok	EEnet	Joanne Barnett	TERENA
Marta Dias	FCCN	Carol de Groot	TERENA
Hara Mpimpa	GRNET	Russell Nelson	UKERNA

Table B.1: Attendees at second GÉANT2 PR Network Meeting

Apologies

Rachael Beale (DANTE) ; Virginie Blanquart (RENATER) ; Vanessa Camilleri (University of Malta) ; Gerti Foest (DFN); Dimitra Kotsokali (GRNET) ; Gitte Kudsk (UNI-C); Sandra Passchier (SURFnet).