

Visibility Committee

Exco Utrecht April 2013

» *Focus on energy
and climate change*



Items “not discussed”

- Annual Report
- Brochure

Somewhat discussed

- Social Media: use of social media is slowly growing. Facebook is attracting “new people”.
- The chair of the visibility committee prefers Twitter

What really got out attention

Website:

- Web 1.0: it's outdated.
- Use as library, other functions are less developed.
- Very user unfriendly for OA's, steep learning curve
- Changes of the last few months took a lot of time, there were many errors.
- This doesn't look good if the IA is evaluated either by funders or possible partners.
- Much of the flyers are outdated.
- There is an incredible amount very valuable information

What really got out attention

Website proposal:

- Draft a site “definition” in which we look as a minimum at:
 - Serve as a library
 - Information on implementing agreement and IEA.
 - The work in the ongoing tasks.
 - Share information(spotlight etc.)
 - Basic communication with professional users (to be determine by the different tasks)
 - Outreach (DSM university)

We propose a limited definition fase max, €7500 then tender for a proposal to bid, to be decided in the next Exco. (Copper Allience)

What really got out attention

Website:

- Define text for legal annex to task,
 - thereby giving the OA the task to update task flyers along with the annual report input.
 - adjust task description when tasks becomes inactive.

What really got out attention

Spotlight:

- April issue just published, late due to late input chair.
- Input necessary for next issues.
 - Country report.
 - Specific story of expert (has to be another angle then task as such).
 - 1 or 2 pagers from the tasks.
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