DPF MANAGER

OPEN SOURCE BEST PRACTICES AND DISSEMINETION PLAN

Project acronym: PREFORMA

PREFORMA - Future Memory Standards

PREservation FORMATs for culture information/e-archives

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INDEX

1. INTRODUCTION 4

1.1 PURPOSE OF THIS DOCUMENT 4
1.2 LEADERSHIP IN THE CREATION OF THE COMMUNITY 5

2. BACKGROUND 6

3. TARGET AUDIENCE 7

4. ACTION PLAN 8

TARGET AUDIENCE 1: MEMORY INSTITUTIONS AND OTHER END USERS 8
ACTION 1.1: QUESTIONNAIRES 8
ACTION 1.2: DISSEMINATION MATERIAL 8
ACTION 1.3: IDENTIFICATION OF RELEVANT ARCHIVAL ASSOCIATIONS 8
ACTION 1.4: IDENTIFICATION OF EARLY ADOPTERS 8
ACTION 1.5: WORKSHOPS FOR MEMORY INSTITUTIONS 8
ACTION 1.6: PROMOTIONAL VIDEOS WITH EARLY ADOPTERS SUCCESS STORIES 9
ACTION 1.7: VIDEO TUTORIALS 9
ACTION 1.8: TRAININGS 9
ACTION 1.9: MAILINGS 9
ACTION 1.10: BETA TESTERS 9
TARGET AUDIENCE 2: DEVELOPERS 9
ACTION 2.1: GITHUB REPOSITORY 9
ACTION 2.2: WEBSITE 10
ACTION 2.3: TECHNICAL DOCUMENTATION 10
ACTION 2.4: IDENTIFICATION OF INTERESTED SOFTWARE PROVIDERS 10
ACTION 2.5: TRAININGS FOR DEVELOPERS 10
ACTION 2.6: TRAININGS FOR INTEGRATORS 10
ACTION 2.7: WEBINARS 11
ACTION 2.8: CHAT ROOM 11
ACTION 2.9: STACKOVERFLOW CHANNEL 11
ACTION 2.10: PHONE CALL SERVICE 11
ACTION 2.11: HACKATONS 11
ACTION 2.12: CERTIFICATION PROGRAM 11
ACTION 2.13: MARKETPLACE 11
ACTION 2.14: INTERNSHIP CONTRACTING 12
ACTION 2.15: SPECIALIZED JOB LISTING 12
TARGET AUDIENCE 3: STANDARIZATION BODIES 12
ACTION 3.1: IDENTIFY RELEVANT ISO TCS 12
ACTION 3.2: CONTACT THE SPANISH STANDARDIZATION ORGANIZATION 12
ACTION 3.3: CONTACT THE AMERICAN NATIONAL STANDARDS INSTITUTE 12

ACTION 3.4: CONTACT THE SWISS STANDARDIZATION ORGANIZATION 12
ACTION 3.5: JOIN STANDARDIZATION BODIES COMMITTEES 12
ACTION 3.6: SUBMIT TIFF/A STANDARD PROPOSAL 13
ACTION 3.7: GET THE COMMITTEE APPROVAL FOR THE TIFF/A STANDARD 13
ACTION 3.8: PREPARE THE DOCUMENT FOR SUBMISSION TO ISO 13
ACTION 3.9: GET THE ISO APPROVAL FOR THE TIFF/A STANDARD 13
TARGET AUDIENCE 4: RESEARCHERS 13
ACTION 4.1: PUBLISH SCIENTIFIC PAPERS TO CONFERENCES 13
ACTION 4.2: PUBLISH SCIENTIFIC PAPERS TO SPECIALIZED JOURNALS 13
ACTION 4.3: WORKSHOPS FOR RESEARCHERS 14
ACTION 4.4: CONTACT AND INVOLVE RESEARCHERS 14
ACTION 4.5: INTERIM CONTRACTING 14
ACTION 4.6: MASTER THESIS 14
ACTION 4.7: QUESTIONNAIRES 14
ACTION 4.8: SCIENTIFIC INTERVIEWS 14
TARGET AUDIENCE 5: OTHER PROJECTS 15
ACTION 5.1: IDENTIFICATION OF RELEVANT PROJECTS 15
ACTION 5.2: ORGANISE MEETINGS WITH PROJECT OWNERS 15
ACTION 5.3: SIGN AGREEMENTS AND MOUS WITH RELEVANT PROJECTS 15
TARGET AUDIENCE 6: OTHERS (INFLUENCERS & MASS MEDIA) 15
ACTION 6.1: IDENTIFICATION OF RELEVANT MEDIA AND INFLUENCERS 15
ACTION 6.2: CREATE PRESS MATERIALS 15
ACTION 6.3: OFFER INTERVIEWS 15
ACTION 6.4: PRODUCE CONTENT FOR THEIR PLATFORMS 16
ACTION 6.5: IDENTIFY RELEVANT DPF MANAGER LOCAL USERS (LOCAL ARCHIVES, ETC.) 16

4. DISSEMINATION CHANNELS 17

4.1 CONTRIBUTORS 17
4.2 WHAT CAN YOU FIND IN THE PRFORMA COMMUNITY? 17
4.3 DPF MANAGER GITHUB PUBLIC REPOSITORY 17
4.4 DPF MANAGER WEBSITE 19

5. OPEN SOURCE SOFTWARE RELEASE CYCLE 22

5.1 OPEN SOURCE COMMUNITY ENGAGEMENT 22

6. BEING MORE SOCIAL 24

7. ACTION PLAN CALENDAR 26

8. CURRICULUM VITAE OF BAS VAN LEEUWEN 27

1. Introduction

The main objective of PREFORMA (PREservation FORMATs for culture information/ e-archives) is to give memory institutions full control of the process of the conformity tests of files to be ingested into archives, through the development of a set of tools which enable this process to happen within an iteration that is under full control of the institutions.

As it is a multidisciplinary project, it will benefit from the involvement of a variety of target audiences. We are going to develop an online open source community where everyone can collaborate towards the success of the project.

The DPF Manager Open Source Best Practices and Dissemination Plan provides an overview of the best practices to follow and the dissemination strategy, with the aim to provide the required infrastructure and communication channels to foster collaboration between all the identified stakeholders.

DPF Manager's strategic target groups are memory institutions, software developers and integrators, standardization bodies and any other academic, non-profit or commercial entity interested in the long term preservation of digital still-image assets.

This plan is a living document that will be updated as the project evolves and new actions are identified.

1.1 Purpose of this document

This is a living document that will be updated as the current actions get executed and new actions are identified. The dissemination plan in this document has a three year scope.

The DPF Manager is not just an open source conformance checker. One of the aims of the project is to create a strong community around it, and this document outlines the open source best practices that we will follow (in terms of software release cycles, community endpoints, etc.) and all the actions we have planned to reach our intended audience.

The intended audience has been segmented in six groups: memory institutions and other end users, developers and integrators, standards organizations, researchers, other relevant projects and others (mass media, influencers, etc.).

For each target audience we've developed a set of actions to keep us focused towards achieving our goals.

The last section of the document is a calendar with the list of all actions and starting and finishing dates.

1.2 Leadership in the creation of the community

We have sought to bring an international expert in the creation and growth of online communities around open source software products into the team, as this is an area we feel we could benefit from external expertise.

During the selection process we have received the assistance of a member of the Free Software Foundation, who has used his network of contacts to help us find and evaluate the potential candidates for the job.

After thorough consideration we have selected Bas Van Leeuwen as the person who will lead the open source efforts of the DPF Manager. Bas is the General Secretary for the Dutch Community Managers Association, and has experience managing open source communities with 500+ developers. His detailes Curriculum Vitae is attached at the end of this document.

Bas will lead the open source efforts for the DPF Manager.

2. Background

Open source is…

"In production and development, open source as a development model promotes a universal access via a free license to a product's design or blueprint, and universal redistribution of that design or blueprint, including subsequent improvements to it by anyone."

Lakhani, K.R.; von Hippel, E. (June 2003).
"How Open Source Software Works: Free User to User Assistance".
Research Policy 32 (6): 923–943. doi:10.1016/S0048-7333(02)00095-1

GitHub is a great successful example

GitHub is a place to share code with friends, co-workers, classmates, and complete strangers. There, over eight million people use GitHub to build projects together. With the collaborative features of GitHub.com, their desktop apps, and GitHub Enterprise, it is an easy way for individuals and teams to write better code, faster.

Originally founded by Tom Preston-Werner, Chris Wanstrath, and PJ Hyett to simplify sharing code, GitHub has grown into the world's largest code host.

Torch is the new open source community by Facebook

Torch comes with a large ecosystem of community-driven packages in machine learning, computer vision, signal processing, parallel processing, image, video, audio and networking among others, and builds on top of the Lua community.

At the heart of Torch are the popular neural network and optimization libraries which are simple to use, while having maximum flexibility in implementing complex neural network topologies.

Research labs and companies working on are: Facebook AI Research, Google + Deepmind, Twitter, CILVR @ NYU, Idiap Research Institute, e-Lab @ Purdue, Element Inc, TeraDeep Inc, WhetLab, Canary.is and MoodStocks.

3. Target audience

We have identified a variety of target audiences divided in six groups. For each group we will investigate deeply and define specific actions for getting better engagement.

The network of common interest of DPF Manager will be set up with representatives from memory institutions, researchers and developers who are interested to contribute to the definition of the requirements and to take part in the assessment and the exploitation of the results produced by the suppliers. In particular:

1. **Memory institutions** and cultural heritage organisations coordinating or representing them, that are involved in (or planning) digital culture initiatives. Memory institutions are the main stakeholders of the DPF Manager, the adopters of the platform which are interested in the final results of the project, but they are also interested in manifest their needs to obtain a more complete solution to their digital preservation problems.

2. **Developers** contributing with the code of the DPF Manager improving parts of the project o creating new modules with new functionalities. Developers can be individuals or 3rd party companies with the aim of not only to collaborate but also to do business of their developments. In this group we also include software integrators that deploy the reference implementations in the legacy systems of the memory institutions.

3. **Standardisation bodies** aiming to maintain and improve the standards technical specifications of the preservation formats supported by the DPF Manager project. It is even important the creation of new standards better prepared for long term preservation, like our proposal of TIFF/A.

4. **Researchers** providing scientific, technical and operational improvements to the project. DPF Manager will be a living project where researchers have to adapt and improve the different modules to the coming future challenges.

5. **Other projects** in the digital culture, e-Infrastructures and policy arenas to take advantage of the synergies among projects with several objectives: collaboration, dissemination, functional improvements, new applications...

6. **Others:** specialised journalists, professional networks, opinion-makers and selected media aiming to raise awareness among stakeholders of the existence of this project and how it can help to preserve their digital archives.

Each target audience have its own particularise and interests that deserves to prepare and strategy and an action plan to achieve their engagement in the DPF Manager community.

4. Action plan

Following you can find all the planned actions to perform in order to achieve the goals of the dissemination plan:

Target audience 1: memory institutions and other end users

Action 1.1: Questionnaires

Task: send a questionnaire to a number of memory institutions from various countries, with the aim to understand their current work practices and needs.
Objective: this action will be performed for 4 relevant purposes:

- To help us to take technical and functional decisions about the design of the DPF Manager
- To raise awareness of the existence of this open source project
- Getting the first members of the DPF Manager community as early adopters
- To get explicit support from the memory institutions to create the new TIFF/A standard

Status: In progress

Action 1.2: Dissemination material

Task: create a corporative image of the project and prepare marketing materials, including presentations, landing pages, …
Objective: to support the different dissemination actions of the plan in order to present the project and its benefits.
Status: In progress

Action 1.3: Identification of relevant archival associations

Task: research and gather a list of associations of memory institutions
Objective: use these associations to increase the projection of the dissemination. These associations can organize collective dissemination activities like workshops, trainings… and can help us to optimize resources dedicated to create the open source community.
Status: In progress

Action 1.4: Identification of early adopters

Task: research and gather a list of memory institutions that will be interested in adopting early versions of the DPF Manager
Objective: use these institutions as a testing & learning ground. They get to try the state of the art technology in TIFF conformance checking, and we get a significant amount of feedback and operational experience.
Status: Planned

Action 1.5: Workshops for memory institutions

Task: organize several workshops for memory institutions to explain the benefits of using the DPF Manager inside their archives
Objective: convince memory institutions to join the community and to adopt this solution.
Status: Planned

Action 1.6: Promotional videos with early adopters success stories

Task: design and produce promotional videos featuring early adopters
Objective: Show other memory institutions the advantages of using the DPF Manager
Status: Planned

Action 1.7: Video tutorials

Task: design and produce tutorials for dissemination on relevant websites
Objective: raise the awareness about the DPF Manager by targeting users that prefer visual content over other type of media, by showing them how the application works
Status: Planned

Action 1.8: Trainings

Task: organize specific training for end-users
Objective: employees of the memory institutions can attend to these trainings to better understand the potential of the DPF Manager and, if in case, convince them to use the DPF Manager inside their institutions.
Status: Planned

Action 1.9: Mailings

Task: send informative mailings to memory institutions or associations
Objective: To raise awareness of the existence of this open source project and try to convince them to join the community and/or to adopt the solution.
Status: Planned

Action 1.10: Beta testers

Task: propose to some memory institutions to be part of a beta tester phase, getting full integration at very low or zero cost.
Objective: get real environment experiences to be able of solve problems and adapt the project to a daily use.
Status: Planned

Target audience 2: Developers

Action 2.1: Github repository

Task: create a public Github repository that will contain the DPF Manager source code, test cases, test files, pre-compiled releases for all major operating systems, documentation for developers and end users (using the wiki tool provided by Github), and the default Github issue tracker..
Objective: This Github repository will be the project's canonical repository, mandatory for open source projects in order to organize and facilitate source development.
Status: Done

Action 2.2: Website

Task: create a DPF Manager website on the URL http://www.dpfmanager.com available in several languages, including English, German, Spanish and French.
Objective: a landing page with all the information of the project for all our visitors. They will be able to view and browse all the information about the project and the unique features of the DPF Manager. This website will be the preferred communication channel for the non-technical community. It will allow end users to download the latest releases of the DPF Manager, together with a multitude of additional content aimed at providing help to technical and non-technical audiences, including documentation, how-to videos, and other content detailed in the table below.
Status: Planned

Action 2.3: Technical documentation

Task: create all the technical documentation including manuals and tutorials for developers and integrators.
Objective: facilitate developers and integrators engage with the community and a quick adoption of the solution.
Status: In progress

Action 2.4: Identification of interested software providers

Task: research and gather a list of software providers (Digital Asset Management, image and metadata editors, etc.) that can be interested in the DPF Manager solution.
Objective: as developers of new modules for their customers or as service providers to integrate DPF Manager on premise.
Status: In progress

Action 2.5: Trainings for developers

Task: organize specific training for developers
Objective: developers can attend to these trainings to better understand the platform architecture, design and development policies. After this training they should be totally prepared for developing their own modules.
potential of the DPF Manager and, if in case, convince them to use the DPF Manager inside their institutions.
Status: Planned

Action 2.6: Trainings for integrators

Task: organize specific training for integrators
Objective: integrators can attend to these trainings to better understand the platform architecture and how it has to be integrated in the legacy systems of the memory institutions. After this training they should be totally prepared for integrating the platform with any archival software.
Status: Planned

Action 2.7: Webinars

Task: organize online webinars allowing participants to interact and collaborate in order to solve their problems.
Objective: a costless tool to help developers solving their technical doubts and problems and a channel to share their new proposals.
Status: Planned

Action 2.8: Chat room

Task: provide a chat room accessible from the website/githup project.
Objective: a costless tool to help developers solving their technical doubts and problems and a channel to share their new proposals.
Status: Planned

Action 2.9: Stackoverflow Channel

Task: create a channel in one of the most popular Q&A websites for developers
Objective: raise the project awareness inside the developer community and provide a place where developers can raise questions and get relevant answers
Status: Planned

Action 2.10: Phone call service

Task: provide a call service to solve any technical doubt.
Objective: an alternative channel to the digital ones to help any developer and/or integrator with their problems.
Status: Planned

Action 2.11: Hackatons

Task: organize events with specific topics for developers, integrators and stakeholders where in a short time they can intensively work and collaborate.
Objective: boost collaboration and intensive development of certain functionalities.
Status: Planned

Action 2.12: Certification program

Task: create a certification program oriented to developers, integrators and teachers.
Objective: offer a higher level of confidence thanks to the certification and create a better quality tool experts.
Status: Planned

Action 2.13: Marketplace

Task: provide a web where developers can offer their own version of the tool easily.
Objective: make easier the process of create and promote any evolutions of one component or the complete tool.
Status: Planned

Action 2.14: Internship contracting

Task: offer job positions as intern to developers to improve the knowledge of the project.
Objective: train developers from the core of the project development to create a high qualified specialist.
Status: Planned

Action 2.15: Specialized job listing

Task: provide a place where memory institutions and stakeholders can find professional to hire.
Objective: make more attractive this area to capture new professionals.
Status: Planned

Target audience 3: STANDARIZATION BODIES

Action 3.1: Identify relevant ISO TCs

Task: select the suitable technical committees to work on image format standards for digital preservation
Objective: get informed about the procedure to create a new standard.
Status: Done

Action 3.2: Contact the Spanish standardization organization

Task: get in contact with the chair of the Spanish standardization organization AENOR
Objective: propose the possibility of EASY INNOVA joining the organization as a member of a committee.
Status: Done

Action 3.3: Contact the American National Standards Institute

Task: get in contact with the chair of the USA standardization organization ANSI
Objective: propose the possibility of one of our American partners joining the organization as a member of a committee.
Status: Done

Action 3.4: Contact the Swiss standardization organization

Task: get in contact with the chair of the Swiss standardization organization SNV
Objective: propose the possibility of our partner the University of Basel joining the organization as a member of a committee
Status: Done

Action 3.5: Join standardization bodies committees

Task: follow the procedure to join the selected technical committees
Objective: become a member of these technical committees to get the right to submit and vote new standard proposals.
Status: Done

Action 3.6: Submit TIFF/A standard proposal

Task: submit the TIFF/A Standard proposal according to the committee rules
Objective: have the document formally accepted and ready for the consultation phase
Status: In progress

Action 3.7: Get the committee approval for the TIFF/A standard

Task: engage with other members of the committee and listen to their concerns and suggestions
Objective: get the document approved by the committee members, which is required before the standard specification is sent to ISO
Status: Planned

Action 3.8: Prepare the document for submission to ISO

Task: adapt the standard specifications to the template and content structure required by ISO
Objective: get the document in a format that is suitable to be sent to ISO for its approval
Status: Planned

Action 3.9: Get the ISO approval for the TIFF/A standard

Task: engage with other participating countries in the same ISO committee
Objective: ISO requires that at least 5 countries approve the standard specification for it to become a recognised ISO standard
Status: Planned

Target audience 4: RESEARCHERS

Action 4.1: Publish scientific papers to conferences

Task: write the scientific research of our project and submit them to conferences.
Objective: publish our results and discuss them with the scientific community to encourage other researchers join the community and work in our research line.
Status: Planned

Action 4.2: Publish scientific papers to specialized journals

Task: write the scientific research of our project and submit them to indexed journals
Objective: publish our results in scientific journals with a great impact on the community to encourage other researchers join the community and work in our research line.
Status: Planned

Action 4.3: Workshops for researchers

Task: organize specialized workshops in international conferences
Objective: take advantage of the great mobilization of researchers that assists to these events and try to encourage them to assist to our specialized workshop. These researchers are potential members of the DPF Manager community.
Status: Planned

Action 4.4: Contact and involve researchers

Task: contact researchers in the image format and digital preservation fields and involve them in the definition and development of the DPF Manager project.
Objective: attract researchers to work on the DPF Manager project and TIFF/A standard proposal
Status: In progress

Action 4.5: Interim contracting

Task: offer researcher job positions as interim to predoctoral students before they finish their studies and start the research career itself.
Objective: collect emerging talent as soon as they start to research in the digital preservation field.
Status: Planned

Action 4.6: Master thesis

Task: offer master thesis related with the DPF Manager project.
Objective: create new modules and functionalities out of the scope of this project to encourage researchers to work on future challenges.
Status: Planned

Action 4.7: Questionnaires

Task: send a questionnaire to a number of researchers from various Universities
Objective: understand their current research and how it can help the project.
Status: Planned

Action 4.8: Scientific interviews

Task: Contact with the most relevant researchers and perform them an interview about their job on digital preservation and image formats.
Objective: publish the interview on our project channels to highlight our relation with the most influencer researchers.
Status: Planned

Target audience 5: Other projects

Action 5.1: Identification of relevant projects

Task: research and gather a list of relevant projects (digital culture, e-Infrastructure, policy arenas) that have some common grounds with the DPF Manager
Objective: increase the awareness of the DPF Manager outside the scope of the PREFORMA project. These projects could be interested in integrating some of the DPF Manager functionality, or could be a platform to raise interest about it.
Status: Planned

Action 5.2: Organise meetings with project owners

Task: organize several workshops for project owners to explain the benefits of using the DPF Manager and to explore common areas of interest.
Objective: Raise awareness about the DPF Manager
Status: Planned

Action 5.3: Sign agreements and MOUs with relevant projects

Task: identify which actions can be performed jointly with the project owners for the mutual benefit of all the projects involved.
Objective: Make the most of the audience they have already built, which may also be interested in the DPF Manager project.
Status: Planned

Target audience 6: Others (INFLUENCERS & MASS MEDIA)

Action 6.1: Identification of relevant media and influencers

Task: research and gather a list of relevant media and people who are well respected in the areas that are relevant to the project
Objective: Have a list of the most relevant people in the area of influence of digital preservation.
Status: Planned

Action 6.2: Create press materials

Task: Define and create marketing materials targeted specifically to these influencers and organisations.
Objective: Raise awareness about the DPF Manager
Status: Planned

Action 6.3: Offer interviews

Task: Contact media and relevant influencers and offer them the possibility of interviews with the project participants
Objective: Raise awareness about the DPF Manager
Status: Planned

Action 6.4: Produce content for their platforms

Task: Media and influencers are always looking for relevant content to broadcast to their audiences. We will work together with them to produce this content for the DPF Manager
Objective: Raise awareness about the DPF Manager by making it easier for them to talk about it.
Status: Planned

Action 6.5: Identify relevant DPF Manager local users (local archives, etc.)

Task: Local media are always looking for interesting news that involve local entities, and how they impact their local audience.
Objective: Raise awareness about the DPF Manager by getting these users to tell their stories
Status: Planned

4. Dissemination channels

The dissemination plan uses different channels to reach the targets proposed. The main channels are the web and the github community that can be adapted to different levels of communication (general information and technical documentation) and different types of content (text and presentations).

4.1 Contributors

Contributions to the DPF Manager will be more than welcomed. Individuals and organizations have multiple ways to contribute to the project:

- Suggesting new features: end-users and developers will be able to suggest new features via the forums, or opening a new issue through the Github issue manager.
- Reporting bugs: if a user finds a bug during the testing or day-to-day use of the software, they will be able to report it through the forum or the issue manager.
- Contributing new code: whether patches for existing bugs or new features, users will be able to contribute code following the standard process in Github: forking the DPF Manager repository, making the changes in the fork, and submitting a pull request. All pull requests will be thoroughly review before being accepted, to ensure the codebase does not suffer from failing standards.

The DPF Manager will have two main points of contact with stakeholders: the project website and the public Github repository. Each site will offer different tools/information to different target audiences.

4.2 What can you find in the PRFORMA community?

- Source code and executables
  Developer will find all the source code for the DPF Manager and its dependencies. End users will be able to download pre-compiled binaries for all the main operating systems.

- Documentation and video tutorials
  Instructions, tutorials, cookbooks and references that are going to be accessible when users start coding.

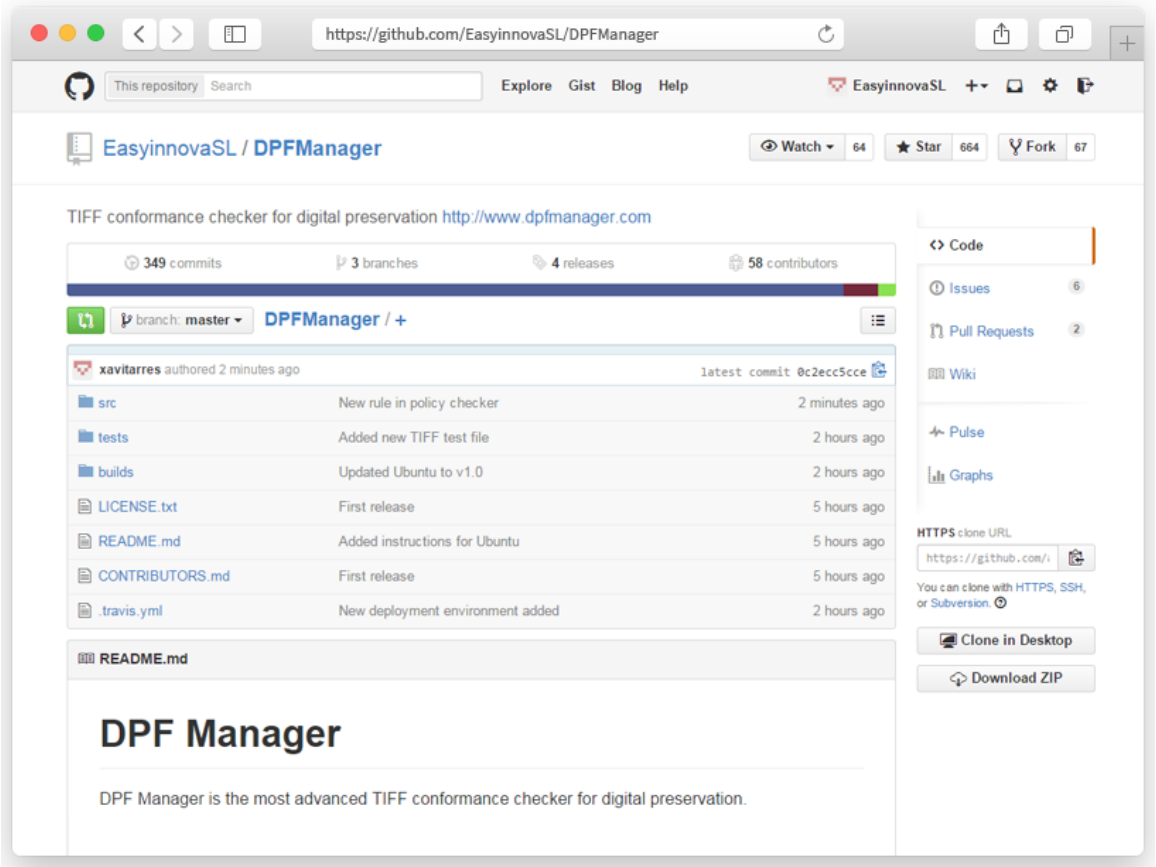
- Support
  The core team and the rest of the community will have different channels (bug tracker, forums, IRC channels, blogs) to communicate with each other, and to offer and request support.

4.3 DPF Manager Github public repository

We have created a public Github repository that will contain the DPF Manager source code, test cases, test files, pre-compiled releases for all major operating systems, documentation for developers and end users (using the wiki tool provided by Github), and the default Github issue tracker.

The repository is located at: https://github.com/EasyinnovaSL/DPFManager

This Github repository will be the project's canonical repository. Quite often organizations have a private git repository where they commit all the code, and a public one with the code that has already been tested and it's known to work. By making our public repository the authoritative copy, we are committing ourselves to push any changes in the code straight to the public Github repository. Unless code is present in this repository it is not officially part of the project and not released.



This table shows the content available in the Github repository and its target audience:

	End users	Developers
Download source code		✓
Download pre-compiled releases	✓	✓
Issue tracker (report bugs and suggest new features)	✓	✓

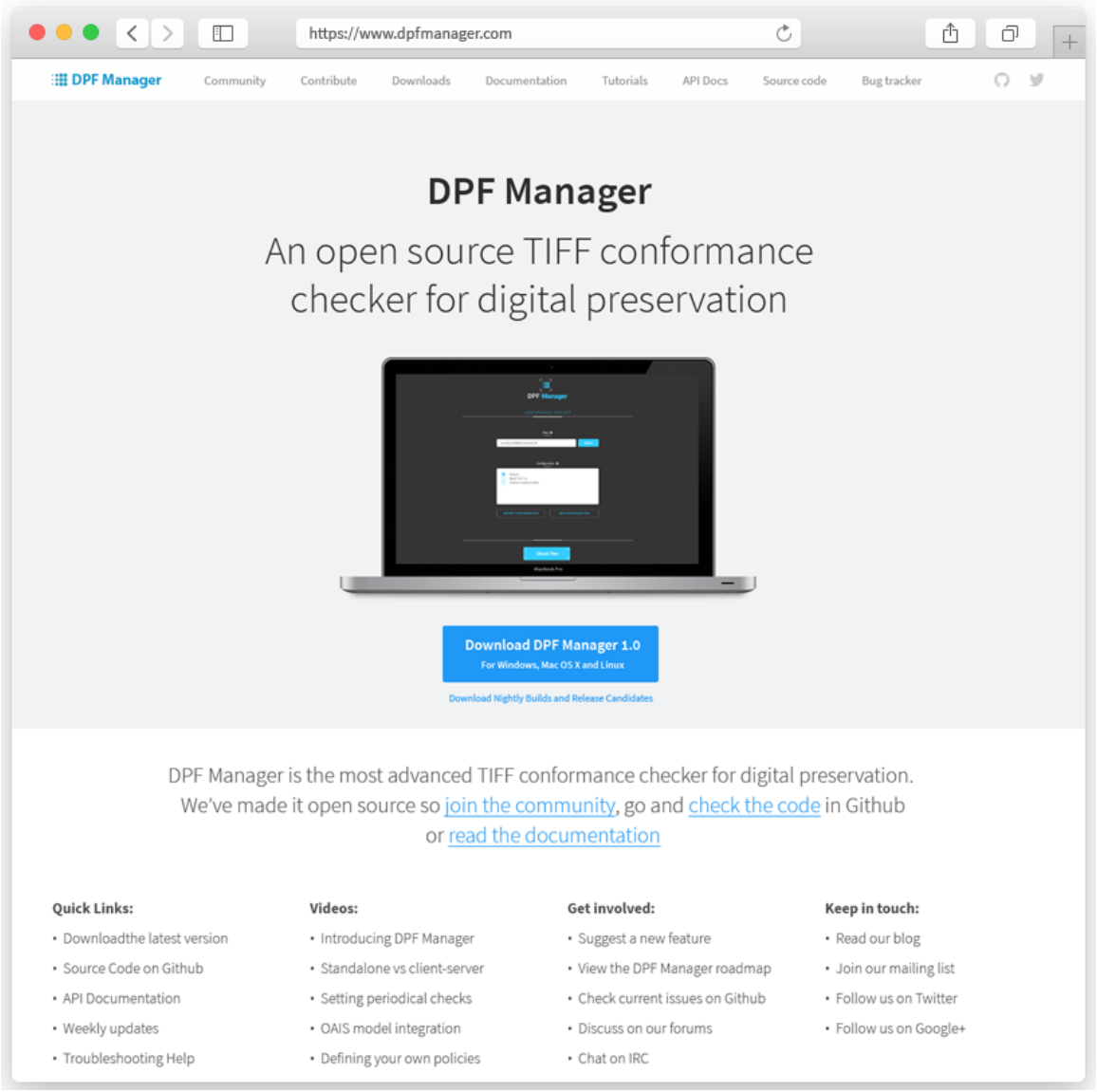
Documentation (wiki on how to install and use the software)	✓	✓
Documentation (wiki on how to compile the source code)		✓
Documentation (wiki on how to contribute new code)		✓
Contributing new code via pull requests		✓

4.4 DPF Manager website

DPF Manager will develop, own and operate a new website that will have low management and maintenance costs. The website will be advertised as the DPF Manager Project and will integrate specific tools to facilitate the collaboration of the community. The website will be used as a landing page for all our visitors and clients, and will be available in several languages, including English, German, Spanish and French for start. Clients will be able to view and browse all the information about the project and the unique features of the DFP.

The DPF Manager website will be the preferred communication channel for the non-technical community.

It will allow end users to download the latest releases of the DPF Manager, together with a multitude of additional content aimed at providing help to technical and non-technical audiences, including documentation, how-to videos, and other content detailed in the table below.



This table shows the content available in the DPF Manager website and its target audience:

	End users	Developers	Others
Download source code (link to Github)		✓	
Download pre-compiled releases	✓	✓	
Issue tracker (report bugs and suggest new features), link to Github	✓	✓	

Documentation (wiki on how to install and use the software)	✓	✓	
Documentation (wiki on how to compile the source code)		✓	
Documentation (wiki on how to contribute new code)		✓	
API documentation		✓	
DPF Manager blog	✓	✓	✓
Forums	✓	✓	
IRC client		✓	
Video tutorials	✓	✓	
Social connections (twitter, google+, etc.)	✓	✓	✓

5. Open Source software release cycle

DPF Manager will be developed following the Continuous Integration methodology. Pushing code to the repository will automatically trigger the execution of test cases.

We plan to use travis-ci.org as our continuous integration service. Travis-ci is tightly integrated with Github, and is the most commonly used continuous integration service for public Github repositories.

The source code will be organized in git branches, depending on the level of maturity of the code and its stability.

DPF Manager will also offer the pre-compiled executables for three different branches of the code:

1. Stable: The release has been thoroughly tested, has no known bugs and it is production ready.

2. Beta: The release is being tested and reviewed by the community. It includes features not available in the stable release. The release may not be stable enough for a production environment.

3. Nightly builds: The compiled code will be released as it is every day, which means it includes the latest features. The code may contain numerous bugs and the APIs can change significantly, so it is definitely not ready for production.

5.1 Open Source community engagement

The DPF Manager core team will perform four different roles aimed at taking care of the open source community and anyone else who shows an interest in the project:

- Community manager: The community manager will have important tasks and metrics to monitor and objectives to achieve, in order to grow our network and build a strong community. Within DPF Manager, the Community Manager will have the following attributions:

  - Will ensure the implementation of the current strategy and will design operational targets for DPF Manager's client engagement,
  - Will guarantee optimal engagement from DPF Manager, in addressing all inquiries via social networks, website or any other means of communication,
  - Will measure social impact and ensure the establishment of a proper reputation for DPF Manager,
  - Will design and implement creative communication and field management engagement techniques that will drive a growing number of users towards our website and to join our network,
  - Will manage all the company's social network pages, ranging from LinkedIn to Facebook and Twitter,

- Will identify, develop and foster relationships with key institutions within DPF Manager's areas of interest,
- Will cultivate relationships that drive impact through support of organizations' social missions, particularly valid for memory institutions that we are targeting, such as libraries, archives, museums and galleries, but also other institutions, such as city councils or universities,
- Will provide consultation and technical support to the company's leadership in the establishment of community relations goals, objectives, and strategies and develops/ communicates plans to meet established goals to the company's management on a monthly basis

- Project owner: The project owner will be the responsible for the features that the DPF Manager will offer to each of the stakeholders. The project owner will have the following responsibilities:
  - Will manage the product roadmap, defining which features will make it onto the next releases.
  - Will monitor the forums, IRC and Github issues and engage with users that suggest new features.
  - Will also be responsible for interacting with the standardization organizations.

- Lead developer: The lead developer will be responsible for managing the developers in the core team and for engaging with the open source community, external developers and users. The lead developer will have the following responsibilities:
  - Will ensure that the developers in the core team deliver on time and budget,
  - Will engage with external developers, helping them when required,
  - Will engage with the open source development community, using the provided tools to answer technical questions,
  - Will monitor the Github issues, classifying new issues by importance and urgency, and monitoring the progress towards fixing existing issues
  - Will monitor the forums and IRC channels, reply to technical questions and add to Github any issue that may be reported in these channels,
  - Will review the code contributed by third parties through the Github pull request system.

- Technical writer: The technical writer will be responsible for maintaining all the documentation in the project website and Github public repository. The documentation includes:
  - Documentation for developers: API reference, how to integrate DPF Manager, how to compile the code to create binaries, etc.
  - User documentation: tutorials, how-tos, cookbooks, video tutorials, etc.

6. Being more social

Other ways that complement the compound of channels used for communication of PREFORMA are:

- **Social networks:**

The social media channels have the power to increase the possibility to reach all target audiences, so it is expected to open new different social network channels to do promotion, engagement and loyalty tasks. Four social media are selected in order to reach this goal: Facebook, Twitter, Google+, and LinkedIn.

Facebook, the most used social network in the world, is addressing a generic audience. In this social network a dedicated public page shows the main updates of the website and the most significant project activities. The same considerations apply, except for the reduced scale of numeric audience, also to Google+.

Twitter, the popular micro-blogging service, brings in real time all the news of the website to the followers of the profile and allows a very quick sharing of the news through the web. This was the most used channel for communicating our activities, and the one where reactions were most notable. Special mention also needs to be made of LinkedIn, which is more focused on a more professional target audience.

- **SEO**

Search engine optimization is going to be applied over all channels because it is quite important do a good content planning to reach as much visitors as possible.

- **Materials to enhance communication, performing:**

1. A PPT presentation to present PREFORMA's solutions to market needs.
2. How does it work? Design a video about PREFORMA.
3. Factsheet about the project.
4. Template for presentations including all logos.
5. Posters.
6. Periodical reports for users about contributions.

- **Traineeship financially supported**

Receive traineeship students interested in digital preservation and open source communities.

- **Trainings**

Trainings are a good way to keep improving motivation, knowledge and the community. Hence, it is expected to offer open training periodically (online, offline).

- **Events:**

1. SOIMA2015 | http://www.soima2015.org
   The conference is based on the collective experience of ICCROM's multi-partner programme on Sound and Image Collections Conservation (SOIMA), which organized five capacity building initiatives (four international and one regional) in Africa, Asia, Europe and Latin America during 2007-2014. Building on SOIMA's global insights from bringing together 89 sound and image professionals from 55 countries to date, the 2015 conference is making a strong case for looking beyond professional and institutional boundaries, actively listening to each other and sharing strategies to

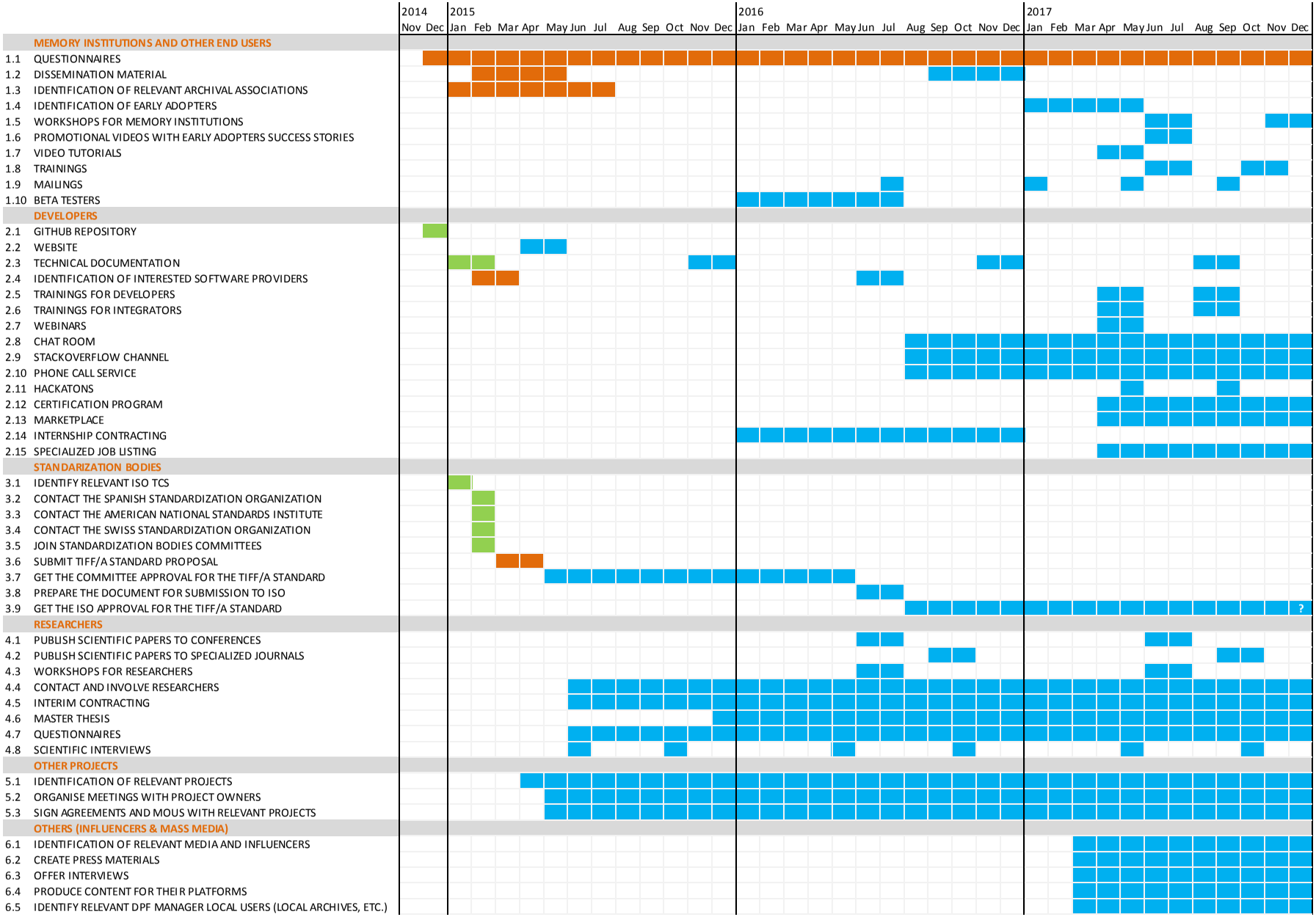
ensure a safe and creative tomorrow for sound and image heritage. The conference aims to promote the sound and image heritage held by diverse and lesser-known cultural and research institutions, as well as individual collectors.

2. TPDL Conference | http://tpdl2015.info/
   The International Conference on Theory and Practice of Digital Libraries (TPDL) constitutes a leading scientific forum on digital libraries that brings together researchers, developers, content providers and users in the field of digital libraries. TPDL 2015, the 19th edition of the conference, is organized by Poznań Supercomputing and Networking Center and will be held in Poznań, Poland on September 14-18, 2015.

3. Digital Libraries 2015 | https://sites.google.com/site/jcdl2015/
   Big Data is everywhere – from Computational Science to Digital Humanities, from Web Analytics to traditional libraries. While there are significant challenges in other areas, for many the biggest issue of all is a digital libraries one – How do we preserve big data collections? How do we provide access to big data collections? What new questions can we pose against our big data collections? These are all digital libraries questions. How can we, the digital libraries community, stand up in the face of these challenges and inform collection builders, curators, and interface developers how to best solve their challenges? What assumptions have we been working under that no longer hold in light of Big Data? These are some of the timely questions we hope to address at JCDL 2015

4. iPRES2015 | http://ipres2015.org/
   iPRES is the premier international conference on the preservation and long term management of digital materials. The iPRES 2015 will be held on November 2-6, 2015 in Chapel Hill, North Carolina. Contributions are currently being sought that present research and innovative practice in digital preservation.
   The iPRES 2015 conference is seeking contributions from research and innovative practice in digital preservation.

7. Action plan calendar



Bas van Leeuwen

Principal Consultant at Evidently Community

Amsterdam Area, Netherlands | Computer Software

Current	Evidently Community, Community Managers NL
Previous	Hippo, Universiteit van Amsterdam
Education	University of Amsterdam

Background

Experience

Principal Consultant
Evidently Community

February 2015 – Present (2 months) | Amsterdam

Available for advice, coaching, training, and hands-on community management

General Secretary
Community Managers NL

January 2015 – Present (3 months) | Netherlands

General secretary of the Dutch Community Management association; responsible for the day-to-day goings on of the association.

Community Manager
Hippo

January 2013 – January 2015 (2 years 1 month)

I am responsible for engaging and maintaining the various Hippo Communities (developers, users). Engaging users both online and offline at various meetups and Hippo's annual GetTogether (hgt14.onehippo.org) that last year saw 175 people from all over the globe.

Business Consultant / Project Manager
Hippo

September 2009 – December 2012 (3 years 4 months) | Amsterdam Area, Netherlands

I helped clients achieve the best solution for their web-needs. The variety that Hippo CMS provides gave me the opportunity to be creative and (together with key developers) devise the best result. Implementations were either done by in-house development teams, or by Hippo partners, both of which I supported where needed. Also helped out with Hippo's community events, both in-house (Hippo Fridays) and external (Hippo GetTogethers).
I did various courses and am certified IPMA-D.

Example projects:
- Launch of Politie.nl
- NS.nl restructuring
- Amerpoort.nl

Support Engineer
Hippo

October 2008 – May 2009 (8 months)

Managing client's issues using Hippo's JIRA system, providing feedback to clients and helping Hippo fulfill it's service level agreements.

Student advisor
Universiteit van Amsterdam

September 2006 – June 2007 (10 months)

Tasked with advising future students with their choice of education.

Volunteer Experience & Causes

Vice president
Vereniging Informatiewetenschappen Amsterdam
October 2005 – October 2006 (1 year 1 month) | Education

As vice president I helped the president in his duties, took care of sponsorship and replaced the president where needed.

Chief editor online
Cl!max - Schoolkrant Montessori Lyceum
January 2003 – August 2004 (1 year 8 months) | Education

Responsible for the forums, the site and the web editors.

Languages

English
Full professional proficiency

Dutch
Native or bilingual proficiency

French
Elementary proficiency

German
Limited working proficiency

Chinese
Elementary proficiency

Education

University of Amsterdam
B.Sc., Computer Science
2004 – 2009

Shanghai International Studies University
Beginner course in Chinese
2007 – 2008

A semester of Chinese language and full immersion in the Shanghai city life.