

# Marketing the AG to your Local Community

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# Overview and Focus

- Marketing using a full AG node
- Lobbying for an AG node
- Incorporating the communities beyond HPC

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# Marketing with an AG node

- **Case 1 – you have an AG node**
  - You have established collaborations– bring those people to the AG
  - You have seminars/workshops to offer – redesign them as AG workshops
  - Provide tours and demonstrations to your community

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# Lobbying for an AG Node

- **Case 2 – Selling the Access Grid**
  - How do you describe what the tool is?
  - How do you describe what the experience is?
  - Logistics – cost, space, upkeep
  - Uses (past, present, local)
    - What are the benefits of the AG?
    - What does your organization have to offer?

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# What is it and why do we want one? (or two. . .or three. . .)

- **How do you describe the experience?**
  - **Video-conferencing – not quite. . .**
    - Analogies (movies v. television, party-line v. private)
    - Other people's first impressions
    - Workshop participation experience
    - Comparison to tele-conferencing
    - Suggestions?

# Now that you have one. . .

- **How do we get people to use the AG?**
  - Do all the leg work for them
  - Compile a list of suggestions and find an enthusiastic colleague
  - Outreach
    - Demos
    - Brown bag lunches
    - Departmental meetings
    - Gala openings and celebrations

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# The world beyond HPC

- **How do we bring new communities to the AG?**
  - **Target new communities in your ‘neighborhood’**
    - Museums (e.g. Higgins Armory, American Antiquarian Society)
    - Global, non-technical uses (e.g. can a German class at WPI meet with a group of students at a German university to ‘chat’ and practice their language skills)
    - Music, arts and dance
    - Collaboration among deaf persons ( Worcester and Boston University)
  - **Ask them: How do you envision using an AG node?**

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# Harnessing User Initiative

- **Questions to leave them with:**
  - What would you like to see on the AG?
  - What would you like to bring to the AG community?

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# Future Marketing Discussion

**BOF Anyone?**

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