ITCR Training and Outreach Working Group

Thursday, April 12th, 2018 Meeting Notes

4pm Eastern

Meeting phone number: 1-650-479-3207

Meeting number (access code): 733 094 302  
WebEx When it's time, [Join Meeting.](https://cbiit.webex.com/cbiit/j.php?MTID=m62939de65fa516e90c3943c42ea745cd)

Meeting password: TrainingWG2017!<https://cbiit.webex.com/cbiit/j.php?MTID=m62939de65fa516e90c3943c42ea745cd>

**Google Doc for the Meeting:**

[ITCR-TOW-Apr-2018](https://docs.google.com/document/d/1RJcs0kirTIDE-B7h3w82ZQMu6jCEyip3gw4UbiacwyA/edit)

**Attendees: Please sign in!!**

Mike Ryan, JHU / MD Anderson

Mary Goldman, UC Santa Cruz

Mervi Heiskanen, NCI

Lauren O’Donnell, BWH/HMS

Tali Mazor, DFCI

Amanda Bell, GW

Mark Bergman, UPenn

Juli Klemm, NCI

Isaiah Norton, BWH

Dexter Pratt, UCSD

Brian Haas, Broad Institute

Andrey Fedorov, BWH/HMS

David Hanauer, U of Michigan

Michael Reich, UCSD

Brion Sarachan, GE Research

Hiro Yoshida, MGH/HMS

**Agenda/Minutes**

* General Announcements
* Outreach Activities (type in here)
  + GenePattern Notebook
    - 3/14 all-day workshop, UCSF
    - 4/5 presentation at San Diego Supercomputing Center, UCSD, “Reproducible Research and Interactive Education” workshop
    - 4/5 3-hour RNA-seq in GenePattern workshop, Boston University
  + cBioPortal - 2 workshops on March 20 & 22
  + Trinity CTAT - 3/15 cancer bioinformatics workshop @ CSHL
* Speaker: Lakshmi Grama and Rebecca Priest. They will be speaking about how to increase your rankings in google search results for your bioinformatics tool and how to use targeted social media advertising (e.g. Facebook targeted at potential users) to increase tool user base.
  + Dr. Grama is the Associate Director for Dissemination and Digital Communication in NCI’s Office of Communications and Public Liaison (OCPL). She leads digital strategy development and implementation and advices NCI Divisions, Offices, Centers, and programs on digital communications including social media, website management, content marketing, and search engine optimization.
  + Rebecca Priest is the Interim Director of Brand Management at Michigan Medicine
* Q & A with Lakshmi Grama and Nina Ghanem.
  + Dr. Ghanem is the Communications Strategist for the Center for Biomedical Informatics and Information Technology (CBIIT).

**Notes:**

Slides posted on the [NCIP Hub](https://nciphub.org/groups/itcr/training_and_outreach_working_group_teleconference)