ITCR Training and Outreach Working Group

April 9, 2015 Meeting Notes

Dial in: 1-866-910-4857

Moderator passcode: 3236906#

Participant passcode: 323690#

Outreach/Explanation Video - Concept description available at  <http://goo.gl/ZTXali>

**U24 Outreach Videos currently available (\*\*=new since last time):**

Cistrome <http://youtu.be/gQDYrtDhpVc>

Bioconductor <http://youtu.be/dg6NvmMVQ3I>

3D Slicer <http://youtu.be/ikK5uDEmihU>

MeV <http://youtu.be/jC_wEJ_PuQw>

MuPIT/CRAVAT <http://youtu.be/bVEXOtX0gMk>

TRINITY <http://youtu.be/9ky5NwV45qY>

cTAKES <http://youtu.be/TpGZIKEDYMw>

TIES/TCRN <http://youtu.be/EzjAo9LJ4tg>

NDEx\*\* <http://youtu.be/ymn1HGPEwSA>

videos aggregated on NCIP Hub at <https://nciphub.org/groups/itcr/collections/itcr-training-assets>

Guidelines for posting videos on the NCIP Hub.

Be sure to Include:

1) Title

2) Short text description including links

3)Video:  Syntax for embedding your video: [[Youtube(jC*wE\_*PuQw, 300, 200)]]

The highlighted portion is the YouTube ID.

4) Tags

5) Upload your photo to your Profile in the NCIP Hub so that it appears with this post.

**Remaining Groups:** Cancer Genome Browser

Version available here: <https://drive.google.com/open?id=0B1YD-sWgaBSDZUZVWHFyX3VsOVE&authuser=1>

Final version on YouTube by Friday (waiting on final feedback from my team)

**Agenda:**

**(1) Update on CI4CC and discussion on how to best “connect” with this community, including through their website (**[**http://www.ci4cc.org/**](http://www.ci4cc.org/)**)**

* ITCR activities at CI4CC

1. 30 minute overview - including programmatic goals, and POV of ITCR investigator
2. Demos from Xena, 3D Slicer and TIES

* Sorena Nadaf asked if we would be interested in having a presence on their website.
* Lots of interesting discussion about how to support open-source software at the cancer centers.
* Bioconductor has received software contributions from Pharma.
* Complications of any industry support for software intended for research.
* Red Hat model - commercial company providing support services to an open source product.
* Open source imaging software commonly used in commercial products, but locked down by version. Kitware - a software company that overseas the community development process in all aspects, and provides consultation with commercial entities for integration (<http://www.kitware.com/>)
* CI4CC website
* Develop on the NCIP Hub (or website?), what does a cancer center want to know about the ITCR program?
  + Cancer centers using the programs
  + Who is using the software?
  + How are we already integrating into the cancer center community?
  + User profile?  What kind of person would want to use the software?
  + **>>Focus next month’s call on this topic<<**

**(2) Report from groups - including update on videos from NDex and Xena**

**(3) Plans for F2F in San Diego?**

**(4) Social Media and Engagement – Part 2.**

* **Making use of Social Media to reach new users (notes from Rudy Pillich)**

**The most important (and challenging) part is building the audience…. Once that starts rolling, it becomes a chain reaction ! Here are some key points (I refer to LinkedIn but they are also true for any other social media):**

**1)   LinkedIn is a powerful tool to connect with people that have similar interests and keep it at the professional level; so, ideally, every ITCR “PI” and “team member” should already have his own personal linkedIn account and a network of relevant connections. If they do not, they should start working on that.**

**2)   The second step would be to create a company page on LinkedIn and attract followers using the connections from the individual “PI / team members entourage”**

**3)   In order to attract more followers, you need to create content that is interesting, relevant but not overwhelming… I try to publish a couple of updates per week, sometimes more , sometimes less… Personally, I don’t think the number is important, what is important is the consistency. Attached is a quick guide developed by LinkedIn that explains the 5 STEPS to create a successful company page:** [**https://drive.google.com/file/d/0B7f-ApYmGdYmUXE4clowN0NtQm8/view?usp=sharing**](https://drive.google.com/file/d/0B7f-ApYmGdYmUXE4clowN0NtQm8/view?usp=sharing)

**4)   Mailing lists are another powerful tool and give you the advantage to get in the Inbox of every person you have an email address for… There is a free mailing list service called Mailchimp, it is the one I have set up for NDEx although I haven’t really used it so far.  With mailchimp, you can create marketing emails and send them to lists of “customers”: this could be a good way to announce a new software release, or the implementation of a new feature. If visit our informational website (**[**home.ndexbio.org**](http://home.ndexbio.org/)**), and scroll down past the slideshow images, on the right hand side you will see a box to subscribe to our mailing list… when a website visitor enters his email address, it is immediately added to the NDEx mailing list and from now on, he will receive every email we send to that list until he decides to unsubscribe.  I know that some ITCR projects have already gone through several training sessions and workshops, so I am pretty sure they could easily put together a nice list of emails… In addition, for future workshops and training sessions, make sure you collect registrants email addresses so you can add those to the list too. Attached is quick start guide for Mailchimp:** [**https://drive.google.com/file/d/0B7f-ApYmGdYmSktjZmc4am9UUEU/view?usp=sharing**](https://drive.google.com/file/d/0B7f-ApYmGdYmSktjZmc4am9UUEU/view?usp=sharing)

**HERE IS ANOTHER RESOURCE ON liNKEDiN COMPANY PAGES VS GROUPS:** [**https://www.linkedin.com/pulse/20140706213256-3173651-building-community-with-linkedin-company-pages-vs-linkedin-groups**](https://www.linkedin.com/pulse/20140706213256-3173651-building-community-with-linkedin-company-pages-vs-linkedin-groups)

**5)   Finally, I think each project should have a website with all sort of documentation, resources, info about the team and the software, tutorials, ecc. An essential part of the website should be its blog, where the manager (PI, team member, social media expert) can create content (for example announce a new release) with text and images. The announcement on this blog, besides being visible to website visitors,  can also be easily shared on social media or by including the link in an email blast! For our informational website, we used Wordpress because we already had hosting space on DreamHost, but there are several other alternatives out there, some of which are a lot better. If starting from scratch, I recommend buying hosting and using the website creation tool provided by the host provider (for example:** [**www.wix.com**](http://www.wix.com/)**) . There are dozens of similar options, just do some research and pick the one you like best.**

**6)   To give you an example flowchart, here is what I do:**

**a)      First, publish a post in the blog on our NDEx informational website, for example about “a new member joining our team”**

**b)      Then, Copy the link of that blog post and paste it into a LinkedIn company page update.**

**c)      Then, Go to my main (personal) LinkedIn feed and share the above mentioned “company update” with my connections as well as relevant groups I am member of.**

**d)      Finally, paste the same link in an email and blast it out using mailchimp.**

**By doing this consistently, you will eventually build your audience and gain visibility.**

**Here are some STATS I have collected after sending out the “NDEx April Newsletter”:**

* **Delivered emails = 90**
* **Recipients who opened email = 39/90 (Open rate = 43.3%)**
* **Recipients who clicked in email = 10/90 (Click rate = 11,1%)**
* **No. emails opened within 24 h = 35/39**
* **ITCR/TOW opens = 5/39**
* **ITCR/TOW clicks = 2/39**
* **Linkedin followers >> +5**
* **Mailing list subscribers >> +1**
* **Next Agenda item**

**Previous Meeting Notes**

October 14, 2014 [goo.gl/NhccyM](http://goo.gl/NhccyM)

September 16, 2014 [goo.gl/cQdfHI](http://goo.gl/cQdfHI)

November 13, 2014 [goo.gl/Vc5fMs](http://goo.gl/Vc5fMs)

December 11, 2014    [goo.gl/uCU0Bu](http://goo.gl/uCU0Bu)

January 8, 2015 [goo.gl/yPBwTX](http://goo.gl/yPBwTX)

February 26, 2015 [goo.gl/nlCLtS](http://goo.gl/nlCLtS)