Greg Simkins

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Sent:	Saturday, January 06, 2007 7:42 PM
Subject:	Minutes PR Committee Meeting Jan 6 2007

Vance Kochenderfer and Greg Simkins met for two hours this morning at EatNPark at South Hills Village to discuss means of meeting the goals of PR committee:

1. To swell the ranks of WPLUG membership.

2. To establish and maintain WPLUG's reputation as a key organization for Open Source in western Pennsylvania.

3. To maintain a high level of awareness of WPLUG activities with the general public.

4. To obtain favorable publicity for WPLUG.

5. To establish and maintain contact with other Open Source organizations to coordinate efforts to further the cause of Open Source/Free Software.

Action Items:

1. Contact Post-Gazette (Ms. Corilyn Shropshire) and explore possibility of getting an article published on WPUG - Action: Greg (completed)

2. Investigate where mass quantities of CDs or DVDs with popular distro may be obtained at low cost for distribution to students, etc. - Action: Vance

3. Explore getting admin rights to the WPLUG wiki - Action: Greg

4. Investigate possibility of getting a mailing list from a Linux magazine - Action: Vance

5. Draft membership survey for possible deployment on Survey Monkey or other suitable server. Action: Greg to draft (see outline below), Vance to review for board presentation

6. Subscribe to Tech Council Mail List. Action: Greg (completed)

7. Need to enhance the home page of the WPLUG web site (existing or new) to tell perspective attendees/members what to expect. Action: Vance to explore with board. Greg willing to participate.

8. Consider posting WPLUG events to O'Reilly (http://ug.oreilly.com/). (I couldn't find any reference to WPLUG there) - Action: Vance

Discussion

Thoughts concerning advertising:
 - Encourage members to invite friends - this may be the most effective recruiting mechanism. We need to remind people what we offer and suggest they invite a friend.
 - Need to reestablish the welcome table at meetings so that new people get greeted and oriented.
 - Advertise on some web site? We are already position No. 1 on Google for a search on "Linux Pittsburgh". Google ads are not expensive, but perhaps not necessary. Is there another high potential site?
 - Enhance our own web site so that the home page is an invitation to come to a meeting and get involved. Vance mentioned that the board's long term plan is to replace our existing site with the wiki site. Perhaps we need a plan to start migrating content to the wiki. Some content may need a link back to the existing server.
 - Pursue the free distribution of a live CD or DVD. Ubuntu CDs are available for free.
 - Can we pursue a cooperative promotion with one of the Linux magazines? Would they let us use their mailing list?
 - No action at this point regarding Pittsburgh Tech Council - this may be a good resource in future.

What do people want from WPLUG?
 - Technical networking
 - Friendship
 - Education
 - Career Development

 - Classes on Linux topics
 - Professional visibility
 - Other?

Survey topics:
 - Are you a member of WPLUG Y/N?
 - How many WPLUG activities per year do you attend? multiple choice 4 or 5 ranges: (e.g. 0, 1-5, 5-10, Over ten)
 - What do want and/or expect from WPLUG? - multiple choice including those above plus fill in blank.
 - How well does WPLUG meet your expectations? Rate 1 - 5, perhaps by category
 - What is the greatest barrier to increasing your participation in WPLUG? (fill in blank)
 - What topics to you want to see presented? check boxes plus blanks

Comments

Please reply with comments/additions/etc.