UC2B Marketing Meeting, 11/16/2010

Formation of a Quorum

Brandon Bowersox: An open working group. Anyone can contribute and this will be brainstorming at first, but at some point there will be an editing-down process. But don't be formal/closed.

John Kersh: Offers to do organizing and publicity for meetings. Bowersox will chair.

Agenda

Approved by general assent

Minutes

None to approve from last time.

Ground Rules

Bowersox: Is 11:00/Tues a good meeting time?

Dr. Abdul Alkalimat: If we want community participation, daytimes are not great. Need at least some meetings outside business hours.

Kersh: Weekends better. Should have an established weekly time that doesn't change.

Ray Mitchell: Back to: who do we need at these meetings? That will answer the time question.

Rev. Larry Lewis: You need pastors here. Saturdays are good.

Mike Smeltzer: How about one business hours and one evening/weekend? 2nd Tues. @ 11 and 4th Tues @ 6:30?

Bowersox: Confirm the above. Will work out logistics on meeting places.

Dr. Alkalimat: We come up with a written plan, then return it to the Policy and Tech. Cmtes?

Bowersox: Yes

Kersh: But it will be iterative, and we'll have to be asking and confirming things with the other cmtes as we go.

Bowersox: What are the decisions that need to be made at the organizational level that impact the marketing cmte and plan? We need to start keeping a list of these key decisions/questions.

Subcommittee Tasks

Kersh: Hands out text of issue#2, draft marketing message.

Dr. Alkalimat: We need to be out in front. Answer these questions(see handout) soon, both so we can answer the community's questions and so we can be ready when the project kicks into the marketing/outreach phase.

Smeltzer: A lot of the answers are in the proposal. We might change some of this, but we have them provisionally.

Smeltzer: There is also the issue of the organization of the operational unit of UC2B. We don't have it yet, and until we do we are limited. Waiting on lawyers.

Smeltzer: We should do a question of the day

Dr. Alkalimat: We need something a lot simpler than that. How to market to people on the other side of the digital divide.

Speaker Unknown:

Q: What population do you expect to do the fiber to home: People who have internet now? Or people without?

A: Both

Smeltzer: 40% have internet, want to get 75% of them to change. 20% more have a computer but no internet. Want to get 75% of those. 40% with no computer or internet. Want some of those, but majority will come from first two. Three separate messages for those groups.

Mitchell: We need service providers and services lined up to put in front of people, with clarity of costs. Comcast already has this, and we have to compete with that. Have to compete with bundled services.

Dr. Alkalimat: One way is to be clearer and less deceptive than the commercial services.

Bowersox to (Smeltzer and Kersh): Can you pull questions/answers together from existing materials for next meeting?

And to Everyone else: Collect possible FAQs for next meeting.

Smeltzer: Shows off the set-top box. Also, notes that Microsoft is trying to get involved with the project.

Dr. Alkalimat: Question# 7 about community servers and resources: Kansas City has a web-based community archive. Where will community archives live? Toledo, OH & MetroNet.

Jared Dunn: Video is also a big early application. Where will all of that video live? If we're going to make best use of the local network and the 100MBPS speeds, we need some kind of local storage or servers.

Bowersox: This is both a marketing and an outreach committee. We need strategies for outreach and use. Can UPTV provide this for video? What other anchor institutions and groups can provide these kinds of capacities? Existing efforts that can use UC2B to scale. Identify what we can do if we get more resources as well. Plan can help us go do fundraising.

Dr. Alkalimat: Start to formalize and institutionalize ad-hoc programs, so we can make a plan. Most of the programs are too unstable to count on. Example of Bell @ Parkland and his inconsistent supply of computers and funding. If we could formalize and institutionalize that, we could count on a steady supply of computers for people and anchors.

Rev. Zernial Bogan: How to maintain the labs at the anchor institutions. Will this be too much of a burden on them? Need a support structure.

Mitchell: Need big customers and revenue to support all of the community / digital divide stuff.

Kersh: Customers that give, and customers that pay. Who do we need to engage? Need to engage FTTH customers, ISPs, Cable and other providers.

Smeltzer: Companies already lined up for additional services. 3-4 video providers, etc.

Bowersox: It's an open network, so anyone can provide on it. Because of this, we need to figure out how to tell people what their options and prices are going to be when they sign up. Need a full/fair comparison on our site.

Dr. Alkalimat: This needs to be packaged as well as existing offerings.

Rev. Bogan: What is the advantage? Will it actually cost less? Why do you need UC2B instead of your existing setup? Will everything work the same as my current setup?

Smeltzer: Utopia in Utah has a system that allows the sort of one-stop shopping people are talking about. We are looking at systems like this. Billing relationships will probably be with the provider.

Mitchell: Direct partnerships to offer services could mean more revenue.

Rev. Bogan: Don't want to discourage Magic Jack, because using something like that in combination with $20 internet service is a real selling point.

Dr. Alkalimat: If anchors are going to get revenue, how will that be handled by systems?

Bowersox: What to do for next meeting? Everyone come with an elevator pitch for a strategy?

Dr. Alkalimat: Anchor institutions and what can we offer them now to get them going? Urbana Public TV shows for anchors.

Dunn: Show, don't tell on what the network can do and what the technology is like. Ray Mitchell / Volo and putting fiber speed in an anchor institution for people to be able to try. Create safe spaces for people to try these things out.

Rev. Lewis: Month-to-Month service will be a big draw. Concerns?

Smeltzer: The worry is that we put fiber in 2500 homes, then they all unsub the next month. Need to figure this out.

Closing

Next regular meeting: Tues. Nov. 30th. 11:45P.

Bowersox: Move to 4th Thursday instead, because of Cyber-Committee conflict. 2nd Tuesdays @ 11:45, and 4th Thursdays @ 6:30