**Presidential Primary Sources Project - Meeting Minutes**

**December 18, 2014**

**8:00am PT/9:00am MT/10:00am CT/11:00am ET**

**734-615-7474/866-411-0013/Pin: 0166762#**

**Participants**

Patrick Clark – Director of President James Buchanan’s Home “Wheatland”

Jen Epstein – National Mall Memorial Parks

Ani Simmons - 6th floor Museum at Daily Plaza

Lea Castillo – TETN, Texas connector for Internet2

Christian Davis - Clinton Birthplace Home National Historic Site

Carrie – Edutech, promote Presidential programming to K12 schools in ND

Mike Costa and Camille Wells – Idaho Education Network

Mark Adams – Truman Library

Stacey and John - Abraham Lincoln Birthplace

Arlene Jackson - Ulysses S. Grant

Kelly Cobble - Adams National Historic Park

James Werle – Internet2

Matt Hall – Internet2

***Action Items***

* Content Providers: Please have all of your program descriptions and information submitted prior to our next meeting on January 8.
* James: Schedule call with Wheatland to figure out technical planning details.
* Jim McGettigan/Linda Rosenblum: Follow up with Christian – Clinton Birthplace and Stacey and John - Abraham Lincoln Birthplace. Both sites have indicated they need technical support
* James: Finalize a hashtag for the program to be used across all social media platforms for the duration of the program. How about # PPSP2015?

**Key Points**

*Technical Planning*

* Idaho Education Network (IEN) has offered to be the primary bridge for all of the programs in 2015.
* We still need to identify someone to live stream and record the sessions.
* An in-depth technical planning call will happen during the first week of January to finalize the details.
* President Clinton National Historic Site will need full technical support and training.
* Abraham Lincoln Birthplace also needs full technical support and equipment.
* This will be Wheatland’s first time doing an online presentation and they will need full technical support and equipment.
* Process for sharing content (pictures, slideshows, etc.) for presentations should be sent to James and they will be loaded into Box.
  + If you have another way of sharing content and prefer not to use Box, that is fine as well.
* For sites that would like to use Zoom, it should be able to work with our bridge – it isn’t like Skype.
  + It is compatible with H.323 and technically, it should work and we can discuss further on a technical planning call.

*Marketing Plan*

* The program flyer that was shared with the group will become one of our main marketing tools.
  + It can be sent out as a whole, including the information for all of the presentations, or in smaller, more directed pieces prior to specific events.
* Starting on January 8, our marketing efforts will kick into high gear as we begin sharing our program flyer with educators.
* Marketing Strategies by Location:
  + Truman Library: deep reach into social studies teachers in MO and KS via listservs, website, and social media.
  + Clinton Birthplace: Constant contact and email list of teachers and educators who we send information to.
  + Buchanan: PA has a ton of school districts. We reach out electronically through constant contact. This will be our first venture into presenting things online.
  + Sixth Floor Museum: We use CILC, and we use Connected Texas (bridging service), which is through a Texas education agency
  + Lincoln Birthplace: We post everything on our website that is updated constantly and contains group registration forms. We do a lot of press releases and are very active on Facebook as well.

*Scheduling Notes*

* The week of March 16 is Spring Break and TETN will not be able to provide technical support during that week.
* The Sixth Floor Museum at Dealey Plaza is not able to give their program in March, but other than that, they are very flexible on dates and times.

**Next meeting:**

When: Thursday 1/8 Noon Pacific, 1pm Mountain, 2pm Central, 3pm Eastern

Where: +1-734-615-7474 (preferred), +1-866-411-0013 (toll free US/Canada Only). PIN: 0166762# (Participant)