**2016 PPSP Marketing/Planning Call**

**December 2, 2015**

734-615-7474/866-411-0013/0111625#

**Participants**

Elizabeth Dinschel, Hoover Library

Jen Epstein, National Mall

John George, Abraham Lincoln Birthplace

Sharon Kilzer, Theodore Roosevelt Center

Jennifer Oxenford, KINBER

Courtney Speckmann, White House Historical Association

Jenny Sweeney, National Archives at Fort Worth

Ann Zimmerman, OARnet

Matt Hall, Internet2

Holly Hein, Internet2

James Werle, Internet2

**Key Points**

*Program Schedule*

James confirmed the dates/times for all programs in the series per the program flyer.

<https://internet2.box.com/PPSPbroch2016>

*Marketing*

* **Marketing Plan Next Steps:** 
  + Matt Hall will convene the marketing teams from NPS/NARA/Internet2 to

coordinate some planned tweets/facebook/email blasts, etc. we can share with the group to promote the series and each individual presentation.

* + Make sure each content provider approves tweets about their programs before publication.
    - Twitter seems to be more effective than Facebook at getting these programs in front of the right audiences.
  + Create a hashtag for the series (#PPSP2016).
  + James/Matt will confirm that the PPSP Facebook page has connected with all of the content providers.
  + If your organization has not yet “liked” the PPSP Facebook page <https://www.facebook.com/PresidentialPrimarySourcesProject> please do. Also be sure to “follow” @Internet2 where we will be tweeting about each program and the series. @Internet2 will do the same for each of the content provider sites.
* State Departments of Education have great marketing channels to utilize. Each content provider site with relationships with DoE can share marketing material to be posted to the state DoE listservs.
* There are several national email lists, such as those used by the American Library Association, which can be utilized for marketing the programs -
* Below is a google form cataloguing the various marketing communication channels we have identified to date.

<https://docs.google.com/spreadsheets/d/1f6b32tQecNkX6VmSIcfzL7m-9AKG0ptNyWOxdaQL2y4/edit?usp=sharing>

Please add any additional marketing channels we should be utilizing.

*Technology Testing*

* Technology tests will begin shortly to ensure that everyone is able to connect to the video bridge and feels comfortable using the technology.
  + We will reach out to each of the content providers in the coming weeks to schedule testing dates.