# U.S. UCAN Workshop Notes

Internet2 Fall Member Meeting

October 4, 2012

# Opening Session

Susannah Spellman, Executive Director, U.S. UCAN, opened the Workshop, welcoming participants and providing an overview of the Workshop agenda and the handout materials. Shaun Abshere, Assistant Director of WiscNet and moderator for the Workshop, followed by giving a summary of the last Workshop outputs, including suggested measures for U.S. UCAN success and strategic recommendations. Shaun also summarized the responses to questionnaires that were distributed to representatives from community anchor institutions (CAIs) that participated in the Spring U.S. UCAN Workshop and the responses from the U.S. UCAN Regional Optical Network (RON) partners that participated in the U.S. UCAN pilot. Walt Magnussen, U.S. UCAN’s Public Safety consultant, provided insights on current Federal public safety initiatives and how U.S. UCAN can get involved. Bill Weber, Chief Technology Officer of WHYY, discussed public media as a community anchor and its emerging relationship with U.S. UCAN.

# Morning Session: U.S. UCAN RON Response Discussion and Report Out

During the morning session, the Workshop attendees split into six groups to review U.S. UCAN RON pilot participant questionnaire responses and to identify potential U.S. UCAN focus areas based upon the following criteria: the most pressing need, the best opportunity, and the easiest to accomplish. Each group presented their findings to the larger group. A summary of the group report out is as follows:

Most Pressing Need: **Clear up ambiguity**

* Define relationships among Internet2, U.S. UCAN, RONs, and CAIs, leveraging community input. Make visual, show how things flow among the organizations and consider the following:
  + Do not disturb existing relationships
  + Understand intra/interstate relationships
  + Avoid duplication of services/efforts
  + Determine how U.S. UCAN will work with regionals, how regionals will support U.S. UCAN
  + U.S. UCAN’s role as a convener for the community and as a clearinghouse
* Develop strategic/business plan (milestones, action items, timelines)
  + Leverage Advisory Council
  + Identify champions to help from the community and at the national level, (i.e., national CAI organizations)
  + Take into consideration Internet2 resources to support U.S. UCAN and additional resources that may be available from the U.S. UCAN RONs and the broader research and education community
  + Identify services U.S. UCAN can/should offer based on identified CAI solution, product, and service needs
  + Clarify relationship with SEGP, how it will operate with U.S. UCAN
  + Understand/identify where RONs do not or cannot provide services across the U.S. and develop strategy to serve those areas
  + Understand/identify what restrictions RONs may have in their service areas (i.e., ability to serve various CAI sectors)
* Develop U.S. UCAN Value Proposition
  + Develop elevator speech for U.S. UCAN, which may need to be adapted to each CAI discipline
  + Develop and distribute use cases that demonstrate CAI need and impact
  + Provide education/communication of U.S. UCAN strategies and value proposition
  + Consider financial environment and service needs of CAIs—as an opportunity for solutions, understand/be mindful of CAI budget constraints, communicate cost savings
  + Identify value proposition for CAIs
  + Leverage champions to help identify and communicate value proposition

Largest Opportunity

* Present vision of U.S. UCAN to RONs, and with them, to CAIs
* Determine U.S. UCAN and RON partnership to:
  + Enhance value proposition with NET+/solutions
  + Assist RONs in identifying the unique value propositions they offer CAIs
* Advocate U.S. UCAN and partnership with RONs with national and State/regional associations representing CAIs
* Build solutions using NET+ services and other solution opportunities, including:
  + Develop portfolio of services
  + Identify useful solutions, killer apps, by CAI
  + Consider a national franchise model (i.e., NET+ distribution) vs. membership model
  + Pilot NET+ with selected CAIs and U.S. UCAN RONs
  + Identify a first U.S. UCAN branded solution
* Develop Marketing Tools/Support
  + Develop/identify use cases throughout regions, identifying quantitative impacts
  + Identify use and need cases for each CAI sector, communicating cost impact of solutions
  + Replicate the success that Internet2 has had with the higher education community

Easiest to Accomplish

* Develop relationships with national and regional CAI associations
* Identify leaders, champions, and advocates in the community (CAI, RONs)
* Launch branded solution(s)

After the RON Questionnaire Discussion and Report out, Philippe Hanset from ANYROAM and Guy Jones from the Maryland Research and Education Network (MDREN) presented the ANYROAM product and potential applicability to U.S. UCAN as a NET+ service. Prior to the Workshop participants breaking for lunch, Shaun requested that during lunch, the representative U.S. UCAN Advisory Council members solicit and collect feedback from the Workshop participants on key action and strategy items for U.S. UCAN.

**Afternoon Session: Action Items Discussion**

The five U.S. UCAN Advisory Council members present at the Workshop, Mark Johnson, Michaela Mezo, Jennifer Oxenford, Pankaj Shah, and Mickey Slimp presented to the Workshop participants a summary of key U.S. UCAN action items, including:

* Define the mission of U.S. UCAN
* Develop services portfolio and related value proposition for CAIs, start with a pilot
* Identify the pain points of CAIs—what would they like to get from U.S. UCAN
* Understand how to connect to CAIs—the last mile, the last 50 feet
* Develop a business/financial model for U.S. UCAN
* Consider if we need U.S. UCAN if Internet2 is providing NET+ to RONs, whether or not SEGP should stay with Internet2 or migrate to U.S. UCAN
* Structure for how SEGP funds are used (understanding the allocation)
* Clarify link of Internet2’s mission to U.S. UCAN
* Obtain advanced networking and application needs from CAIs to ensure we do not adopt a colonial model (focusing on universities or RONs)
* Develop a stronger, more powerful elevator speech
* Identify and act on emerging opportunities in public safety, public media, and Presidential Libraries
* Investigate and determine what makes the most sense in terms of national vs. regional strategies, i.e., “U.S. UCAN Branded Service”

How Can Regionals Help

* Help with data collection, understanding who they can or cannot serve, i.e., CAI sectors
* Understand CAI practitioner needs, i.e., local CAI focus groups
* Provide input for and develop case studies/use cases
* Leverage U.S. UCAN when presenting to regional/state CAI groups or at conferences

**Measures of Success / Preliminary Action Plan**

**30-60 days:** Refine/revisit mission and role of U.S. UCAN, identify U.S. UCAN myths to dispel, and hold Council meeting to help develop/provide input on related communication plans

**90-days:** Complete Partner agreement for NET+, build upon existing relationships with national association representatives and establish new relationships where needed in order to understand CAI needs, and collect data (i.e., SEGP survey, CAI needs)

**Member Meeting:** Develop and socialize a business plan and service portfolio for U.S. UCAN (a plan for delivering the mission) and identify goals/measures of success

**Closing**

After discussing key U.S. UCAN Action Items and related timelines, Shel Waggener, Internet2’s Senior Vice President for NET+, provided an overview of the NET+ Partner Program. He discussed how NET+ will work with U.S. UCAN and RONs and answered participant questions

John Morabito, Internet2’s Vice President of External Relations and General Counsel, closed the Workshop, thanking the Workshop organizers, moderator, and attendees for providing valuable feedback to U.S. UCAN.