OpenFabrics Alliance ~ Marketing Working Group

Meeting Minutes – 9.13.13

Attendees:

Bill Lee - Mellanox

Jim Ryan – Intel

Rupert Dance – Software Forge

Catherine Seeds – Ketner Group

Caitlin New – Ketner Group

Ken Strandberg – OpenFabrics Alliance

Rebecca Moran – OpenFabrics Alliance

* **SC13 Prep and Planning**
* Efforts to continue on reaching out to members for participation.
* **Website Redesign**
* A beta template of the redesigned website was distributed for review and comments.
* The template can be accessed at <http://www.openfabrics.org/WebDev/>
* It was noted that the graphics and content are not finalized and are only being used for purposes of review for the look and feel of the site.
* Suggestion to the site plan included:
* Since most of the work groups are in the Open Source community it was suggested that it would be helpful having a “where do I go to find” landing page under the Open Source & OFS portal.
* Having three main columns instead of just two where the Quick Links and Upcoming Events are currently.
* Having a “join now” or “about membership” on the landing page.
* Open Source landing page needs an “about” paragraph.
* The template is responsive to tablets and smart phones but it was suggested that the top two sections not be adaptive. The portal buttons lost formatting when reduced in size. Ken will research this issue, as it may have to do with the graphics themselves.
* The MWG will provide input on selecting the final graphics and content.
* **PR Update**
* OFWG Press Release
* Ketner group to incorporate everyone’s suggestion in to a clean copy for final review.
* Release is slated to go out next Tuesday.
* Interop Press Release
* Bill Lee to review and provide the Ketner group with comments/changes.
* Blog Plan
* The Stack was approved as the new name for the blog.
* First three blogs are slated as follows:

1. Bill Lee (topic-introducing the new blog and website, OFA focus and messaging)
2. Jim Ryan (topic-blog from Chair, reinforce messaging)
3. Gilda Foss

* Ketner group to send out reminders regarding dates for posts and topics.
* Ketner group to present at the next meeting a graphical image mock-up for banner on the website.

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| **Upcoming Event Calendar-** |  |  |
| InfiniBand Fabric Admin. Training | UNH-IOL | August 20-21, 2013 |
| Writing Application Programs for RDMA using OFA software | UNH-IOL | August 22-23, 2013 |
| OFA Interop Debug Event | UNH-IOL | October 14-18, 2013 |
| SC ‘13 | Denver, CO | November 17-22, 2013 |
| OFA Developer Workshop | Monterey, CA | March 30-April 2, 2014 |
| OFA User Day | Monterey, CA | April 3-4, 2014 |
| OFA Interop Debug Event | UNH-IOL | April 7-11, 2014 |