



## D3.4 Community Development Strategy Version 2.1

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## Change Log

Version	Author	Description of Change
V0.1	Mike Dewar	Initial draft
V0.1R	<i>Michael Wagner</i>	Review of initial draft
V1.0	Mike Dewar	Final version
V2.0	Sally Bridgwater	Modification after EC check review
V2.0R	Michael Wagner	Review
V2.1	Sally Bridgwater	Final Version



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## Executive Summary

This report sets out a strategy for nurturing and maintaining a POP community consisting of active and potential users of our services. We propose providing added value to members of our community and the opportunity to influence POP through regular contact with the Consortium.

### 1. Introduction

To ensure the long-term sustainability of POP, we wish to develop a community of users and potential users around it. Many users will join this community as a result of the business development activity in work package 3, or the dissemination activities in work package 7. Our hope is that we can create a culture in which regular analysis and improvement of code becomes routine. We are not proposing a formal membership structure at this stage, although this might change towards the end of the project as we look to the future. For now, the community will consist of all those people who have given us permission to keep them up-to-date with news about the service, or have used a POP service. We will keep track of them through the CRM software maintained by WP3.

Many of the dissemination activities undertaken by the project will, by their nature, be “broadcasts”, in the sense that we make information available (for example on a webpage, in a blog etc.) and have no information about who accesses it. By joining the POP community and sharing their contact details with us, people have access to additional material that is of interest to them and we can make sure that we keep in touch with them.

We will review the success of the activities outlined here on a regular basis.

### 2. POP Newsletter

In collaboration with WP7, we will produce a regular newsletter, which will go to POP users (who are signed up automatically) and anybody else who has signed up via the POP website. This will be sent out about every other month and contain links to recently produced POP material (blog posts etc.), POP success stories (where we can publicly talk about the impact of POP), and other useful information. The newsletter will also contain links to the community website (see below).

We will promote the newsletter through the POP partners’ existing marketing channels and investigate distributing it via HPC Centres and other organisations to their existing mailing lists.



We will investigate the feasibility of tracking click-throughs from the newsletter to the website as a means of estimating how many actually people read it.

### **3. Community Website**

This is a part of the normal website, which is intended for members of the POP community. It will be semi-private, in the sense that it will not be linked to from anywhere or be indexed by search engines. However, we will not implement password protection. The community website will contain training material and a selection of the public reports produced by the consortium that might be of interest.

### **4. Continued Support**

Not all POP users will have the skills or expertise necessary to act on our recommendations without further help. While in the shorter term we intend that they interact with the partner who provided them with their code analysis, we will also offer a central “helpline” in the form of an appropriate email address where it is possible to send queries or requests for advice. We do not propose providing in-depth support through this medium but will try and point people to appropriate resources to help them address any problems that they encounter. The helpline will be a coordination between partners and send to a selected list of individuals and set up a rota to ensure prompt responses. All interactions with users via the helpline will be recorded in the CRM system. This is in extension to the work of WP2.

### **5. Social Media**

We will utilise social media to create groups and encourage discussion and engagement within the POP community and also making others aware of it and the benefits. We have created a LinkedIn group and coordinate with WP7 to create discussion, an exchange of ideas and highlight best practices. This will highlight the benefits of POP, widen its reach and create links between members of the community.

### **6. Forum/BoFs etc.**

Members of the POP community should feel that they can influence the way that POP operates. To that end we need to offer regular opportunities for them to interact with members of the POP service. Over 40 interested people attended our first POP BoF (Birds-of-Feather) session during the ISC 2016 conference in Frankfurt, Germany on June 22, 2016. The BoF concluded with two presentations by two satisfied POP customers.



It is important that we make sure POP users are aware of the Customer Advocacy work carried out by WP2 and to that end we will encourage members of the POP community to take part in the User Forum Meetings they are planning to organise.



## Acronyms and Abbreviations

- BoF – Birds-of-a-Feather
- CRM – Customer Relationship Management
- HPC – High Performance Computing
- POP – Performance Optimization and Productivity
- WP – Work Package