iSGTW Advisory Board Meeting Minutes

Friday 22 July 2011 from **09:00** to **12:05** (US/Central) at Fermilab (1E, Wilson Hall)

Board Members

Chair: Catherine Gater

Present: Ruth Pordes, Paul Avery, David Ritchie, Steven Newhouse, Katie Yurkewicz.

Apologies: Bob Jones.

Editors: Miriam Boon, Jacqui Hayes.

Minutes: Miriam Boon.

Proceedings

1. Opening of the meeting and formalities

Approval of agenda
Agenda was approved. Item 3 'Review of the mission statement' was moved to the final item.

Approval of previous minutes
The minutes from April 7, 2011 were approved.

Announcement of AOB
No other business was announced.

Review of actions
(Consolidated list of actions included at the end of the document).

ACTION	RESPONSIBLE	STATUS	REVIEW
20101209:1 The EU side to look for one additional person for their side of the Board; Bob to keep all informed	Bob Jones	See point of minutes marked "Board Composition"	Closed
20101209:2 Mission statement to be revisited in summer 2011, well after the re-launch is finished.	Board	See point of minutes marked "Review of Mission Statement"	Discussed – replaced by further action point
20101209:3 Tag hierarchy	Editorial team	Completed; draft to be sent to board for review.	Open
20110407:1 Circulate draft marketing strategy before the beginning of May.	Jacqui Hayes	ACHIEVED – Recommend to close	Closed
0110407:2 Board to discuss	Catherine	See point of minutes marked	Closed

name change at next board meeting	Gater	"Trademarking and new name"	
20110407:3 Check geographical boundaries of Fermi's name check.	Miriam Boon	Still waiting for an answer from the lawyer	Discussed – replaced by further action point
20110407:4 Register "iSGTW" in Switzerland as a trade mark, and register in EU if possible.	Bob Jones	ACHIEVED – registered in 3 classes, checks in France, UK, Benelux and US. Recommend to close.	Closed
20110407:5 Investigate costs involved with registering "iSGTW" as a trade mark in US and register if possible.	Miriam Boon	Costs and timeline identified. Determined that unless we decide to keep iSGTW as a name, that the process is too expensive and especially too lengthy (7 months to two years for approval) to be worthwhile.	Closed
20110407:6 Find out how Fermilab will respond to future legal challenges to a new name and to iSGTW	Miriam Boon	Lawyer response not very clear nor committal.	Discussed – replaced by further action point
20110407:7 Circulate proposal for creative commons licences and copyright covering content	Catherine Gater	See point of minutes marked "Trademarking iSGTW and new name"	Closed
20110407:8 Update on removing bots form mailing list	Miriam Boon	Collaborated to develop a list of likely spam accounts, and drafted a letter to them warning that their account was in danger of being deleted. Email has been sent to likely spam accounts, and they have 30 days to log in or lose their accounts.	Open
20110407:9 Board members to discuss bi-weekly contribution of editorial material from the US side.	Catherine Gater	See point of minutes marked "Publishing process"	Closed
20110407:10 Propose a process for handling controversial stories to give board early warning, including for breaking news	Miriam Boon and Jacqui Hayes	See point of minutes marked "Publishing process"	Closed

2. *Status report*

Subscribers and pageviews have decreased in last few months, and in comparison to the same three-month period last year. In the last twelve months, growth has nonetheless been a positive increase of 21%. There does seem to be a plateau we are approaching, as overall subscriber growth has been decreasing each year; 31% and then 27% and most recently 21%.

Top stories in the last three months were:

1. CERN lends a hand to the origin of life, 10,085 unique pageviews
2. Our 3D universe revealed, 2,807 unique pageviews
3. The evolution of words, 1,392 unique pageviews
4. Science Clouds 2011 debunks cloud myths and more, 899 unique pageviews
5. The case of the missing proton spin, 808 unique pageviews

Our top story was re-tweeted by CERN, which has a huge number of followers. This led to a large number of our pageviews. Some of our other top stories were posted by Adrian or Jacqui on sites such as Reddit or StumbleUpon.

These are some of the first steps in a social media strategy designed by Jacqui Hayes. Since Adrian and Jacqui began work on this, including tweeting daily, Twitter subscribership and Facebook fans have increased.

DISCUSSION

Email subscribers are no longer the best or only measure of our success. In today's environment people rarely choose to subscribe to anything, instead reading a story here and a story there, or following publications on Twitter, or Facebook, or aggregation services such as Reddit, Digg, and StumbleUpon. Pageviews have remained flat despite the social media but a 21% increase in the first year is a good step towards the overall e-ScienceTalk goal of 30% growth by 2013. The Board agrees that finer grained data would be valuable and that we should use the link to CERN social media to promote stories where possible.

ACTION: Track Twitter subscribers and social media activity as part of the Year 2 metrics.

ACTION: Add a subscribe button to the "share" button on each story.

3. Board composition

EU/US composition of the board
David Ritchie announces that he will be retiring before the next Board meeting. This will leave the Board composition as follows:

US: Ruth Pordes, Paul Avery, Katie Yurkewicz (+1 empty seat)

EU: Catherine Gater, Bob Jones, Steven Newhouse (+1 empty seat)

Addition of member from Asia-Pacific
Simon Lin of Academia Sinica has signed the letter of support with e-ScienceTalk. ASGC are looking for a person to write half-time for iSGTW, funded by ASGC.

DISCUSSION – Board seats

The Board discussed how to fill the empty Board seats and maintain a balance between the different regions. There were suggestions to invite ASGC and XSEDE representatives to join the Board in the

vacant places. It was noted that it is advantageous to have an uneven number of Board members in the case of tied votes. There have been issues in the past in getting support from TeraGrid for iSGTW, as originally planned in the agreement with OSG. Currently there is no communications person for XSEDE, and the NCSA communications people (Bill Bell and Tricia Barker) are handling it in the meantime. With OSG becoming a service provider in XSEDE, and Miriam serving as external communicator for OSG, there will in future be closer contact with the XSEDE communications team, as Miriam will be part of their communications working group. John Towns' keynote address at XSEDE emphasized that they are not just about HPC which may be a sign that their perspective will change.

Other suggestions for Board participation included: PRACE/DEISA and representatives of regions such as South America and Canada. An OGF connection was also discussed as a possibility.

DISCUSSION – Board member roles

The Board also discussed the status of these potential new Board members. With the funding commitment from the US reduced, representation on the Board should match the resources and efforts going in. The link between Board membership and provision of a fully funded editor position, versus regular or occasional contributions to the publication was raised. The proposal is to have a 'two tier' board, with a larger advisory board, and a smaller executive board that makes key decisions on running the publication, based on the level of commitment to the publication. There was particular concern about the veto vote – under the current Terms of Reference, any Board member may veto an article for that week's issue unopposed.

DISCUSSION – Editor roles

Bringing multiple 'editors' into the team with the same privileges, rights, and responsibilities as the current EU and US Editors would be impractical. An editor-in-chief role is needed, and due to time constraints for the US Editor, this should be the EU editor. The Board proposes to seek contributing editors from the different regions, who cover a regional 'beat' and commit to a certain number of articles per year in an SLA signed between iSGTW and their institution or project.

DECISION: ISGTW to explore inviting additional members to join the Board from XSEDE, DEISA/PRACE and South America, and also to invite Simon Lin from ASGC to join the Board as a result of the signed agreement.

DECISION: The Board proposes that the ToR be revised to show that three Board members must agree on a veto for this to be carried. The veto must be exercised by the review deadline.

DECISION: iSGTW will seek contributing editors, who commit to a certain number of articles per year, and/or regional editors, who work under a single editor-in-chief, based in the EU.

ACTION: CG to draft letter from the iSGTW board, inviting organizations that might be able to offer dedicated effort or funds, or coverage of new regions, to join the Board.

ACTION: SN to redraft the Terms of Reference for the board based on a two tier involvement, related to commitment to the publication.

4. Publishing process

Share of weekly publishing process between EU and US

In light of the decrease in US effort to 50%, the EU has offered to take over the weekly publishing and the 'spotlight' and 'visual' stories for each issue. The US will contribute 3 features every two weeks, and will lead the editorial process bi-weekly as currently, just excluding the publishing itself, and writing the spotlight and visual.

ACTION: Ruth will propose the new editorial arrangement to the OSG Council. The recommendation will be to accept the offer.

Early warning of controversial stories

Jacqui and Miriam reported on their editorial process as it currently stands. The Editors note that they collaborate closely on forthcoming stories, and every Tuesday morning they have a Skype call in which they discuss upcoming stories. This is likely to catch the rare controversial stories with some extra advance notice for the Board compared to the usual review process.

ACTION: Ruth to discuss the proposal for the EU Editorial team to physically publish the issue each week while the US Editor retains responsibility for the editorial process bi-weekly with the OSG Council, and recommend that they accept the offer.

5. Website management

Hosting of the website

Xenomedia will migrate the site to a faster server at the beginning of August. At some later point, we will aim to migrate it to a European server. CERN has explored hosting the site, but there are some technical issues. Queen Mary University has offered to look at hosting, depending on the technical requirements for the site.

ACTION: MB to ask Kevin Munday to send information to the Board about how to migrate to Queen Mary, whether a VM image migration is possible and the services that might be affected by a change in the host location, such as updates and bug fixing for the site by Xenomedia.

ACTION: CG to liaise with Queen Mary about the hosting requirements.

Development of the website

Fermilab prefers to move development over to a different US budget from the Communications budget. Currently, Xenomedia provides development and support, via the Fermilab Communications budget. In March, Xenomedia estimated that they were providing 10-15 hours per month; their rate is ~$95/hour. The US can support this from their budget for the moment. However, the Board members should approve any development work beyond day to day maintenance.

6. Trademarking iSGTW and new name

Trademarking in Switzerland & US
iSGTW has already been trademarked in France, Switzerland, and Benelux. In the US the process would take far too long to initiate until we are sure we are staying with the current name.

Copyright and Creative Commons paper
The paper, contributed by Catherine Gater, is attached to the agenda for approval. It makes a small set of recommendations which should be approved.

DECISION: The actions outlined in the Creative commons paper are approved by the Board.

ACTION: CG to work with the Editorial team to implement the actions in the Creative Commons paper

Legal response from Fermilab
Legal response is non-committal. The European board members are very concerned about the potential of another shutdown. The Board discussed whether moving the server to Europe would provide some protection. If a due diligence check on a new name is carried out AND the site is hosted in the EU, would Fermilab feel that a challenge to the name could be disputed? The costs of a due diligence check in the US would be met from Fermilab legal funds.

ACTION: MB to find out how a shutdown request would be handled by Fermilab once the site is hosted in Europe.

ACTION: CG to find out how Queen Mary will handle the situation if someone in England is served, vs. if someone in the US is served.

Paul Avery departs with regrets.

7. Review of mission statement
Jacqui and Miriam have drafted a new mission statement, as well as a supporting document. The supporting document will be forwarded to the Board for review. The proposed mission statement is:

> *iSGTW is an international weekly online publication that covers distributed computing and the research it enables.*

DISCUSSION

The Board discussed alternative wordings, including clarifying that our focus is on science highlights, not technology highlights. There are some reservations on the new wording in that it is less emphatic than the original, and implies iSGTW only covers international science. The new alternative wording for the mission statement is:

> *iSGTW is a weekly online publication that covers international research and science enabled by distributed computing.*

ACTION: MB and JH to circulate the mission statement wording for a decision before next Board meeting, so that we can ratify it at that meeting, and also the accompanying support document.

8. New name

The Board discussed names that resulted from a brainstorming session with Jacqui, Adrian, and Miriam.

1. DiCER – Distributed Computing-Enabled Research
2. InDiCES – International Distributed Computing-Enabled Science
3. GISMO – Global IT Science Magazine – veto'd; too similar to Gizmodo
4. MODERN – Multinational Online Distributed computing-Enabled Research Newsletter
5. SiP – Science in Parallel – veto'd; it doesn't accurately reflect the topics we cover
6. WoRD – Worldwide Research with Distributed computing
7. Parallel Magazine – veto'd; it doesn't accurately reflect the topics we cover
8. Turing Magazine

Most board members seem to be more receptive to the acronyms, with some argument that they are not much of an improvement on iSGTW and a meaningful name, such as Turing would be better to imply the content of the magazine.

ACTION: MB and JH to explore further acronym options for the magazine title, emphasizing the words "distributed computing" and "research" or "science."

9. AOB

Next meeting to occur halfway between 22 July and SuperComputing11 (end of November).

Planning for a face to face meeting at SuperComputing11.

ACTION: CG to send Doodle poll for timing of a September telcon.

Summary of Actions

ACTION	RESPONSIBLE	STATUS	REVIEW
20101209:3 Tag hierarchy	Editorial team	Completed; draft to be sent to board for review.	Open
20110407:8 Update on removing bots form mailing list	Miriam Boon	Collaborated to develop a list of likely spam accounts, and drafted a letter to them warning that their account was in danger of being deleted. Email has been sent to likely spam accounts, and they have 30 days to log in or lose	Open

		their accounts.	
20110722:1 Track Twitter subscribers and social media activity as part of the Year 2 metrics	Jacqui Hayes		Next Board meeting
20110722:2 Add a subscribe button to the "share" button on each story	Miriam Boon		Next Board meeting
20110722:3 Draft letter from the iSGTW Board, inviting organizations that might be able to offer dedicated effort or funds, or coverage of new regions, to join the Board.	Catherine Gater		Next Board meeting
20110722:4 Redraft the Terms of Reference for the Board based on a two tier involvement, related to commitment to the publication.	Steven Newhouse		Next Board meeting
20110722:5 Propose the new editorial arrangement to the OSG Council.	Ruth Pordes	The recommendation will be to accept the offer.	Next Board meeting
20110722:6 Ask Kevin Munday to send information to the Board about how to migrate to Queen Mary, whether a VM image migration is possible and the services that might be affected by a change in the host location, such as updates and bug fixing for the site by Xenomedia.	Miriam Boon		Before next Board meeting
20110722:7 Liaise with Queen Mary about the hosting requirements.	Catherine Gater		Before next Board meeting
20110722:8 Work with the Editorial team to implement the actions in the Creative Commons paper.	Catherine Gater		Next Board meeting
20110722:9 Find out how a shutdown request would be handled by Fermilab once the site is hosted in Europe.	Miriam Boon		Next Board meeting
20110722:10 Find out how Queen Mary will handle the situation if someone in England is served, vs. if someone in the US is served.	Catherine Gater		Next Board meeting
20110722:11 Circulate the mission statement wording and supporting document.	Miriam Boon, Jacqui Hayes		Before next Board meeting

20110722:12 Explore further acronym options for the magazine title, emphasizing the words "distributed computing" and "research" or "science."	Miriam Boon, Jacqui Hayes		Before next Board meeting
20110722:13 Send Doodle poll for timing of a September telcon	Catherine Gater		Early August