iSGTW Advisory Board Meeting Minutes

Tuesday 4 October 2011 July 2011 from **08:00** to **10:00** (US/Central); 15:00 to **17:00** (Central European Time); 21:00 to 23:00 (Taiwan)

## Board Members

*Chair:* Catherine Gater

*Present:* Ruth Pordes, Paul Avery (15:15), Steven Newhouse, Katie Yurkewicz, Bob Jones (15:17), Vicky Huang

*Editors:* Miriam Boon, Jacqui Hayes (15:17)

*Minutes:* Jacqui Hayes (assisted by Steven Newhouse)

## Proceedings

#### Opening of the meeting and formalities

##### Approval of agenda

Agenda was approved.

##### Approval of previous minutes

The minutes from July 22, 2011 were approved.

##### Announcement of AOB

Separate out preview list composition from board composition.

##### Review of actions

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

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| ACTION | RESPONSIBLE | STATUS | REVIEW |
| 20111004:1 pursue the volunteer/desktop grid organizations to promote iSGTW. | Jacqui Hayes | Open | Next Board Meeting |
| 20111004:2 Remove two references to HPC in the supporting document and circulate the supporting document with the minutes. Add new mission statement as first line on the page “What is iSGTW?” | Jacqui Hayes | Closed | Within two weeks |
| 20111004:3 Review page to check text from supporting document is not in conflict with the text on the site. | Board | Open | Next Board meeting |
| 20111004:4 work with XSEDE & PRACE to get their level of engagement up to a level that the board is happy with. | Catherine Gater/Steven Newhouse | Open | Next Board meeting |
| 20111004:5 Edit Terms of Reference for the Board reflecting discussion and decisions of this board meeting. | Steven Newhouse | Open | Next Board meeting |
| 20111004:6 Add Jen Nahn to preview list | Jacqui Hayes/Miriam Boon | Open | Within two weeks |
| 20111004:1 Arrange liaison between Xeno and QMUL on hosting of the site (but not development). | Catherine Gater | Open | Next Board meeting |
| 20111004:1 ask Xeno for a technical solution for obtaining a list of who the issue is sent to each week and the cost of any associated development | Miriam Boon | Open | Next Board meeting |
| 20111004:1 draft a letter to Xeno asking for a written response about the failed newsletter send out on September 14. (MB to forward email exchange with Xeno to board) | Catherine Gater/Miriam Boon | Open | Next Board meeting |
| 20111004:1 MB and JH to send around possible name-based suggestions within two weeks. | Jacqui Hayes/Miriam Boon | Open | Within two weeks |

#### Status report

JH stated that 365 suspected bots were removed from bot list, making total number of subscribers 7798.

The website traffic over the last three months has been very strong, especially considering that it has been the summer months when there is usually a lull in the website traffic. Between July 17 and October 2, there were 43,000 visits and 64,000 pageviews, with an average time of 1:36. Compared to the same period last year, for the same dates, there were 35,000 visits, 55,000 pageviews and an average time on page of 1:08. Compared to the previous section of the same number of day (78), there were 43,000 views over 63,000 pageviews and an average time on page of 1:31.

Top stories in the last three months were:

1. Virtual atom smasher in LHC@Home 2.0, 9348 unique views

Why advanced computing matters, 945 unique views (This was a visual, only features counted)

1. From mice to men 786
2. Extreme science 756
3. From sight to insight, 539
4. Cheap green buildings for all? 476

The number 1 story was re-tweeted by CERN, and has generated some regular interest among volunteer/desktop grid users.

JH is now tracking Twitter subscribers and other social media activity as part of the Year 2 metrics for the E-scienceTalk project. The social media strategy implemented by Jacqui and Adrian in May/June is beginning to show benefits, as there are now 423 followers on Twitter and 449 on Facebook, and referral has become our largest source of traffic (as oppose to search or direct) with 37% of the traffic. Of referrals, the sites that deliver the most traffic are (in order): Stumbleupon, Reddit, Twitter, LHC@Home cern.ch page, and Facebook.

ACTION: JH to pursue the volunteer/desktop grid organizations to promote iSGTW.

#### Mission Statement and supporting document

DECISION: The mission statement was approved by the board.

SN stated that he didn’t want to name HPC – or any other type of computing/organization – by limiting the amount of coverage they might get. The rest of the board agreed.

ACTION: JH to remove two references to HPC in the supporting document and circulate the supporting document with the minutes. Add new mission statement as first line on the page “What is iSGTW?”

ACTION: All board to review page to check text from supporting document is not in conflict with the text on the site.

#### Terms of reference for board members

BJ stated that he thought the level of decision making should be tied to the level of contribution, as well as separation between costs contributed and editorial contributed costs.

SN stated that he thought being able to hold an article from publication should only be available to the editorial board members, not all board members.

SN suggested a managing board, however RP stated this was not ideal and that she would prefer the input from contributors during decision-making. The rest of the board agreed.

RP requested a board position from Fermilab (KY). SN and the rest of the board agreed.

CG stated that she has sent a letter of invitation to PRACE. Also has had discussions with XSEDE, who will probably be contributing articles and will not consider joining the board until a later point.

MB would like agreements from contributing representatives to specify that they must contribute original material and a frequency at which such material will be contributed.

CG stated that there should be a way to measure this, such as a regular report of how many articles from contributing editors and a reminder if they have fallen short of commitments.

DECISION: Contributors should be able to discuss matters and decisions in board meetings, but not vote.

DECISION: Add a Fermilab position to the board composition in TOR

DECISION: Add Jen Nahn to and keep Paul Avery on the preview list.

ACTION: CG/CG to continue to work with XSEDE & PRACE to get their level of engagement up to a level that the board is happy with.

ACTION: SN to rewrite the TOR to reflect the above decisions.

ACTION: JH/MB to liaise with Xenomedia to add Jen Nahn to the previewer list.

#### Website hosting

CG reported that QMUL can host iSGTW and is ready to talk with Xenomedia, however there is no e-ScienceTalk budget for maintenance.

MB stated that it is irrelevant where the website is hosted, Xenomedia could perform maintenance remotely.

MB stated that in the case of a legal challenge, it would be the host organization that would have to shut the server down (in this case, QMUL), not Xenomedia. This might make it easier to stand ground against a future legal challenge.

KY stated that the position of Fermilab would have to be to follow the Fermilab legal advice, which tends to be conservative, regardless of where it is hosted.

BJ asked about obtaining a list of email addresses the newsletter is sent to each week, because only 2,300 people received it on Sept 14. JH/MB did not tell the full board there had been an issue with the send out, and RP asked for a report if there are ever any errors in sending out the email.

ACTION: CG to arrange liaison between Xeno and QMUL on hosting of the site (but not development).

ACTION: MB to ask Xeno for a technical solution for obtaining a list of who the issue is sent to each week and the cost of any associated development

ACTION: MB to forward Xeno's emails on the Sept 14th issue to the Board and CG to draft a letter to Xeno asking for a written response

#### Naming the publication

BJ read a list of the websites already taken from the list of names suggested by JH and MB. None of the names were completely free.

SN said he liked DICER, and suggested if we took a name such as DiCER, the website could be DicerThe Magazine.com since it was dicer.com was already taken.

BJ said he liked Turing Magazine, and suggested pursuing naming the magazine after historical figures who were key to the development of computer science, such as Ada Lovelace or Charles Babbage.

SN suggested that if a name was not decided upon at the next board meeting, that we no longer pursue a new name and keep iSGTW.

**ACTION:** MB and JH to send around possible name-based suggestions within two weeks.

#### Next board meeting

The next board meeting will take place during the SC11 conference in Seattle.

Please provide your availability here: <http://www.doodle.com/rnup3wymgmfrm8wm>

## Summary of Actions

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