

Client Communications Plan

Client Information

<p>PROJECT DESCRIPTION</p>	<p>The current end date of the XSEDE award is August 2022, giving way to a new NSF program, Advanced Cyberinfrastructure Coordination Ecosystem: Services & Support (ACCESS); communications will be needed to guide the researcher community and other related populations in preparing for this transition.</p>
<p>CAMPAIGN TIMELINE</p>	<p>January 1, 2021 - August 2022+</p>
<p>PROJECT / TEAM GOALS & OBJECTIVES</p>	<p>To communicate what we know as we know it to audiences to help make the transition from XSEDE to ACCESS as seamless as possible.</p>
<p>COMMUNICATION GOALS & OBJECTIVES</p>	<ul style="list-style-type: none"> - Thoughtful coordination with NSF and XSEDE Senior Management Team in messaging about the transition - Ensuring people know where to go for assistance, more information - Caution in messaging to avoid any anxiety about the transition - Minimize disruption in the transition for researchers using XSEDE-allocated resources and services - Ensure any messaging by any Comms partners is aligned with this plan’s messaging
<p>KEY AUDIENCES</p>	<ul style="list-style-type: none"> - Primary <ul style="list-style-type: none"> - XSEDE researcher community - ECSS clients - XSEDE Service Providers - XSEDE staff - Secondary <ul style="list-style-type: none"> - Campus Champions - Science Gateways - Tertiary <ul style="list-style-type: none"> - NSF

Contacts and Resources

CLIENT CONTACT	John Towns, PI/Project Director jtowns@ncsa.illinois.edu 217-244-3228
COMMUNICATIONS	Dina Meek, dinameek@illinois.edu Faith Singer-Villalobos, faith@tacc.utexas.edu David Montoya Hannah Remmert Megan Janeski Boz Hutson (limited)
ADDITIONAL LINKS	https://www.xsede.org/

SITUATION SUMMARY

ACCESS will operate differently than XSEDE with a decentralized structure and project coordination office (ACO) tasked with different oversight than the XSEDE Program Office. NSF has made a commitment to the community to make awards under the ACCESS program by the end of Federal Fiscal 2022; given the uncertainty as to the awardees of the ACCESS program, there will be greater clarity as we get closer to the end of FY22 and we will be able to make adjustments in messaging with more information. XSEDE is actively planning around multiple scenarios in our commitment to a smooth transition. As more information becomes available, the focus can be narrowed around those plans.

Researchers allocated to XSEDE resources will continue on those resources once the program transitions. However, the Extended Collaborative Support Services (ECSS) program and much of the Community Engagement and Enrichment (CEE) program, which are key components of XSEDE, do not explicitly appear in the ACCESS solicitations. Therefore it is critical that we assist those researchers in preparing for that change. We're uncertain as to whether there will be a follow on to these XSEDE efforts; as such we will complete all planned activities by the end of the XSEDE operational period.

Key Messaging

Audience (target)	Key messages	Emotion to evoke	Desired action
<p>Primary</p> <ul style="list-style-type: none"> - XSEDE users - ECSS clients - XSEDE Service Providers - XSEDE staff 	<ul style="list-style-type: none"> - Your project will continue, uninterrupted though the administration may look different - ECSS is working with clients to ensure completion of all projects by Aug 31, 2022 - XSEDE will provide what support it can during transition - The SPs are seen as the anchor of stability through the transition - XSEDE will end operation Aug 31, 2022 - XSEDE's success is a direct result of the excellent performance of staff throughout the award 	<ul style="list-style-type: none"> - Confidence, security - Confidence - Confidence in getting support from XSEDE - Confidence in their ability to play the role of "anchor" through transition for the community - Pride in accomplishments of project 	<ul style="list-style-type: none"> - Pay attention to communications about the transition - Contact your ECSS partner to ensure project plan supports completion by end of August 2022 - Coordinate any SP-specific messaging with XSEDE - Continued engagement through (and beyond as appropriate) the end of the operation period.

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<p>Secondary</p> <ul style="list-style-type: none"> - Campus Champions - Science Gateways 	<ul style="list-style-type: none"> - XSEDE support will end Aug 31, 2022 - Campus Champions Leadership Team has been working towards sustainability of the program beyond the XSEDE award lifetime - [not sure what to say about ongoing technical support for gateways] - Anticipate that allocations to support Science Gateways will be available under the ACCESS program 	<ul style="list-style-type: none"> - Confidence in sustainability of Campus Champions Program - Confidence in availability of resources for allocation to support gateways. 	<ul style="list-style-type: none"> - Coordinating CC-specific messaging with CC Leadership Team - Continued engagement with XSEDE through operations period
<p>Tertiary</p> <ul style="list-style-type: none"> - NSF 	<ul style="list-style-type: none"> - XSEDE is working to ensure a smooth transition - Coordinated communications will assist in a smooth transition 	<ul style="list-style-type: none"> - Confidence 	<ul style="list-style-type: none"> - Help us coordinate with your communications team to ensure timely messaging as ACCESS details are revealed

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Milestones (2022)

Date	Milestone
January	XSEDE April allocation period closes 1/15
February	
March	XSEDE July allocation period opens 3/15
April	XSEDE July allocation period closes 4/15
May	Possible Announcement of Awardees
June	XSEDE October allocation period opens 6/15 Possible Announcement of Awardees
July	XSEDE October allocation period closes 7/15 PEARC
August	XSEDE ends 8/31; ECSS services potentially end
September	ACCESS begins 9/1
October	
November	
December	

Communications Plan

Schedule • Reach	Marketing tactic and channels	Description	Owner	Metrics
January	<ul style="list-style-type: none"> - Campaign image - XSEDE Website - ECSS Team - Generic Email 	<ul style="list-style-type: none"> - Name and Graphics - Campaign page established - Client Talking points in place - Specific email box to be used in all communications 	<ul style="list-style-type: none"> - Dina / Megan - Faith / David - Dina / Bob S - Dina / John T 	<ul style="list-style-type: none"> - Click throughs to website - n/a - Engagement with clients - n/a
February	<ul style="list-style-type: none"> - Inside XSEDE - XSEDE Website 	<ul style="list-style-type: none"> - Campaign introduced - drive to web page - Begin key messaging - FAQ in place - ECSS Checklist in place - Generic email address for questions 	<ul style="list-style-type: none"> - Dina / Hannah - Faith / David 	<ul style="list-style-type: none"> - Click throughs to website - Time spent on site - Start measuring volume of questions
March	<ul style="list-style-type: none"> - Inside XSEDE - XSEDE Website 	<ul style="list-style-type: none"> - Continue key messaging (reference questions coming in) - Content loaded to website as developed (reference questions coming in) 	<ul style="list-style-type: none"> - Dina / Hannah - Faith / David 	<ul style="list-style-type: none"> - Click throughs to website - Time spent on site - Diminishing volume of questions (over time)

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	<ul style="list-style-type: none"> - Targeted emails via Constant Contact as needed 	<ul style="list-style-type: none"> - Should there be specific messaging for targeted groups 	<ul style="list-style-type: none"> - Dina / Hannah 	<ul style="list-style-type: none"> - Click throughs and
April	<ul style="list-style-type: none"> - Inside XSEDE - XSEDE Website - Targeted emails via Constant Contact as needed - Commemorative “book” 	<ul style="list-style-type: none"> - Continue key messaging (reference questions coming in) - Content loaded to website as developed (reference questions coming in) - Should there be specific messaging for targeted groups - Begin production on print pieces highlighting all XSEDE successes 	<ul style="list-style-type: none"> - Dina / Hannah - Faith / David - Dina / Hannah - Dina / Megan 	<ul style="list-style-type: none"> - Click throughs to website - Time spent on site - Diminishing volume of questions (over time) - Click throughs and open rates - n/a
May	<ul style="list-style-type: none"> - Inside XSEDE - XSEDE Website - Targeted emails via Constant Contact as needed 	<ul style="list-style-type: none"> - Continue key messaging (reference questions coming in) - Content loaded to website as developed (reference questions coming in) - Should there be specific messaging for targeted groups 	<ul style="list-style-type: none"> - Dina / Hannah - Faith / David - Dina / Hannah 	<ul style="list-style-type: none"> - Click throughs to website - Time spent on site - Diminishing volume of questions (over time) - Click throughs and open rates

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	<ul style="list-style-type: none"> - PEARC 	<ul style="list-style-type: none"> - Begin prep 	<ul style="list-style-type: none"> - Dina / Megan 	<ul style="list-style-type: none"> - n/a
June	<ul style="list-style-type: none"> - Inside XSEDE - XSEDE Website - Targeted emails via Constant Contact as needed 	<ul style="list-style-type: none"> - Continue key messaging (reference questions coming in) - Content loaded to website as developed (reference questions coming in) - Should there be specific messaging for targeted groups 	<ul style="list-style-type: none"> - Dina / Hannah - Faith / David - Dina / Hannah 	<ul style="list-style-type: none"> - Click throughs to website - Time spent on site - Diminishing volume of questions (over time) - Click throughs and open rates
July	<ul style="list-style-type: none"> - Inside XSEDE - XSEDE Website - Targeted emails via Constant Contact as needed 	<ul style="list-style-type: none"> - Continue key messaging (reference questions coming in) - Potential added info about ACCESS awardees - Content loaded to website as developed (reference questions coming in) - Potential added info about ACCESS awardees - Should there be specific messaging for targeted groups 	<ul style="list-style-type: none"> - Dina / Hannah - Faith / David - Dina / Hannah 	<ul style="list-style-type: none"> - Click throughs to website - Time spent on site - Diminishing volume of questions (over time) - Click throughs and open rates

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	- PEARC	- Attend with any appropriate messaging/materials	- Dina / Megan	- n/a
August	- Inside XSEDE	- Continue key messaging (reference questions coming in) - Potential added info about ACCESS awardees	- Dina / Hannah	- Click throughs to website
	- XSEDE Website	- Content loaded to website as developed (reference questions coming in) - Potential added info about ACCESS awardees	- Faith / David	- Time spent on site - Diminishing volume of questions (over time)
	- Targeted emails via Constant Contact as needed	- Should there be specific messaging for targeted groups	- Dina / Hannah	- Click throughs and open rates
	- Commemorative book	- Distribute	- Dina/(designer)	- n/a

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BOILERPLATE:

ABOUT XSEDE

The [Extreme Science and Engineering Discovery Environment](#) is a National Science Foundation-funded virtual organization that integrates and coordinates the sharing of advanced digital services – including supercomputers, and high-end visualization and data analysis resources – with researchers nationally to support science. Digital services provide users with seamless integration to NSF's high-performance computing and data resources. XSEDE's integrated, comprehensive suite of advanced digital services combined with other high-end facilities and campus-based resources, serve as the foundation for a national cyberinfrastructure ecosystem.