

WBS 2.6.2 External Relations (ER)

Mission Statement

External Relations' (ER) mission is to communicate the value and importance of XSEDE to all stakeholders (including the internal audience) through creative and strategic communications.

Key Performance Indicators (KPIs)

Project Level KPI	Target	Sub-goal Supported
Percent increase in social media impressions over time	20/yr	Raise awareness of the value of advanced digital services.

ER (L2) KPI	Target	Sub-goal Supported
Number of XSEDE-related social media impressions	360,000/yr	Deepen/ Extend — Raise awareness of the value of advanced digital services
Number of XSEDE-related media hits	165/yr	Deepen/ Extend — Raise awareness of the value of advanced digital services

ER Other Metric Tracked	Target
Monthly open and click-through rates of XSEDE's newsletter	Open: 32% Click-through: 3%

Name	Institution	Position	Email
Hannah Remmert	NCSA	ER Manager	hremmer2@illinois.edu
Ken Chiacchia	PSC	Science Writer	chiacchi@psc.edu
Steve Duensing	NCSA	Visual Communications Manager	sduensin@illinois.edu
Leslie Froeschl	NCSA	Project Manager	lfroesch@illinois.edu
Boswell Hutson	NCSA	Social Media	hutson2@illinois.edu
Megan Janeski	NCSA	Designer	mjaneski@illinois.edu
Faith Singer	TACC	Science Writer	faith@tacc.utexas.edu
Jan Zverina	SDSC	Science Writer	jzverina@sdsc.edu

Communication & Meetings

Monthly ER team meetings occur on the fourth Wednesday of each month at 3pm ET.

[Meeting Coordinates](#)

[Meeting Agendas and Notes](#)

WBS 2.6.2 - ER Google Drive: <https://drive.google.com/drive/u/2/folders/0B16f9Te7wFwmV1BqYjVWRFpWOTQ>

Frequently Used Planning Resources

[2019 XSEDE ER Plans](#)

[2019 XSEDE Newsletter Schedule](#)

[XSEDE Communications Rubric](#)

[XSEDE Photo Release Form](#)

[2018 XSEDE Highlights Book/Promotional Materials Request Form](#)