

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
Number of social media impressions over time	429,282/yr	Raise awareness of the value of advanced digital services.

ER (L2) KPI	Target	Sub-goal Supported
Number of XSEDE-related media hits	325/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
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Communication & Meetings

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

[Meeting Coordinators](#)

[Meeting Agendas and Notes](#)

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

[Inside XSEDE Staff Newsletter Archive](#)

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](#)

