DPLA Audience and Participation Workstream Workshop and Hackfest
George Mason University, Roy Rosenzweig Center for History and New Media
Research Hall, 4th Floor
December 6, 2012

Workshop
Research Hall, 4th Floor, Room 402

9:00 AM  Arrival and Breakfast

10:00AM  Welcome and Briefing
Dan Cohen, Roy Rosenzweig Center for History and New Media at George Mason University
Michael Colford, Boston Public Library

10:30 AM  Institutional/Organizational Participation in the DPLA
Participants will discuss strategies for institutional participation, brainstorming ways in which the DPLA might work with those institutions that want to participate, either through an established service hub, or as an additional service hub not part of the Hubs Pilot. Participants will also discuss outreach strategies for libraries, with an eye toward producing concrete examples of how they might serve as critical partners of the DPLA.

11:45 AM  From Use Cases to Personas
Based on the DPLA front-end use cases created by Nate Hill and Mike Barker and the DPLA Technical Development Team's institutional use cases, participants will seek to develop 5 - 7 user personas. The goal of this session is to contemplate and describe the motivations and goals of 5 - 7 archetypal users of the DPLA--institutional, end-user, and non-institutional third parties--rather than examining solely user behavior.

1:00 PM  Lunch

1:45 PM  From Use Cases to Personas to Use (continued)

2:30 PM  Marketing and Branding
Participants will discuss the key elements of what the emergent DPLA, Inc's marketing and branding strategy might look like, keeping in mind the DPLA's likely technical architecture and content infrastructure. Additionally, participants will discuss audience segmentation for
the DPLA (i.e., thinking about how to portray the DPLA somewhat differently for readers, contributors, developers, public libraries, academic libraries, etc.)

4:30 PM Review and Synthesis
5:00 PM Day Ends

Hackfest
Research Hall, 4th Floor, Room 470

9:00 AM Arrival and Breakfast

10:00 AM Welcome and Briefing
Dan Cohen, Roy Rosenzweig Center for History and New Media at George Mason University
Michael Colford, Boston Public Library

10:30 AM Hackfest
For those participants interested in building tools and other services that make use of the DPLA backend metadata platform, a focused hackfest will be held in the Research Hall Room 470.

1:00 PM Lunch

4:30 PM Review and Synthesis
5:00 PM Day Ends