

SIG-Marcomms

COVID-19 Extraordinary Meeting



AGENDA TODAY

- Practical tips
- Introduction
- Crisis communications
- Challenges & opportunities



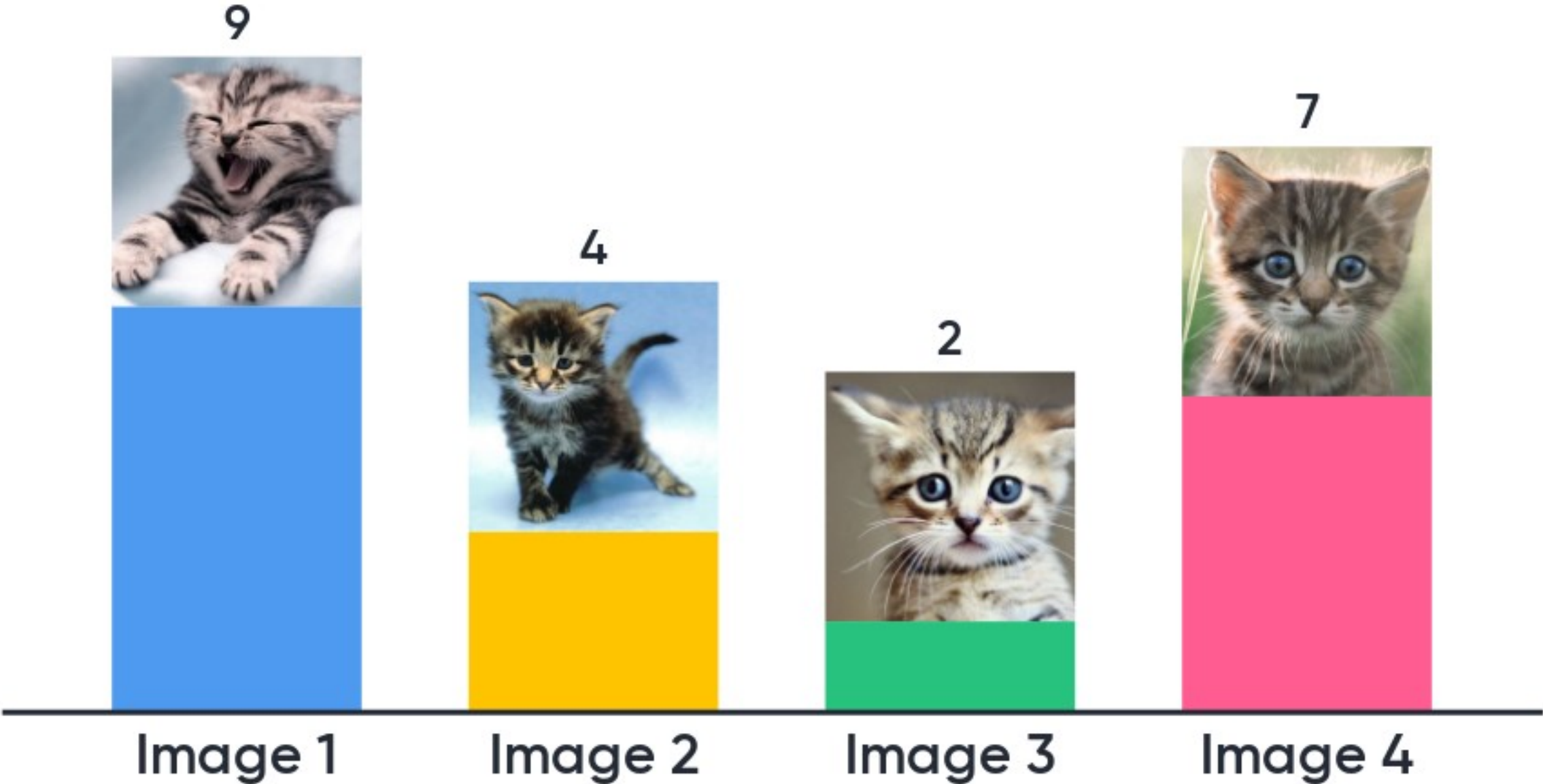
PRACTICAL TIPS

- Mute!
- Video recording (camera on/off)
- Speaker view / Gallery view
- Type 'Q' in chat box
- Mentimeter

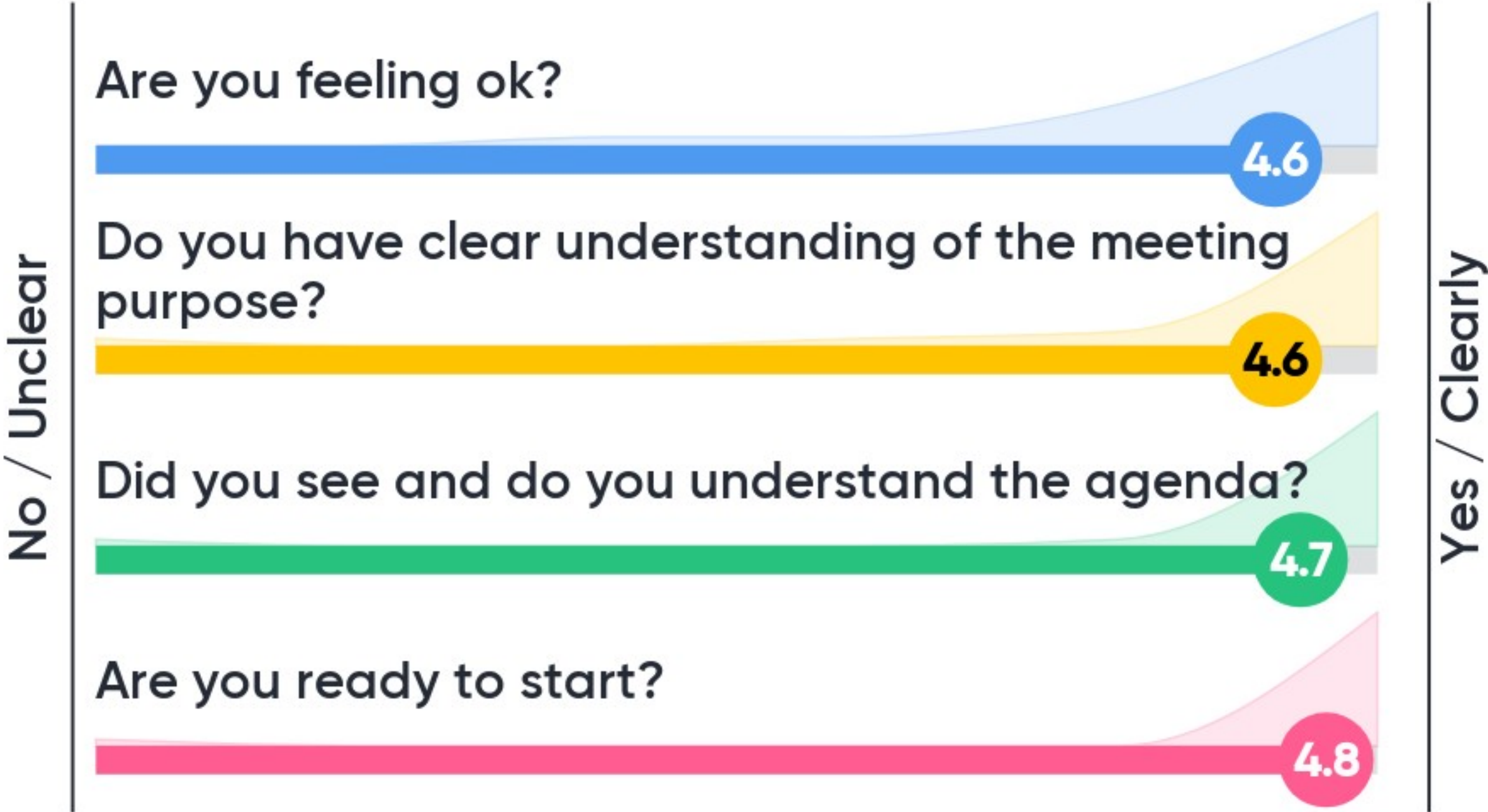
Go to www.menti.com - use code 830679



Which kitten is the cutest?



Meeting check-in questions



What do you wish / need to learn / get out of this meeting?



INTRODUCTION

EU experts & ministers agreed use EMBL/EBI for COVID-19

- involves many institutions connected to NRENs

17 other projects funded & other national & international initiatives

- which ones are making use of NRENs?

Our community has eduMEET, openUp2U, TF&SIGs activities, national activities

- who can contribute / benefit?

EC wants stories that show our value

- HOW CAN WE MAKE IT VISIBLE THAT WE ARE HELPING?

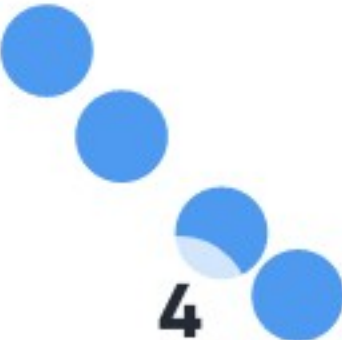


When did you become aware that your organization was making preparations to deal with the COVID-19 crisis situation?



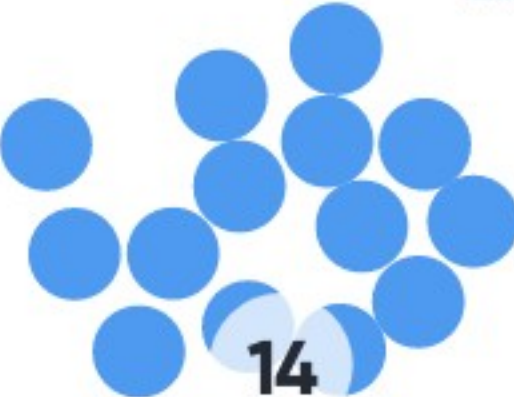
1

within the past week



4

1-2 weeks ago



14

2-3 weeks ago



5

3-4 weeks ago



4

1-2 months ago

0

Longer ago than 2 months

What has been the main impact of the crisis situation on your Marcomms team / activities?

it is focused on it!

Increased media attention for our tech support for fighting the epidemic, bigger focus of our staff on our, Marcomms activities, external, and even more: internal.

Due to the special position of the State towards the crisis, our team is still working in the usual mode. Update: I just received an order from the director, so if possible to send employees on vacation (no quarantine is announced). will see...

Change in topics to post about: switched to COVID-19 related & openUp2U promotion.

cancellation of all spring events

Extra hours, change of focus, loss of hours for normal tasks, re-doing tasks done (events planning) etc.

Event cancellation communication

Big change of the thread of the workflow: the events, news, articles. Rearrangement of the work

More work



What has been the main impact of the crisis situation on your Marcomms team / activities?

work overload

ф дще ща цщкл

More work at the beginning.
Cancellation of events

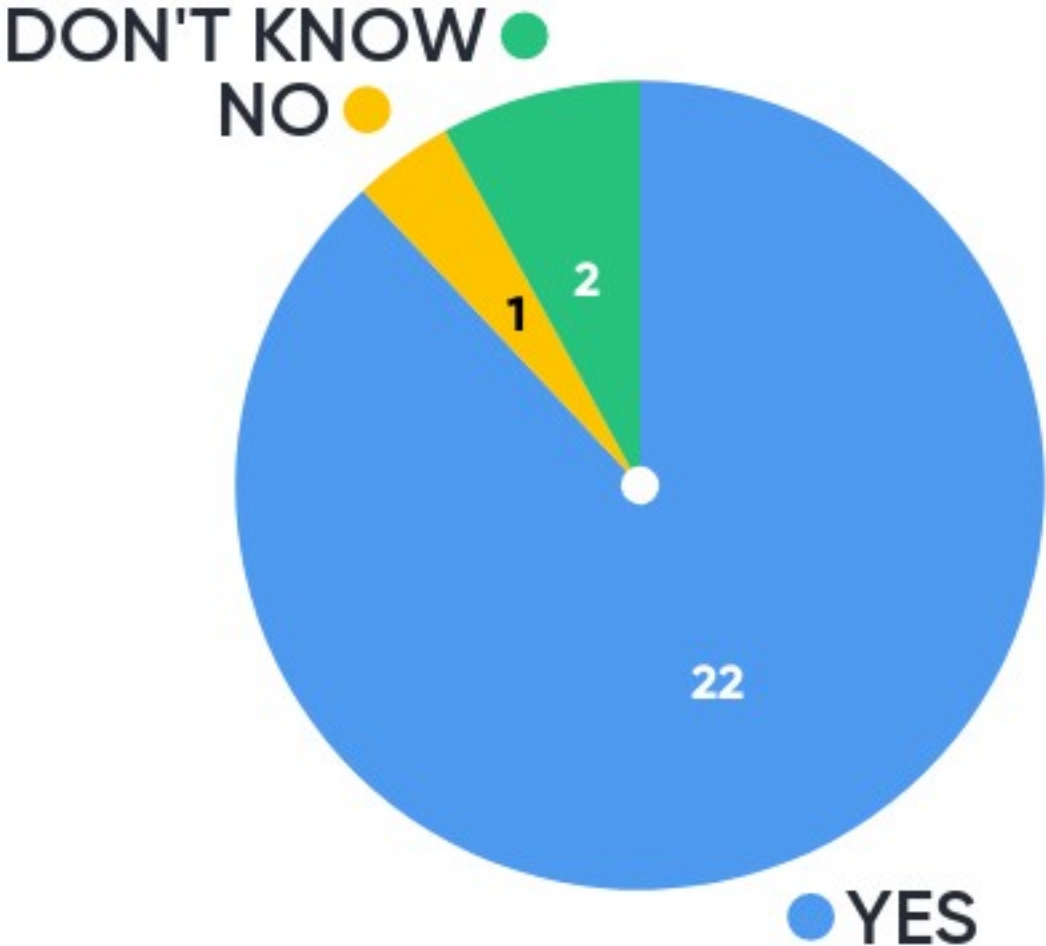
It has disrupted our plans. And we have had to adjust

extra communications to clients, more focused on clients and making sure they are ok

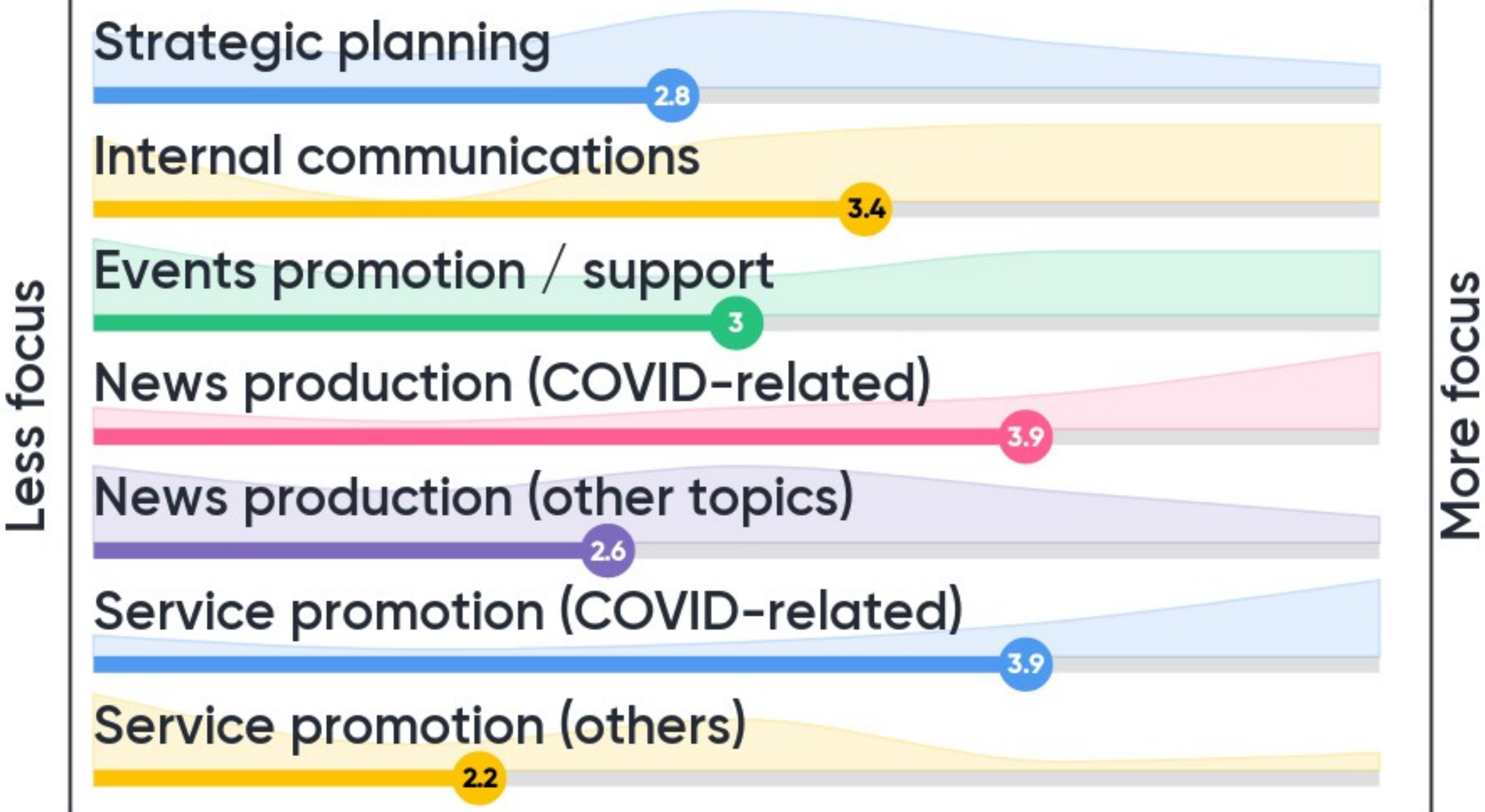
More Press/media to answer questions about our systems/services
More new services
Cancellation of events

No working hours, weekends or holidays! Alert all the time!

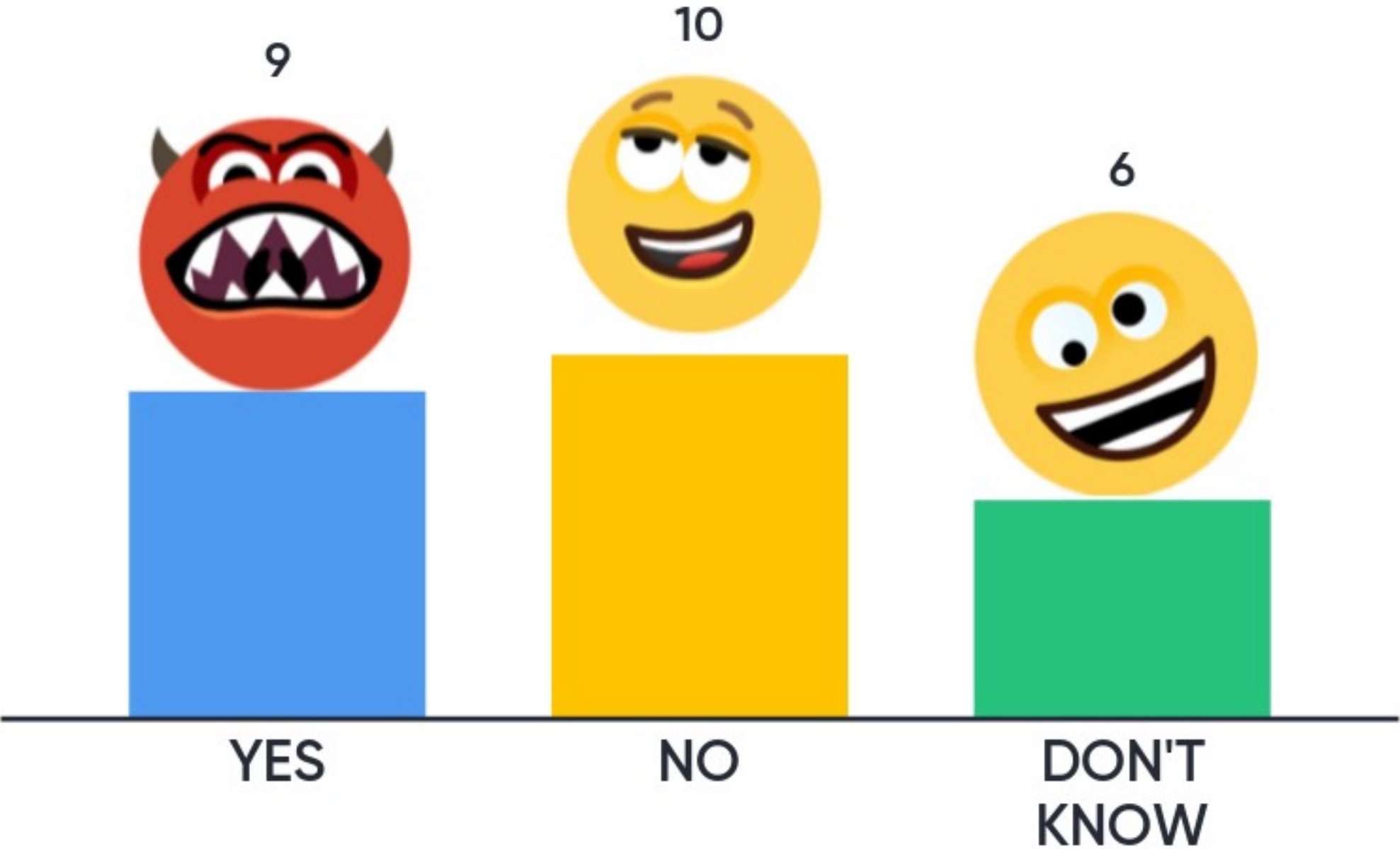
Have your Marcomms activities changed since the pandemic started?



In what ways has the marcomms focus changed?



Do you think the pandemic (work and school from home) situation creates risks for your organisation in the short or long term?



What kinds of risks are there?

Stress for employees

Teamwork

keeping channels of communication open

Less resources (financial and human) due to budget cuts

financial

structural change in our stakeholder groups -- e.g. moving more education online

difficulty to engage with users. Internal collaboration

losing some users because of their shortened budget

Lack of good internet connectivity affecting flow of work

What kinds of risks are there?

I would rather call challenge than risk, wide range of

situation exposes connectivity gaps and shortfalls

increased work to support the remote access...not do many things related to further promote all other services we have for the communities

So busy with this phase of crisis don't prepare for next

Maintaining consistent levels of comms

operational. Things falling between the cracks. accountability

managing expectations in a fluid environment

Financial, cancelled events etc

Lack of budget, less resources, less partners for collaboration (because of budget)...



What kinds of risks are there?

financial

Some work is hard to do at home, so it's piling up.

bureaucratic issues that are not yet resolved remotely, which may affect the further implementation of projects

instability

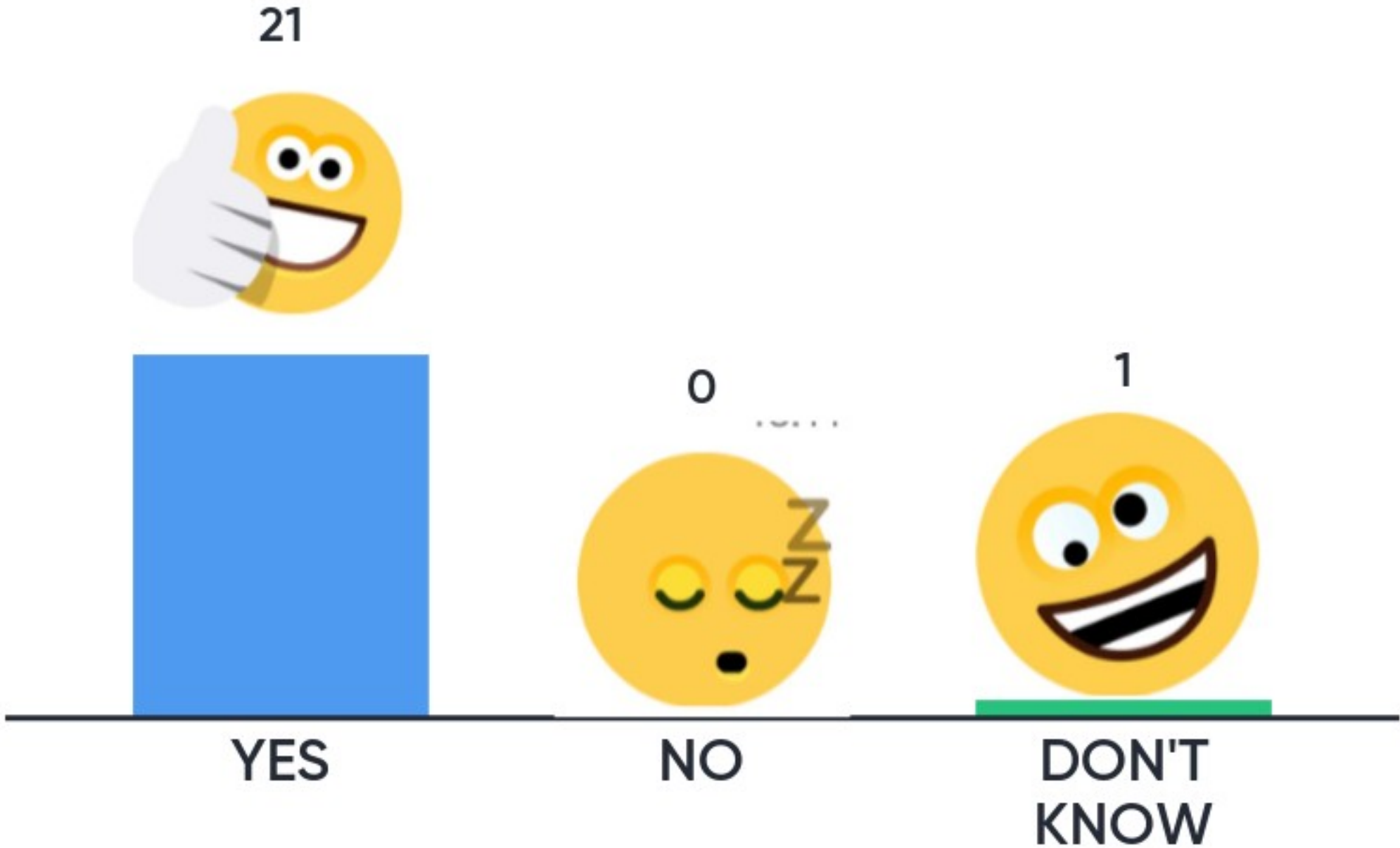
having high tech companies taking over and not being considered by the gvmt authorities as experts in the matter of networking because currently we are less visible than the big companies

problems with NREN services that could not be fixed from home

Communication, economic, social etc.

financial ,setting

Do you think the pandemic (work and school from home) situation creates opportunities for your organisation in the short or long term?



What kinds of opportunities are there?

More visibility

openUp2U

very clear illustration of value of NRENs

eduMEET

sustain the services we gain during this time

gain more users as they get to know the services offered

Develop new services, adopt existing services to meet the needs of community immediately

better understanding of "force majeure" clauses in contracts!

promotion of new services

What kinds of opportunities are there?

not only for one organization, but for the system as a whole, as this can speed up the solution of some problems in the sense of automation, etc.

Show value of online tools and services

People will focus more on online services; school will be better prepare (mentally) for it...

new way of working , a new world

bring innovation

opportunity to strengthen NREN cultures

new users

distance learning and promotion new services

New ways of education



What kinds of opportunities are there?

raise importance and visibility of the NREN

opportunity to demonstrate care for employees in difficult situations (kids at home while they are working)

Demonstrate real value of NRENS

Show critical role of marcomms in planning and execution of crisis mngmnt

New way of working. Teaching and studying.

new services for distance learning

Strengthen the remote way of services clients and users

web conferencing services

web live streaming services



What kinds of opportunities are there?

New way of working.

new users, new services

illustrate the importance and
relevance of NREN

Redefinition of what critical
infrastructure is for us

New ways of working



What / How can we learn from this situation?

keep lines of communication open among NREN comms

We always need to adapt our services to the needs
And even go further and offer some innovative solutions

how to move fast to online 'solutions'

Honestly too early to say

Be versatile and make quick decisions

Explore new ways of working

Nowadays we need to use the benefits of digital technologies in numerous way.

to appreciate how everyone has come together to keep things 'business as usual'

do a proper lessons learned exercise across individual NRENs - potentially across the global NREN community?

What / How can we learn from this situation?

be always ready for this kind of situation

To be better prepared on crisis not only connected to IT services; to be more dynamic in planning services/events/products; to adapt to new situation

Increased and new communication lines between a more varied community. Increased use of existing services. New services. More organised approach for Marcomms to handle all requests for communications that come in

Consider wider range of risks in crisis mangmnt prep

Digital transformation is inevitable.

Focus on our real value - to institutions, users and stakeholders. Agility and flexibility - thinking creatively.

Implement crisis management strategy

Proactiveness, timely and strategic action, timely communication

May be we will learn in the end how to adapt in extraordinary situations



What / How can we learn from this situation?

We already need to start preparing for the next phase

We should co create services with universities, in order to know the real needs.

Be better prepared and have the ability to adapt

Importance of crisis communication

the needs change often, be prepared

How our teams need to work remotely to support our constituency

We must be more flexible.

We should be ready for all the advantages and disadvantages of modern world.

Crisis management plan, crisis communication, prioritisation the communication.



What / How can we learn from this situation?

We must always adapt.



How can we show that we provided value during this situation?

we are always available to our clients

Support for citizens as well as R&E

Listen to our clients and help them

Case studies. OP-ed pieces. Guest lectures after it's over.

just continues to support users

we were ready to quick response

support our users

Press release with all the services etc that have been used.../shared with the communities of users...

Tell stories



How can we show that we provided value during this situation?

Testimonies of network and services

We provided resources for education, Research, communications and business

support users

From a SURF employee side: comms has already shown great value in keeping company spirit up :)

Show our work, how are we helping students and teachers. Let the community speak for us.

Support our members and community

Case studies and testimonials

sometimes it is good to show now: if your network is performing very well while the commercial ones are struggling then you may want to write about it in order for national authorities to reconsider the way certain networks are built

We become flexible.



• What is one thing you will take away from today's discussion?

avoid over-communication

Don't use this situation to self-serve

Very informative, and how other NRENs are dealing with the crisis as MARCOMMS and as an NREN as well in total.

that there are so many support in the community which is so reassuring

Start preparing for the next phase already

NREN's are even more on working mode even during crisis

Strategic thinking and planning for all forms of crisis

We adapt very quickly

Very interesting examples of handling the situation



• What is one thing you will take away from today's discussion?

we all share the same problematics

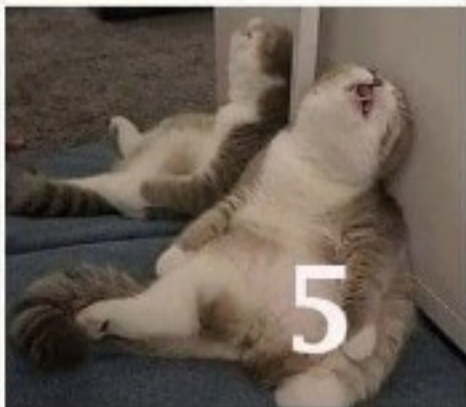
Strike a balance with comms

No matter the country we are facing the same challenges. Finally the importance of NRENS is demonstrated.

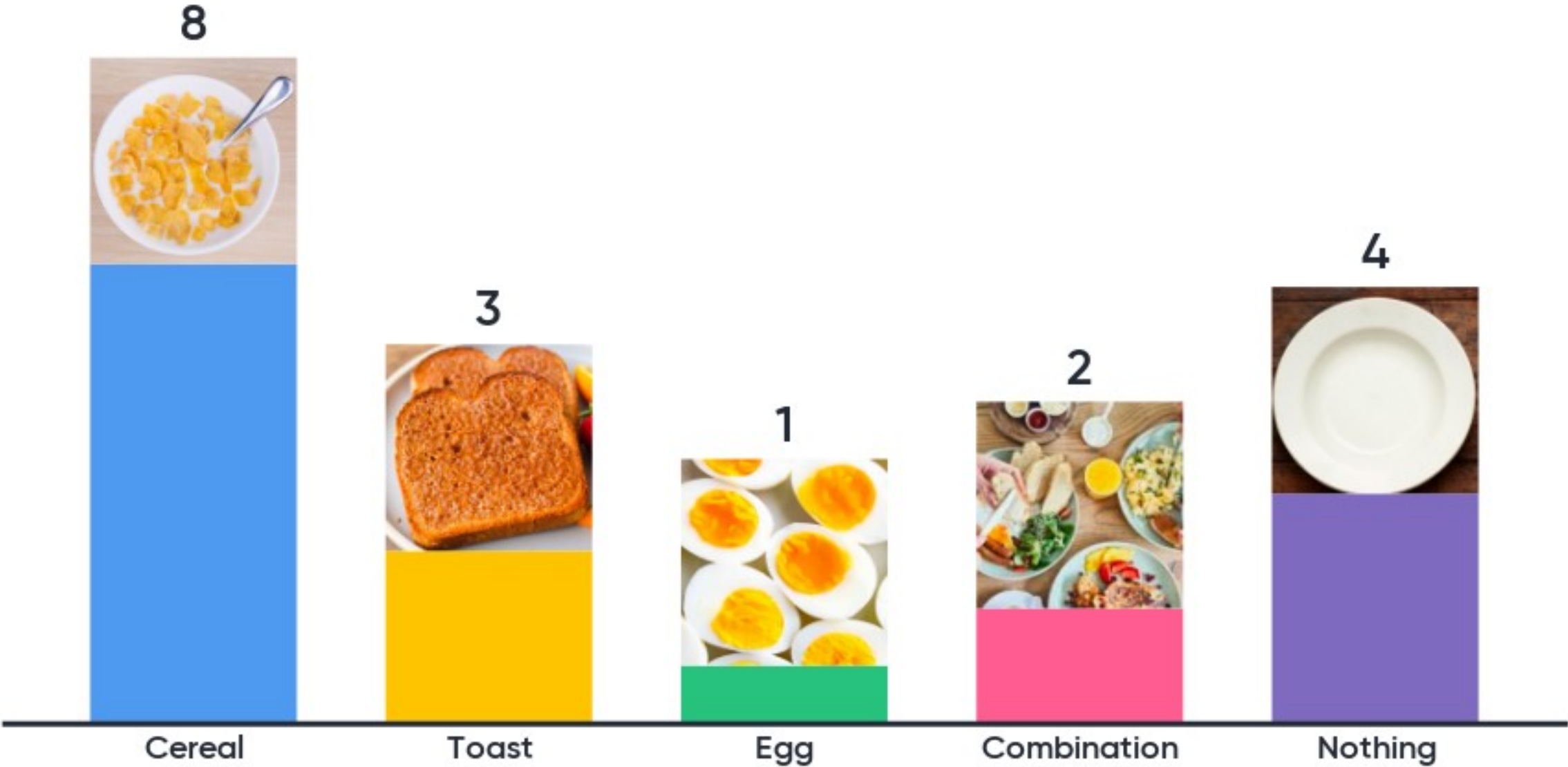
--



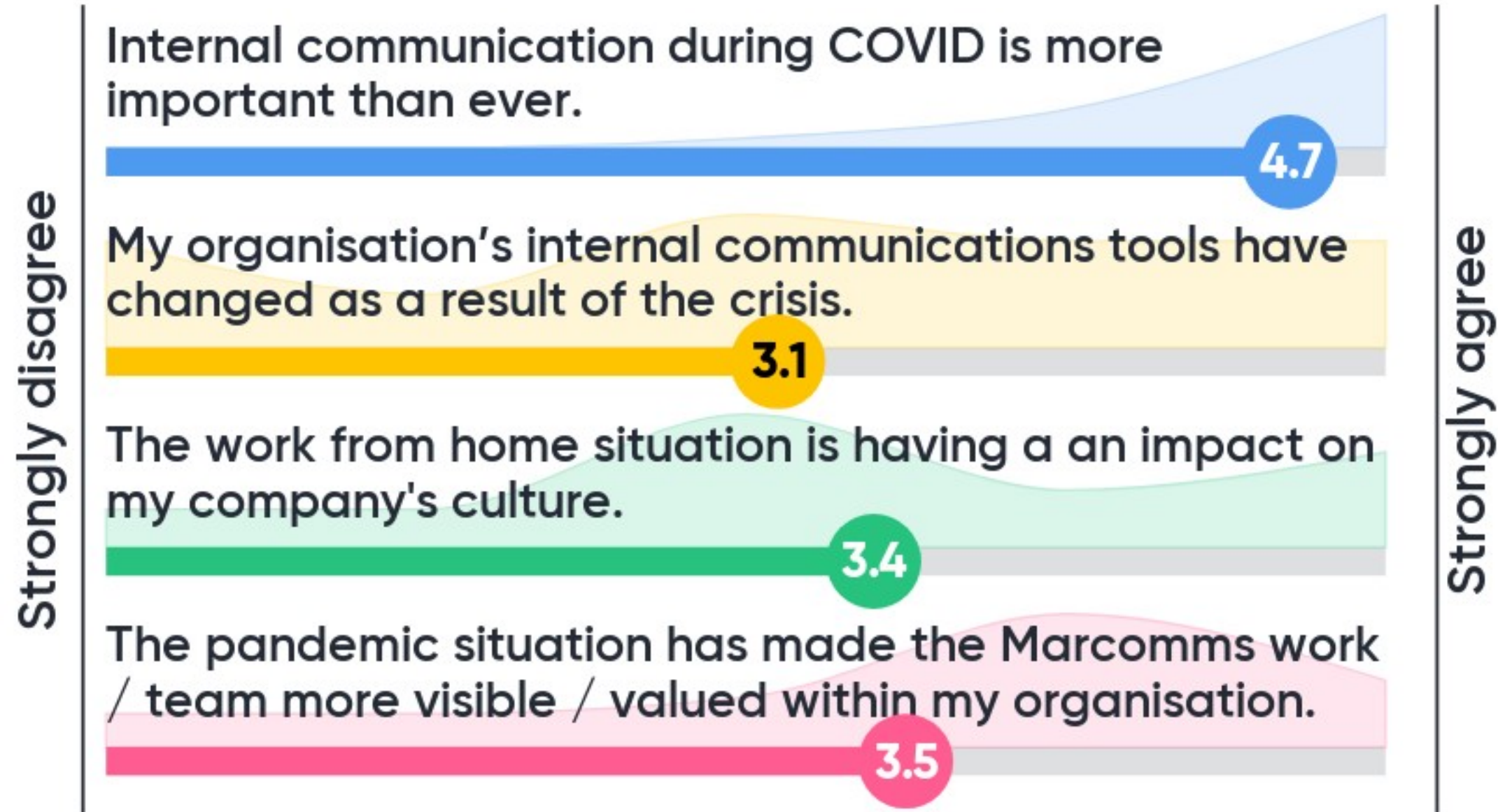
On a scale of Cat, how are feeling today ?



What did you eat for breakfast?



How much do you agree / disagree with the following statements?



If the work from home situation is having a more positive or more negative impact on your company culture, give examples:

People here are more open

more positive - it is showing the company culture every day

less interaction with colleagues

positive- we have proved how much we are there for each other on a professional and personal basis

More regular catch ups

I feel that what was already there is now being reinforced. Negative: some people do not connect to their colleagues and now you hear nothing from them anymore. Positive: some colleagues are trying extra hard to stay in touch.

Interaction and brainstorming with colleagues is difficult

Positive - online friday drinks, now with whole staff, not just Amsterdam staff in person

Positive effect - people are looking after each other



If the work from home situation is having a more positive or more negative impact on your company culture, give examples:

more coordinated approach on some issues. faster outcomes on others

both can be, but usual setting is the best working

tougher to get in touch with some company staff

Positive on internal communication, negative on administrative work.

The culture is strengthened. Mission is clearer.

positive-it shows that our company can work in any situation

More negative for me, as I do not have all needed documents at home. Problems for secretary, who needs signatures and scans.

Both. Positive as everyone is willing to contribute, feels like a part of the team stronger than ever. Negative, as interaction face to face much easier.

If the pandemic situation has made the Marcomms work/team more visible/valued within your organisation, give examples:

Press review has never been so popular

people are more aware of what I do now :)

yes. more interactions, more requests for exposure. more interactions with management

We're certainly busier, which speaks for itself!

My workload has quadrupled.

Quick communication in new environment

We had to communicate to different channels.

Timely delivery of content has been appreciated

some people now know what I do :)

If the pandemic situation has made the Marcomms work/team more visible/valued within your organisation, give examples:

We play an important part in the glue between colleagues

More collaboration across the whole organisation, input and ideas for articles/blogs from other teams separate to comms

Everyone was happy about how I handled the cancellation of our conference. But when I ask for articles or interview, I am "bothering" them.

definitely yes

More communication was essential, so yes!

rapidly launching new services - needs fast paced comms support

I made a blogpost about this. There are also some examples about. <https://www.eosc-nordic.eu/communication-in-the-time-of-corona/>



If your organisation's internal communications tools or their usage changed, give examples:

Have chance to use eduMEET

start using eduMEET and more phone calls

We finally moved from WebEx (many technical issues) to Zoom, just because we now need it more :)

Saw a big increase in slack messages

Online internal meetings are new for us

Didn't change; but we use Rocket chat instead of Slack

Skype and Slack for team and total company intranet, vpn for all staff.

the new internal newsletter :)
edumeet, webex, confluence...

Just Zoom



If your organisation's internal communications tools or their usage changed, give examples:

some new ones along with the ones that were already in place

Trying new tools for internal comms (Stormboard), new channels on existing tools (Slack)

Basic tools like viber and Teams. Very few of us so no need for more!

I have created a MS Teams space for our clients to join this group and share ideas, concerns etc.....

Greater usage of Slack across the organisation.

No real change except this has now become the default for interattions. We were already using Zoom, Trello, Redmine, WhatsApp groups, Skype groups and GSuite for document collaborations)

An internal newsletter named CovidFlash is sent at least once a week with many updates

The approach it has been well-coordinated notwithstanding the lack of an intranet

a lot of zoom meeting. Also for social coffees. Rocket chat for chatting



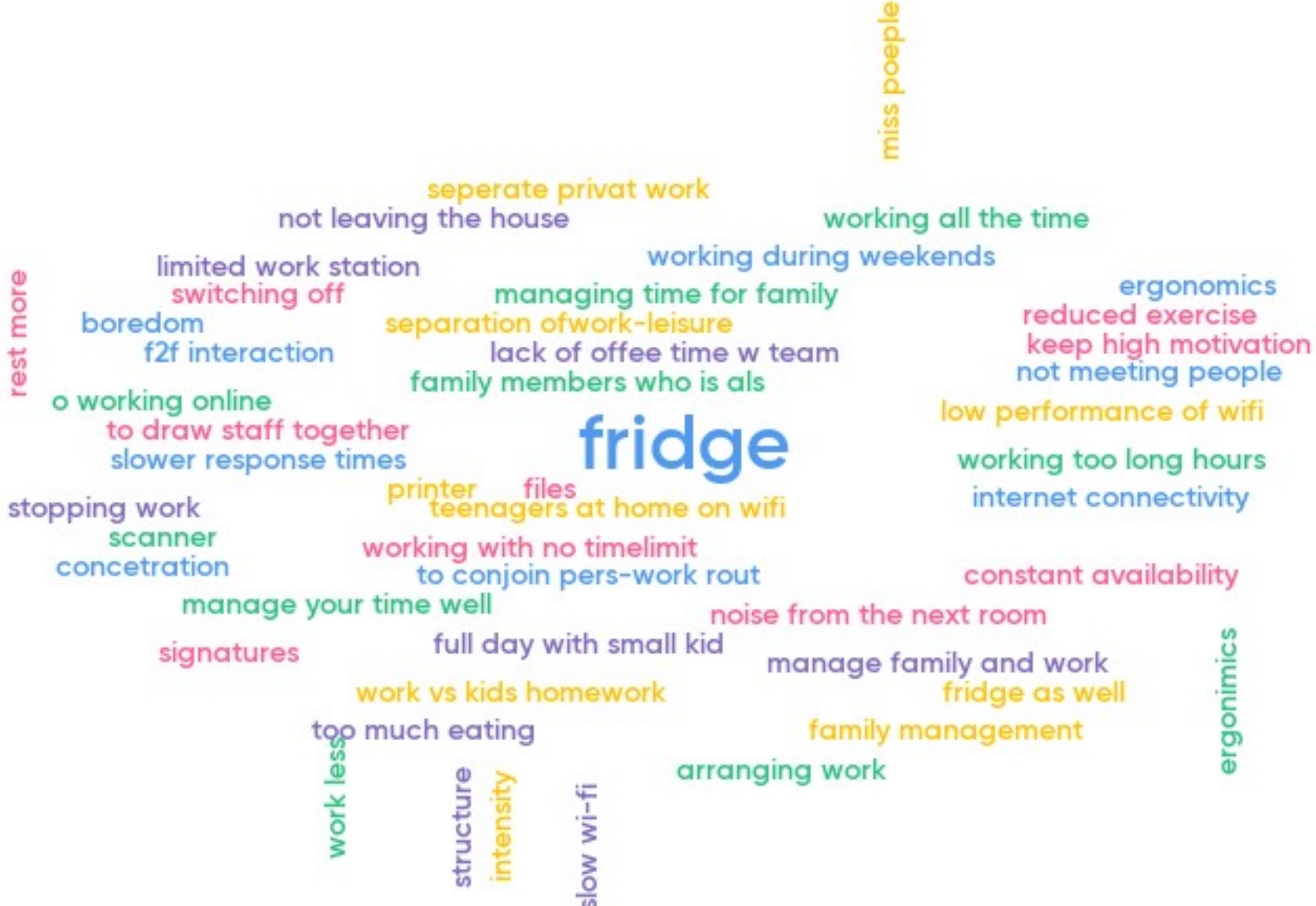
If your organisation's internal communications tools or their usage changed, give examples:

start to use edumeeet

Using different platforms.



What's the biggest personal challenge for you in the working from home situation?



What's the best thing for you personally in the working from home situation?



What is one thing you will take away from today's discussion?

The impact and change in behaviour/ways of working of how COVID-19 has had on the different NRENs

activities you are doing for internal comm

having a new support group

Flexibility

ideas for internal comm - internal newsletter and 'Friday drinks' in particular

There are many more possibilities to connect remotely/online > I need to investigate more and also get used to this way of working more.

Keep strengthening internal communication

communication is very important in overcoming the crisis

We're all facing the same challenges - but we have a great deal of knowledge between us, so let's share best practices etc. - and perhaps we could have our own Slack channel? (Or similar)



What is one thing you will take away from today's discussion?

This crisis is positive for company cultures!

open communication internal and external is imperative. too much sharing is not advised. but sharing just the important information is useful for everyone

Great to hear of other examples. Got some new ideas that can be implemented.

Still a lot to do for us regarding internal comms and company culture. Thanks for the inspiration

We can show our impact of communication. Let's try to keep that

The impact and change of behaviour, different ways of working, strength of internal comms, so many ideas for activities

the communication infrastructure use to enhance internal comms

every situation is easy to handle if stronger support is in place

new ideas



What is one thing you will take away from today's discussion?

COVID-19 is an opportunity to reinforce internal communication and (re)create links between colleagues

COVID 19 has been a great opportunity to improve internal comms

It's good to know that there is an openness to working together and supporting each other within our community as well as in our organisations



What would you like to see at the next meeting / what should we do differently next time?

Want to see you all in person
!!!!

newsletters for external audiences, and document management tools sharing knowledge best practices (could be discussed in next meeting)

would like to see colleagues face to face

i thought it all ran really well and thank you

Handling the aftereffects of the crisis?

all our colleagues face to face)

More about internal comms initiative

An update on internal Comms during the COVID crisis

Insights how we survived. The next phase probably how to switch to normal life; which activities shall continue



What would you like to see at the next meeting / what should we do differently next time?

social medias engagement for
R&E

InAcademia use of service
would be interesting.

I was quite happy with the
meeting as it was. Not too long
;)

Very happy to have had the opportunity to join in
with the meeting online so continuing remote
options in the future would also be great



What was missing from the meeting?

