## BHL Projects & Initiatives

		Project									Table	
		or '						Becoming		Funding	for	
Deduplicated List of BHL Projects and Initiatives	Goal	Activity?	Responsibility	Support	Objective	Inactive	Clarify	Active II	ИРАСТ	Active Opportunity	Later	Complete
	404	<b>5</b>		Program	4444   15   15   15   15							
Create a BHL Marketing and Branding Plan	4-Outreach	Project	Program Manager	Director	4.1 Marketing and Branding Plan			X				
Develop BHL Awareness Program	4-Outreach	Project	Program Manager		4.10 BHL Awareness Program	X						
Develop a BHL Outreach plan (incl. social	4-Outreach	Drainat	Dragram Managar		4.2 Outreach Plan			.,				
networking activities) Identify and Define Target Audiences for BHL	4-Outreach	Project	Program Manager	Outreach	4.2 Outreach Plan			X				
Outreach	4-Outreach	Project	Program Manager	Team	4.2 Outreach Plan			x				
Develop strategies and tasks to target identified	4 Odlicacii	1 Toject	i rogram Managor	Outreach	4.2 Odireden i idn			^				
audiences	4-Outreach	Project	Program Manager	Team	4.2 Outreach Plan			x				
collaborate with citizen science groups		Ongoing										
	4-Outreach	Activity			4.2 Outreach Plan			?	??	x		
		Ongoing										
Collaborate with more educational communities	4-Outreach	Activity			4.2 Outreach Plan			?	??	X		
Create focus groups with intermediaries to identify		Ongoing										
ways to improve BHL for educational community	4-Outreach	Activity			4.2 Outreach Plan			?	??	X		
Explore K-12 science and art programming using		Ongoing										
BHL content	4-Outreach	Activity		0.4	4.2 Outreach Plan			?	??	X		
Collaborate with external partners and members for	4-Outreach	Ongoing	Dragram Managar	Outreach	4.3 Grow BHL Audience					.,		
social media cross-promotion Feature publicity campaigns that target large existing		Activity Ongoing	Program Manager	Team Outreach	4.3 Glow BHL Audience					X		
audiences	4-Outreach	Activity	Program Manager	Team	4.3 Grow BHL Audience					x		
Showcase hot biodiversity topics with large existing	4-Outreach	Ongoing	i rogram Manager	Outreach	4.5 Glow Bill Addience					^		
followings	4-Outreach	Activity	Program Manager	Team	4.3 Grow BHL Audience					x		
Engage targeted communities and the general public												
through Flickr tagging parties in partnership with		Ongoing										
EOL	4-Outreach	Activity			4.3 Grow BHL Audience					X		
		Ongoing										
Provide better linkages between BHL and EOL	4-Outreach	Activity			4.3 Grow BHL Audience						X	
Create iBooks featuring BHL content				Program								
	4-Outreach	Project	Outreach Team	Manager	4.4 Raise Awareness			X				
Continue to develop more iTunes U collections	4-Outreach	Ongoing Activity	Drogram Managar	Outreach Team	4.4 Raise Awareness					x		
Develop virtual exhibitions of sub-collections of BHL	4-Oulleach	Activity	Program Manager	ream	4.4 Raise Awareness					X		
content like those on BHL-E's VLE site: http://www.				Outreach								
biodiversityexhibition.com/en	4-Outreach	Project	Program Manager	Team	4.4 Raise Awareness			x				
Work with EOL to incorporate BHL material into		Ongoing	. rogram manago.	Outreach								
educational outreach	4-Outreach	Activity	Program Manager	Team	4.4 Raise Awareness					x		
Maintain BHL calendar to organize outreach efforts		Ongoing			4.4/7 Raise Awareness; Attend							
and program activities	4-Outreach	Activity	Program Manager	Staff	Conferences					X		
		Ongoing		Outreach	4.4/8 Raise Awareness; Keep							
Interface with BHL audiences via social media	4-Outreach	Activity	Program Manager	Team	Users Informed					X		
Aggregates the complete "collection" of public facing				_	1.54							
articles, scholarly papers, posters, and presentations		Ongoing	Callastiana Caratia 1	Program	4.5 Aggregate Complete							
about the BHL into an appropriate platform	4-Outreach	Activity	Collections Coordinator	Outreach	Collection	Х						
Develop appropriate and tasteful marketing materials	4 Outrooch	Ongoing Activity	Program Manager	Team	4.6 Marketing Materials					x		
Develop appropriate and tasterul marketing materials	4-Oulleach	Ongoing	Program Manager	ream	4.0 Marketing Materials					X		
Attend appropriate conference to promote BHL	4-Outreach	Activity	Staff		4.7 Attend Conferences					x		
The spirate demonstrate to promote bits	. Calloadii	Ongoing	J. C.									
Produce quarterly BHL newsletters and reports	4-Outreach	Activity	Program Manager		4.8 Keep Users Informed					x		
		Ongoing										
Process Gemini non-scan requests	4-Outreach	Activity	Program Manager		4.9 User feedback					х		
Collect more user feedback about interface =												
Continue to utilize user feedback in improving the		Ongoing										
BHL experience	4-Outreach	Activity			4.9 User feedback					X		