

BHL Projects & Initiatives

Deduplicated List of BHL Projects and Initiatives	Goal	Project or Activity?	Responsibility	Support Program	Objective	Inactive	Clarify	Becoming Active	IMPACT	Active	Funding Opportunity	Table for Later	Complete
Create a BHL Marketing and Branding Plan	4-Outreach	Project	Program Manager	Program 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 networking activities)	4-Outreach	Project	Program Manager	--	4.2 Outreach Plan			x					
Identify and Define Target Audiences for BHL Outreach	4-Outreach	Project	Program Manager	Outreach Team	4.2 Outreach Plan			x					
Develop strategies and tasks to target identified audiences	4-Outreach	Project	Program Manager	Outreach Team	4.2 Outreach Plan			x					
collaborate with citizen science groups	4-Outreach	Ongoing Activity			4.2 Outreach Plan				???	x			
Collaborate with more educational communities	4-Outreach	Ongoing Activity			4.2 Outreach Plan				???	x			
Create focus groups with intermediaries to identify ways to improve BHL for educational community	4-Outreach	Ongoing Activity			4.2 Outreach Plan				???	x			
Explore K-12 science and art programming using BHL content	4-Outreach	Ongoing Activity			4.2 Outreach Plan				???	x			
Collaborate with external partners and members for social media cross-promotion	4-Outreach	Ongoing Activity	Program Manager	Outreach Team	4.3 Grow BHL Audience					x			
Feature publicity campaigns that target large existing audiences	4-Outreach	Ongoing Activity	Program Manager	Outreach Team	4.3 Grow BHL Audience					x			
Showcase hot biodiversity topics with large existing followings	4-Outreach	Ongoing Activity	Program Manager	Outreach Team	4.3 Grow BHL Audience					x			
Engage targeted communities and the general public through Flickr tagging parties in partnership with EOL	4-Outreach	Ongoing Activity			4.3 Grow BHL Audience					x			
Provide better linkages between BHL and EOL	4-Outreach	Ongoing Activity			4.3 Grow BHL Audience							x	
Create eBooks featuring BHL content	4-Outreach	Project	Outreach Team	Program Manager	4.4 Raise Awareness			x					
Continue to develop more iTunes U collections	4-Outreach	Ongoing Activity	Program Manager	Outreach Team	4.4 Raise Awareness					x			
Develop virtual exhibitions of sub-collections of BHL content like those on BHL-E's VLE site: http://www.biodiversityexhibition.com/en	4-Outreach	Project	Program Manager	Outreach Team	4.4 Raise Awareness			x					
Work with EOL to incorporate BHL material into educational outreach	4-Outreach	Ongoing Activity	Program Manager	Outreach Team	4.4 Raise Awareness					x			
Maintain BHL calendar to organize outreach efforts and program activities	4-Outreach	Ongoing Activity	Program Manager	Staff	4.4/7 Raise Awareness; Attend Conferences					x			
Interface with BHL audiences via social media	4-Outreach	Ongoing Activity	Program Manager	Outreach Team	4.4/8 Raise Awareness; Keep Users Informed					x			
Aggregates the complete "collection" of public facing articles, scholarly papers, posters, and presentations about the BHL into an appropriate platform	4-Outreach	Ongoing Activity	Collections Coordinator	Program Director	4.5 Aggregate Complete Collection	x							
Develop appropriate and tasteful marketing materials	4-Outreach	Ongoing Activity	Program Manager	Outreach Team	4.6 Marketing Materials					x			
Attend appropriate conference to promote BHL	4-Outreach	Ongoing Activity	Staff		4.7 Attend Conferences					x			
Produce quarterly BHL newsletters and reports	4-Outreach	Ongoing Activity	Program Manager	--	4.8 Keep Users Informed					x			
Process Gemini non-scan requests	4-Outreach	Ongoing Activity	Program Manager	--	4.9 User feedback					x			
Collect more user feedback about interface = Continue to utilize user feedback in improving the BHL experience	4-Outreach	Ongoing Activity			4.9 User feedback					x			