Whose Job is it Anyway?

Internal Communications Strategies for Developing Sustainable Communications Workflows in Times of Transition

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About Borealis & Scholars Portal

- Borealis, the Canadian Dataverse Repository
  - National service with national governance
- Scholars Portal – the service arm of the Ontario Council of University Libraries
  - Provides staffing and service support for Borealis

Context

- Staffing transitions – moving from understaffed to full capacity
- Bilingual service support
- No designated communications role
- Library communications triage

Main Challenges

- Knowledge transfer
- Geographically widespread team
- Internal communications clarity vs external communications output
- Duplication of labour
- Ideas vs action items
- Who is responsible for what?

The Communications Calendar

Intent: alleviate the stress and overwhelm associated with idea pitching, confusion, duplication of labour, triage style comms, burnout

- Calendar vs Form
- SPOTDocs vs Jira
- Biweekly meetings and a Mattermost channel
- Items must be added to the comms calendar before they are brought to meetings/discussions
- Everyone is responsible for keeping up with the calendar
- Calendar is reviewed as a group at the biweekly meetings

The Communications Calendar

Borealis Promotions & Communications 2025

Below is a calendar outlining planned communications and promotions for Borealis across listservs, blog posts, social media, and other relevant communication channels. All content should be shared in both English and French.

A shared Google Folder is used for drafting long-form communications and any social media content that is part of a larger campaign.

Communication/ Campaign	Distribution Date	Communication Type/Format	Content Summary or Key Message(s)	Audience	Staff Responsibilities	Drafts (blogs, emails, etc.)	Status
Reminder: Queen's & Borealis hiring RDM librarian	January 6th	-Social media (Twitter, Bluesky, Mastodon, SP LinkedIn)	-Queen's is hiring an RDM librarian, joint position with Borealis. Deadline to apply is Jan. 7th	Librarians seeking employment & RDM community	Gabby (drafting, posting)	N/A	Complete
Notice of Dataverse Upgrade	Early January	-Blog Post -Email to listservs -Social media posts (day of & week before re: downtime)	-Borealis is upgrading to 6.4 -Expect service downtime -List of new features, bug fixes etc. -Upgrade will include/ coincide with launch of new Data Explorer	Borealis and Odesi communities	Gabby (Reviewing, Posting/Sharing) Meghan (Drafting)	6.4 Upgrade Communications	Complete
Dataverse Upgrade	January 27	-Social media (downtime & service restored) -Blog Post -Email to listservs	-Notice of upgrade & any service downtime -New features, bug fixes, improvements etc.	Borealis and Odesi communities	Gabby (Reviewing, posting/sharing) Meghan (Drafting) Amber (drafting, reviewing)	6.4 Upgrade Communications	Complete

The Communications Calendar

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Borealis Expert Group (DVN) announcement	Monday, September 29	-Email to Borealis listserv, Alliance Network of Experts, CanLib listserv	-Dataverse North group has taken on an advisory role for Borealis and will now be named the Borealis Expert Group	Borealis community, Canadian Data Communities	**Amber & Alliance team** (drafting) **Gabby, Sabina, Kate** (reviewing) **Elise & Alyssa** - translating **Gabby, Amber** - sending to lists	Draft announcement	Complete
Scholars GeoPortal & Borealis Announcement: New Dataverse Geospatial Metadata Block	Finish drafting by Jan. 28 Send to Alyssa for translation Jan. 29 Send email and post to blog on Feb. 3	Blog post on GeoPortal blog - email text/ introduction can be posted to Borealis blog and link to Geo blog for full details Email to OCUL geo, OCUL data, Borealis, CanLib data lists	-Announcing the expansion of the metadata block -Providing a link to to a test environment -Sharing a feedback form	Dataverse global user community, Borealis community, Scholars GeoPortal, OCUL Geo Community	**Gabby, Sabina, Alicia, Amber** (drafting email & blog) **Alicia and Amber** - metadata table **Alicia** - Feedback form **Alyssa** - translating email only (technical details of the block and fields not translated at this time)	Draft blog post & email	Complete
Love Data Week 2026	Event: February 13 Comms: Announcement: January 19 Socials posts - Early February	-Event -Social media & email promo	-Julie and Ada working with the Alliance to host a webinar about digital preservation in the RDM space -Julie, Elise, and Alyssa working on announcement email, event description etc.	Borealis, RDM, digital preservation & curation communities	Presentation - **Julie, Ada, Alliance Reps, Alyssa** Promo work: **Julie** - Drafting **Alyssa & Elise** - Translation **Gabby, Amber** - Review Sharing - Borealis and data community lists (**Alyssa**), SP Newsletter (**Gabby**), Preservation lists (**Julie**), social media (**Gabby**).	Draft communications & event planning	In progress

What's Working Well

- Quick uptake from the team – shared responsibility for updating the calendar
- Clarity of audience, purpose, timeline, and responsibility for each communication
- Less overwhelm – a plan vs an endless to-do list

Next Steps

- Better tracking for ongoing/recurring communications
- Better structure for longer term communications/communications with multiple steps and stages
- Consider organizing by priority levels - communications triage Enhanced
- Keeping the habit!

Questions?

Thank you!

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