# DISINFO Innovation Workshop plan – narrative details  - 20 June 2023

*The objective of this program is to conduct a live, invitational workshop, preceded by a period of virtual interaction on a informational website.  The workshop's intended outcome is to test consensus on starting one or more defined standards or code projects, at OASIS.  As a lead-up to that, the project website will provide participants with an opportunity to be briefed in advance on the issues affecting the topic, to contribute their own views, and to respond to draft proposed goals ("challenges") and possible course of action to address them.  Staff is tasked with assembling that initial set of briefing materials, including an informative set of interviews by relevant domain experts.   Francis has asked that we conduct the interviews and website dialogue over late June, July and early August, and run the workshop program itself in September.*

| Research 🟩 | Writing 🟦 | People-handling 🟧 | Operations 🟪 | Summary rows ⬛ |
|---|---|---|---|---|

| Task | Start | Finish | | People | Comments |
|---|---|---|---|---|---|
| DISINFO RESEARCH (aggregate) | 6/2/23 | 6/29/23 | ⬛ | | |
| Plan programs (DI) | 6/2/23 | 6/9/23 | 🟩 | JBC,FNB,CEns | Done |
| Prelim info packages to staff (DI) | 6/12/23 | 6/12/23 | 🟩 | JBC | Done.  https://www.oasis-open.org/apps/org/ workgroup/staff-bizdev-workshops/email/archives/ 202306/ msg00003.html |
| Review prelim info package (DI) | 6/12/23 | 6/22/23 | 🟩 | KCu,IHe,MBM,JMb,CRau,CGey | Underway now.  Review the background material, and then move on to your next task. |
| Find & eval add'l backgrounders (DI) | 6/22/23 | 6/28/23 | 🟩 | CRau,KCu,JBC | Start now.  Seek additional,stakeholder-friendly web page or short article treatments of the relevant issues. Send URLs to the staff-bizdev-workshops list. |
| Summarize add'l backgrounders( DI) | 6/26/23 | 7/3/23 | 🟦 | Crau,KCu,JBC, | Same folks who select the articles should write up a short (three paragraphs or less) summary of each selected one |
| Draft challenge & problem stmts (DI) | 6/23/23 | 6/30/23 | 🟦 | CGey,JBC | Read those articles selected by the team and draft a first outline of the problem statement (as the prods for stakeholder feedback) |
| Finalize challenge & prob stmts (DI) | 7/5/23 | 7/7/23 | 🟦 | CGey,JBC | Review the 'summarized' backgrounders and refine that outline and those questions |
| Select and set up expert interviews (DI) | 6/23/23 | 6/30/23 | 🟧 | Ihe,Jmb,MBM,Cgey,JBC | Start now.   Seek informational phone interviews with friendly experts and stakeholders who can (a) give us interesting perspectives, (b) are available for interview in our tight timeline,  (c) perhaps attend in September, (d) represent viewpoints generally aligned with standards, and (e) subject to a strategic filter (which is why Carol and Jamie are included)  ( Send URLs to the staff-bizdev-workshops list. |
| Interview selected experts (DI) | 6/29/23 | 7/11/23 | 🟧 | IHe,JMb,MBM | Same team should split up and conduct the informational interviews.  OK to invite one of us to join if at your option you think it'd help. Consider sending ahead our draft challenge, and any key Qs you want to raise. |
| Summarize interviews (DI) | 7/5/23 | 7/12/23 | 🟦 | IHe,JMb,MBM | Interviewers should write up the results – looking for one (or a few) pithy quotes, and a short summary of what we learned from each one.  We may need to loop in the interviewees to OK material.  Also, headshots? |
| Team mtg #2 | 6/22/23 | 6/22/23 | 🟧 | FNB,JBC,CEns,CGey,CMay | Rescheduled from 6/15 to 6/22 |

| Task | Start | Finish | | People | Comments |
|---|---|---|---|---|---|
| | | | | ,CRau,HJvB,IHe,JHa,JMb,KCu,MBM,PKn,SMc | |
| LAUNCH (aggregate) | 6/14/23 | 9/5/23 | | | |
| Feedback on revising challenge stmt (DI) | 7/12/23 | 7/17/23 | | JBC,MBM,KCu,CRau | Based on the combination of the first draft and the more recent article summaries and interview summaries |
| Refine challenge stmt (DI) | 7/17/23 | 7/19/23 | | JBC,MBM | Final editing per the above |
| Confirm challenge website platform | 6/23/23 | 6/30/23 | | FNB,CEns,JBC,SMc | Start now. Select and implement a web platform |
| Challenge website (aggregate) | 6/27/23 | 9/5/23 | | | |
| Landing website page (DI) | 7/20/23 | 7/25/23 | | JBC,MBM | First page goes up as an anchor URL, based on the initial 'challenge' materials |
| Build challenge website pages (DI) | 7/10/23 | 7/31/23 | | CRau,IHe,JMb,KCu,MBM,JBC | Build out the challenge portal website with the materials we've collected (see above, on interviews and article summaries) |
| Announce/promote challenge website (DI) | 7/21/23 | 9/15/23 | | JBC,CGey,JHa | Develop and promote to selected invitees and stakeholders. (Note, not expected ot be open live meetings. but anyone is invited to jump in on the challenge web portal dialogue.) |
| Site, venue and date search (DI) | 6/14/23 | 6/23/23 | | FNB,JBC,JHa,CEns | Start now. Select sites and dates. |
| Team mtg #3 | 6/29/23 | 6/29/23 | | FNB,JBC,Cens,Cmay,Crau,HjvB,Ihe,Jmb,Kcu,MBM,Pkn, SMc | Coordination call (whether ot not there's a scheduled all-hands staff huddle). |
| Team mtg #4 | 7/13/23 | 7/13/23 | | FNB,JBC,Cens,Cgey,Cmay,Crau,HjvB,Ihe,Jha,Jmb,Kcu, MBM,PKn,SMc | Coordination call (whether ot not there's a scheduled all-hands staff huddle). |
| RUN PROGRAM (aggregate) | 6/16/23 | 10/9/23 | | | |
| Develop invited participants list | 6/16/23 | 7/6/23 | | Cgey,Crau,FNB,Ihe,Jmb,Kcu, MBM,JBC | Led by bus dev -- may be two lists and notices: one for all to participate on the challenge portal, one to selected invitees to attend "live" – which may be on site or Zoom |
| Send save-the-date | 7/7/23 | 7/17/23 | | CGey,Jmb,JBC,JHa | (obvious) Led by bus dev |
| Second round save-the-date | 8/29/23 | 9/7/23 | | CGey,JMb,JBC,JHa | (obvious) Led by bus dev |
| Respond/interact on challenge portal website | 7/11/23 | 9/8/23 | | MBM,JMb,JBC,FNB | Live engagement in moderating on the web portal and responding to maintain engagement |
| Team mtg #5 (approx) | 8/31/23 | 8/31/23 | | Cens,Cgey,Cmay,Crau,FNB,HJvB,IHe,JBC,JHa,JMb,KCu,MBM,PKn,SMc | Coordination call (whether ot not there's a scheduled all-hands staff huddle). |
| Revise challenge/problem statements | 9/11/23 | 9/21/23 | | JBC,JMb,MBM,CEns | Refine based on results of |
| OASIS Board mtg | 9/26/23 | 9/27/23 | | | |
| Run live (hybrid?) program | 9/28/23 | 9/28/23 | | FNB,JBC,CEns,??? | This live session presently is planned as adjacent to the OASIS Board meeting in Boston |
| Followup, connect to OASIS OP | 9/29/23 | 10/9/23 | | CEns,CGey,FNB,JBC,JMb | (obvious) Led by bus dev |