

ASNCommunities

Community Application

I. Applicant Information

Please provide your name, contact information, and institution.

II. Community Topic Area

What interest area would the proposed community cover?

III. Target Audience

Describe the likely participants in the proposed community.

IV. Example Threads

Please provide the subject line of three existing threads in the Open Forum that demonstrate engagement around the topic area of the proposed community.

V. Community Leaders

List the names, contact information, and institutions of three potential community leaders (including yourself, if applicable). These individuals must have posted at least once in the Open Forum and have a complete profile page with a profile picture and a bio. All individuals must sign the Community Expectations and Goals document that accompanies the application.

VI. Primer Questions

Please provide a list of three questions you will use to stimulate discussion. Phrase each question as you would in a discussion post including any relevant context or background. Community leaders must present a complete list of 20 questions, including these three, to ASN before the public launch date.

VII. Purpose statement

In fewer than 100 words, what is the purpose of the proposed community?

VIII. Events

What events would you host to promote the topic area you have chosen and ensure a vibrant, engaged community? For example, Journal Discussions, Debates, Ask the Experts, and Twitter Chats.

Please email your completed application to ASN Communities Specialist Mark Fitzgerald at mfitzgerald@asn-online.org. Thank you for applying. ASN will review your application and follow up within 30 days of submission. ASN staff may follow up to clarify additional details of your proposal.

ASN will make the final determination on the viability of a topic area as a community at the present time, based on the quality of the application and the implicit and explicit interests of those active on the Communities platform.

If you have any questions about the application, please contact ASN Communities Specialist Mark Fitzgerald at mfitzgerald@asn-online.org.

ASN Communities Goals, Roles and Expectations

Monthly Community Goals

ASN aims for all of the varied interests of the society's members to be represented in the Communities. Every new community should be a welcoming home for new members, providing a wealth of information and vibrant conversation. A healthy and dynamic community will meet the following monthly goals:

- 20 posts per month
- At least 2 replies to every post
- 2 new threads a week
- 2 contributions to the library every month

ASN aims to provide a platform for all areas of professional interest, no matter how niche, so there is no minimum number of members required to maintain a community. Community success will be measured by the above engagement metrics only.

ASN Communities Specialist Mark Fitzgerald will work with community leaders to ensure plans are in place to achieve these goals before a community is launched and will periodically assess the health of each community.

Roles

The Community Ambassadors are the public leaders of each community, charged with guiding discussion, providing leadership and serving as subject matter experts. Members may volunteer for these positions in the Community Application. The purpose of this designation is to recognize members who are committed to an interest area and are heavily involved on the Communities. Ambassadors will be recognized on the homepage of the community and with a badge designation in their profile.

The first Ambassadors for a community are selected by ASN staff during the Community Application process to a one-year renewable term beginning at the establishment of the community. At the conclusion of an Ambassador's one-year term, ASN staff will call for Ambassador nominations and will host elections within the respective community. While ASN members may participate in many communities, they may only serve as an Ambassador in one community. A community may have up to three Ambassadors, but additional nominations may be requested by Ambassadors or ASN staff based on engagement within a community. Providing expectations are met, Ambassadors may serve more than one term.

Community Ambassador Expectations

To ensure the success of a community, Ambassadors must maintain an active and visible presence within the community. Community Ambassadors must commit to the following participation expectations during their term.

- Periodically start new discussion threads
- Answer unanswered posts in a timely manner
- Welcome new members to the community
- Moderate discussions for inappropriate content
- Collect 20 starter questions (including those presented in the application) before public launch

Recruiting Core Members

Another aspect of the Community Ambassador's responsibilities is recruiting members. ASN will create a private community for the topic area. Community Ambassadors must invite at least 20 community members to join and subscribe to the new community before it can go public.

Assessment

New communities will undergo a three month trial period to ensure goals and expectations are met. If the trial period is successful, the community will continue and be reviewed biannually. If the community fails to meet the goals and expectations during the trial period ASN staff will work with community leadership to improve content and engagement. If after developing a new plan with community leaders the metrics do not improve, ASN may opt to move the community's content to the Open Forum and remove the segmented community.

I have read, understood and agree to the community goals, leadership expectations, and assessment protocol. I understand that my community will be assessed regularly to ensure community members remain engaged.

Signature

Printed Name

Date