Gateway Focus Week:
Kickstarting Digital Projects with an Intensive Sustainability Workshop

Nancy Maron
The formation of an institute…

Community Knowledge Awareness Efficiency Sustainability
Science Gateways Community Institute

Education & Training

Networking & Community

Support for Building & Running Gateways
Major accomplishments in first 4 years

- 939 webinar attendees
- 240 Focus Week Attendees
- 13 affiliates
- 32 success stories
- 42 Extended Developer Support projects
- 2056 participants in SGCI’s events
- 52 Consultations
- 504 student & 41 faculty participants
- 135 letters of collaboration
- 14 partners
- $713,845 additional funding to SGCI by external projects
- 596 Gateway Catalog entries
A five-day intensive workshop designed to benefit teams who want to ensure the sustainability of their gateway projects.
Focus Week is offered twice per year and is *subsidized* by the National Science Foundation.

This allows you to attend what would otherwise be a $2,500 per team event at no cost other than travel, hotel, and a few meals. Most lunches and dinners are provided as part of the networking and cohort building activities.
Focus Week brings teams together
Dynamic Exercises help build a sustainability plan...

Value Proposition
• Identify the primary value of your project.

Understanding Your Audience & Key Stakeholders
• Explore and assess your audiences and stakeholders to better engage them.

User-Centered Design
• Learn the principles of design and usability best-practices through a live usability study.
Budgeting
• Building a budget that supports growth

Identifying a Diversified Funding Model
• Exploring new approaches to gaining the resources you need to keep your project vital

Sales & Marketing
• How to use all this knowledge to convince others to help you attain your goals
Daily “Brain Trust” sessions foster peer-supported learning
# A Typical Focus Week Agenda

<table>
<thead>
<tr>
<th>MON</th>
<th>TUES</th>
<th>WED</th>
<th>THURS</th>
<th>FRI</th>
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</thead>
<tbody>
<tr>
<td>Audience</td>
<td>Environment</td>
<td>Funding Model</td>
<td>Goal Setting</td>
<td>Cybersecurity</td>
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<td>Sustainability Overview</td>
<td>Napkin Drawing</td>
<td>Budgeting</td>
<td>Marketing</td>
<td>Pitch Deck: Team Presentations</td>
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<tr>
<td>Value Proposition</td>
<td>Brain Trust</td>
<td>Brain Trust</td>
<td>Brain Trust</td>
<td>Final Session</td>
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<td>Market Landscape</td>
<td>User-Centered Design</td>
<td>Sales</td>
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We offer full-week sessions and customized engagements.

<table>
<thead>
<tr>
<th>Focus Week Attendees</th>
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<tbody>
<tr>
<td>240</td>
<td>10</td>
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“The pitch deck (helped) convince campus leadership that it was worth an investment to fully fund the creation of the SMM.”

Founder, Social Media Macroscope

https://socialmediamacroscope.org/
“Bootcamp led me to seek paying customers and proposal collaborations to support my gateway. I now support a paying customer (a university department's course)... Bootcamp helped me figure out how to go after this funding and promote my gateway as a useful resource.”

-- Project Lead, VIDIA
“We've definitely seen increases in site activity due to bootcamp-inspired initiatives. We've got a much better idea who our audience is and we've tried reaching out to them in different ways.

“We developed our budget more in depth when we returned to work and presented our findings to management, who agreed that another person would be helpful.”
Two Full-Week Programs in 2020

Focus Week EAST, June 1 - 5
Hosted by Columbia University Libraries
New York, New York

Focus Week WEST, November 30 - December 4
Hosted by San Diego Supercomputer Center
La Jolla, California
Teams of 2-3 leaders are encouraged to apply!
All members must attend the full program.
We welcome PIs and tech leads, sales/marketing leads.

Apply today!

Gateway Focus Week: Strategies for Developing and Sustaining Your Gateway

This application is for both 2020 sessions of Gateway Focus Week.

At the end of the application, you will be asked to select which session you are applying for: June 1-5 at Columbia University in New York, NY, or Nov. 30-Dec. 4 at SDSC in La Jolla, CA.

The application deadline for the June session is March 27, 2020.
The application deadline for the November/December session is September 25, 2020.

* Required

First Name *

Your answer

Last Name *