



Handshake: Open Source Social Networking Platform for the Enterprise

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The MITRE Corporation

Gilbane Conference, San Francisco

May 2010

The MITRE Corporation

- MITRE is a private, independent, not-for-profit organization, chartered to work in the public interest
- Founded in 1958 to provide engineering and technical services to the U.S. Air Force
- Currently manages 4 Federally Funded Research and Development Centers
 - Department of Defense
 - Federal Aviation Administration
 - Internal Revenue Service/Department of Veterans Affairs
 - Department of Homeland Security
- Supports a broad and diverse set of sponsors within the U.S. government, as well as internationally



Vision for Next MII

Sponsors and partners exploit all relevant mission information and services



Unified Business Portal



My status
Messages
Blogs/wikis
Photos
Bookmarks
Podcasts

Teams
Communities
Networks
Relationships

Delivery by identity, role, location,
credential, network, modality

Voting
Rating
Expertise

Co-develop
Cloud services

Anticipatory
Awareness
Relevant
Secure



Partner



Sponsor



Public



Alumni



Employee

Business Goals for Social Networking

- **Capture relationships of MITRE staff with partners, sponsors, industry, and academia**
 - Leverage these relationships
- **Improve cross-organizational collaboration and networking**
- **Bring broader segments of the community to bear on important sponsor problems**
 - Vetting position papers/benchmarking with broad audiences
 - Enable new business models and federal processes
 - Deliver information to sponsors and partners
- **Support internal social networking**
- **People tracking**
 - Retirees, alumni, students/coops, consultants
- **Improve situational awareness around relationships, activities and groups**

Solution Criteria

- **Deploy a social networking *research* platform**
 - Fully customizable, extensible, measurable, integrate-able
 - Investigate the business value of cross organizational collaboration
 - What will make the capability successful?
- **Single platform for internal and partner networking**
 - Fine-grained access control model available
 - Easy to use/walk up and use
 - No licensing costs for unlimited number of partner participants
- **Meet MITRE's InfoSec and OpSec requirements**
 - Most commercial internet systems do not
 - Secure and easy invitation model
 - Minimize sharing errors
- **Initial low cost solution**

Extending MITRE's Reach with Handshake

Home Profile My Tools [8] Search Go

Handshake
A MITRE Research Prototype

My Connections
Everybody

My Groups
All Groups

What are you working on? Thinking?

Post an update 140 characters left

Laurie Damianos:
Web users spend 69% of their time viewing the left half of the page and 30% viewing the right half. - Nielsen
Posted Apr 6, 2010

All Connections Mine

Stevie is now a member of DHS S&T Collaboration (3 minutes ago)

Laurie Damianos posted on Jack's message board (6 minutes ago)

Stevie posted "Returned today to and the Requirements Division." (7 minutes ago)

Social Networking Research Platform, powered by Elgg

Laurie Damianos is now a member of Internal MITRE Fusion Center TEM 26 May 2010 (30 minutes ago)

Rebecca is now a member of Internal MITRE Fusion Center TEM 26 May 2010 (32 minutes ago)

Kim posted on Don's message board (35 minutes ago)

Kim posted on Jeffrey's message board (36 minutes ago)

Gregory wrote a new page titled IT Governance Blog (45 minutes ago)

Group membership EDIT

OpenSocial Development
Share code, tools, tips and tricks

MITRE Second Life
Implementation and use of Second Life at MITRE.

Social Media Communications Strategies
Community of practice centered on effective use of social media in government

Connections EDIT

Recent bookmarks EDIT

My bookmarks | Add a new bookmark

Action Streams: A New Idea for Social Networks
Mar 1, 2010

Tag cloud EDIT

help, cmu, **handshake**, social media, cloud, Carnegie Mellon University, tool, discussion topic, data, feedback, Development, user manual, Web 2.0, Group, user guide, blogs, social software, blog, evaluation, group discussion, tools, groups, messages, profile, help pages, alerts, MITRE, notifications, profile page, Metrics

Files EDIT

My files | Upload a file

Factors Impeding Wiki Use in the Enterprise: A Case Study
Jan 11, 2010

Onomi: Social Bookmarking on a Corporate Intranet
Sep 14, 2009

Exploring the Adoption, Utility, and Social Influences of Social Bookmarking in a Corporate Environment
Sep 14, 2009

Blog posts EDIT

Thoughts on a MITRE Brand Narrative (1)
Jan 7, 2010

Project Management Body of Knowledge (PMBOK) changes

Home page provides access to... connections

...peripheral awareness of activity

All **Connections** **Mine**

Stevie is now a member of [DHS S&T Collaboration](#) (3 minutes ago)

Laurie Damianos posted on [Jack's](#) message board (6 minutes ago)

Stevie posted "Returned today to and the Requirements Division." (7 minutes ago)

Annie wrote a new page titled [page](#) (11 minutes ago)

Annie uploaded a file (15 minutes ago)

Laurie Damianos is now a member of [Internal MITRE Fusion Center TEM 26](#) May 2010 (30 minutes ago)

Rebecca is now a member of [Internal MITRE Fusion Center TEM 26](#) May 2010 (32 minutes ago)

Kim posted on [D's](#) message board (35 minutes ago)

Kim posted on [Jeffrey's](#) message board (36 minutes ago)

Gregory wrote a new page titled [IT Governance Blog](#) (45 minutes ago)

Gregory updated a page titled [IT Governance and Portfolio Management](#) (47 minutes ago)

Gregory wrote a new page titled [IT Governance and Portfolio Management](#) (48 minutes ago)

Kim posted "Glad weep works in 1F605 today!" (51 minutes ago)

Gregory made a profile update (53 minutes ago)

Gregory posted a new profile icon

My Groups
All Groups

Tag cloud EDIT
help, cmu, [handshake](#), social media, cloud, Carnegie Mellon University, tool, discussion

Connections EDIT

MITRE Second Life
Implementation and use of Second Life at MITRE.

Social Media Communications Strategy
Community of practice centered effective use of social media in government

Connections EDIT

Recent bookmarks EDIT
My bookmarks | Add a new bookmark

Thoughts on a MITRE Brand Narrative (1)
Jan 7, 2010

Project Management Body of Knowledge (PMBOK)
changes

Home page provides access to... ...groups & communities

The screenshot displays the MITRE Research Prototype home page. At the top, a navigation bar includes the MITRE logo, the text "A MITRE Research Prototype", a user selection dropdown set to "Everybody", and a "My C" link. The main content area is divided into several sections:

- Update Section:** A text input field with the placeholder "What are you working on? Thinking?". Below it is a "Post an update" button and a character count "140 characters left". A recent update by Laurie Damianos is shown, discussing user behavior on the site.
- Group membership:** A section titled "Group membership" with an "EDIT" link. It lists three groups: "OpenSocial Development" (Share code, tools, tips and tricks), "MITRE Second Life" (Implementation and use of Second Life at MITRE), and "Social Media Communications Strategies" (Community of practice centered on effective use of social media in government). A large blue arrow points from this section to the right.
- Connections:** A section titled "Connections" with an "EDIT" link. It displays a grid of 20 user profile pictures.
- Recent bookmarks:** A section titled "Recent bookmarks" with an "EDIT" link. It shows a bookmark for "Action Streams: A New Idea for Social Networks" dated Mar 1, 2010.
- Right Sidebar:** A vertical list of group cards, each with a logo and description:
 - OpenSocial Development:** Share code, tools, tips and tricks
 - MITRE Second Life:** Implementation and use of Second Life at MITRE.
 - Social Media Communications Strategies:** Community of practice centered on effective use of social media in government
 - Innovation at MITRE:** Discussions about what we're doing to improve innovation in IT, KM and business processes through the institutionalization of an agile innovation management process and customer engagement.
 - All Things Agile:** For development teams interested in using and sharing knowledge of agile development methodologies
 - Elgg for the Enterprise:** a group to collaborate on using Elgg as a business networking platform in the enterprise
 - Human Computer Interaction Interest Group:** interest group for human-computer interaction
 - SIKM Leaders Boston:**
 - Getting Things Done:**

The MITRE logo is visible in the bottom left corner.

Home page provides access to... ...tagged content

The screenshot displays the MITRE Handshake home page, a social networking platform. The top navigation bar includes a search bar, 'My Connections' (Everybody), and 'My Groups' (All Groups). The main content area is divided into several sections:

- What are you working on? Thinking?**: A text input field with a 'Post an update' button and a character count (140 characters left).
- Group membership**: A list of groups including 'OpenSocial Development', 'MITRE Second Life', and 'Social Media'.
- Tag cloud**: A section displaying a collection of tags such as 'help', 'cmu', 'handshake', 'social media', 'cloud', 'Carnegie Mellon University', 'tool', 'discussion', 'topic', 'data', 'feedback', 'Development', 'user manual', 'Web 2.0', 'Group', 'user guide', 'blogs', 'social software', 'blog', 'evaluation', 'group', 'discussion', 'tools', 'groups', 'messages', 'profile', 'help', 'pages', 'alerts', 'MITRE', 'notifications', 'profile page', and 'Metrics'. A blue arrow points to this section.
- Files**: A list of uploaded files including 'Factors Impeding Wiki Use in the Enterprise: A Case Study', 'Onomi: Social Bookmarking on a Corporate Intranet', and 'Exploring the Adoption, Utility, and Social Influences of Social Bookmarking in a Corporate Environment'.
- Blog posts**: A list of recent blog posts including 'Thoughts on a MITRE Brand Narrative' and 'Project Management Body of Knowledge (PMBOK) changes'.
- Recent bookmarks**: A list of recent bookmarks including 'Action Streams: A New Idea for Social Networks'.

The MITRE logo is visible in the bottom left corner.

Home page provides access to... files, blogs, wiki pages, bookmarks, photos

The image shows a screenshot of the Handshake MITRE Re website home page. The page is divided into several sections, with blue arrows pointing to specific features:

- Files:** A section titled "Files" with a sub-header "My files | Upload a file". It lists several documents with PDF icons:
 - Factors Impeding Wiki Use in the Enterprise: A Case Study** (Jan 11, 2010)
 - Onomi: Social Bookmarking on a Corporate Intranet** (Sep 14, 2009)
 - Exploring the Adoption, Utility, and Social Influences of Social Bookmarking in a Corporate Environment** (Sep 14, 2009)
 - Edge article on onomi** (Sep 2, 2009)
 - The MITRE Map Navigation Experiment** (Sep 14, 2009)
- Blog posts:** A section titled "Blog posts" with a sub-header "EDIT". It lists several blog entries with user avatars:
 - Thoughts on a MITRE Brand Narrative** (1) (Jan 7, 2010)
 - Project Management Body of Knowledge (PMBOK) changes** (Nov 12, 2009)
 - Census prepares for a large scale load test** (1) (Nov 9, 2009)
 - Exploring the Adoption, Utility, and Social Influences of Social Bookmarking in a Corporate Environment** (Sep 14, 2009)
- Recent bookmarks:** A section titled "Recent bookmarks" with a sub-header "My bookmarks | Add a new bookmark". It lists several bookmarked items with user avatars:
 - Action Streams: A New Idea for Social Networks** (Mar 1, 2010)
 - Handshake: Factors Impeding Wiki Use in the Enterprise: A Case Study** (1) (Oct 8, 2009)
- Tag cloud:** A section titled "Tag cloud" with a sub-header "EDIT". It contains a list of tags: help, cmu, handshake, social media, cloud, Carnegie Mellon University, topic, data, manual, blogs, so, discussion, pages, Metrics.
- Recent activity:** A section at the bottom titled "Recent activity" with a sub-header "My bookmarks | Add a new bookmark". It lists several recent activities with user avatars:
 - Kim [name] posted on Jeffrey [name]'s message board** (36 minutes ago)
 - Gregory [name] wrote a new page titled IT Governance Blog** (45 minutes ago)
 - Action Streams: A New Idea for Social Networks** (Mar 1, 2010)

Blue arrows point from the text "Home page provides access to..." to the "Files", "Blog posts", and "Recent bookmarks" sections. Another blue arrow points from the "Files" section to the "Recent bookmarks" section.

Profile page lets you share with others



Handshake

A MITRE Research Prototype



My Connections

Everybody



My Groups

All Groups

Search

Go



Remove connection

Profile

Donna Cuomo - MITRE

Edit profile

"doing a handshake demo" (posted Mar 19, 2010)

Organizational affiliation: MITRE

Job title: Chief Information Architect in the Center for Information and Technology

Location: Bedford, MA

Contact email: dcuomo@mitre.org

Telephone: [REDACTED]

Website: <http://www.linkedin.com/m/...>

Personal interests: golf, cross country skiing

Professional interests: innovation, social networking, social and collaboration tools, enterprise information architecture, knowledge management, strategy

Education: State University of New York at Buffalo, Industrial Engineering/Human Computer Interaction, PhD, MS

About me

I am presently the Chief Information Architect in CI&T, working on social networking and media, defining the strategy for our next intranet, collaboration, and knowledge management processes and tools. I am currently deploying a social networking prototype to support cross-organizational collaboration and the capture of MITRE staff's professional relationships. I have been employed at MITRE for over 20 years. I worked in the MITRE Air Force Center for 12 years before joining MITRE's information technology organization.

Message board

EDIT

Post



Jen [REDACTED] Mar 31, 2010

I am indeed! I was just in another meeting and remembered that I wanted to email you to tell you!!!!

Reply on Jen [REDACTED]'s message board



Marie [REDACTED] Feb 12, 2010

Donna
You might want to join the Social Media Communications Strategies Group

Reply on Marie [REDACTED]'s message board



Patrick [REDACTED] Jan 14, 2010

Donna, that is great. Who do I contact if I want to submit a module? I am not sure I am that ambitious but I would like to explore the possibility...

Re:

Pat, Handshake is based on open source code so we can build, enhance, or add any functionality we want to it, such as image files where

Each profile field is access controlled

You choose what you share with whom



Groups provide a forum for collaboration



All Things Agile

has non-MITRE members

[Edit group](#)
[Leave group](#)
[Add new members](#)
[Group discussion](#)
[Group files](#)
[Group pages](#)
[Group blog](#)
[Group albums](#)

[Subscribe to feed](#)

[Bookmark to Handshake](#)

[Report potentially inappropriate content](#)

Group members


[See all members \(69 total\)](#)

Message board

[Post](#)

All Things Agile


Owner(s): Donna Cuomo

Matt

Bill

Description:

For project development teams interested in using and sharing knowledge of agile development methodologies. A currently "hot" agile development topic is the Scrum agile software development framework which many teams at MITRE are exploring. The use of this development framework plus other agile methodologies are appropriate for sharing through this group.

Interests: [program management](#), [Scrum](#), [agile development](#), [Software Development](#)
Website: [http://en.wikipedia.org/wiki/Scrum_\(development\)](http://en.wikipedia.org/wiki/Scrum_(development))
[all Handshake members](#)
[Edit](#)

Latest discussion

[Group discussion](#) | [Add a topic](#)


Agile with Remote Team Members

(7)

Apr 21, 2010 by Matt F.



What does a Manager do in Scrum or any Agile process

(4)

Apr 16, 2010 by Bill



Is it "Agile" or "agile" ?!?!

(8)

Mar 26, 2010 by Carlton



Waterfall Manifesto - April Fools!

(3)

Apr 1, 2010 by Kathleen

Group blog

[Group blog](#) | [Write a group blog post](#)

1

2

[Next »](#)


Thu, Apr 8th Bedford: One-Hour Experiential Introduction to Agile

(1)

Mar 19, 2010 by David



Learn Scrum in 10 minutes (video)

(1)

Group activity

Patrick is now a member of All Things Agile (Apr 21, 2010)


 James has posted a new comment on a discussion topic titled [Agile with Remote Team Members](#) (Apr 21, 2010)

 James has posted a new comment on a discussion topic titled [Agile with Remote Team Members](#) (Apr 21, 2010)

 Ryan has posted a new comment on a discussion topic titled [Agile with Remote Team Members](#) (Apr 21, 2010)

 Rick posted a comment on a file [Simple High level Tracking for Agile Teams](#) (Apr 21, 2010)

 Matt has posted a new comment on a discussion topic titled [Agile with Remote Team Members](#) (Apr 21, 2010)

Group files

[Group files](#) | [Upload a file](#)


[Simple High level Tracking for Agile Teams](#)

Jan 11, 2010 by Bill



[Scrumbutts - Ken Schwaber presentation](#)

Jan 8, 2010 by Bill



[Session on characteristics on](#)



All Things Agile

has non-MITRE members

Edit group

Leave group

Add new member

Group discussion

Group files

Group pages

Group blog

Group albums

Subscribe to feed

Bookmark to Handshake

Report potentially inappropriate content

Group members



See all members (69 total)

Message board

Post

All Things Agile

Description:

all Handshake members

Latest discussion

Group discussion | Add a topic



Agile with Remote Team Members

(7)

Apr 21, 2010 by Matt F.



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Apr 1, 2010 by Kathleen

Group blog

Group blog | Write a group blog post

1 2 Next »



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Matt has posted a new comment on a discussion topic titled Agile with Remote Team Members (Apr 21, 2010)



Stan has posted a new comment on a discussion topic titled Agile with Remote Team Members (Apr 21, 2010)



Jon has posted a new comment on a discussion topic titled Agile with Remote Team Members (Apr 21, 2010)



James has posted a new comment on a discussion topic titled Agile with Remote Team Members (Apr 21, 2010)



Matt has started a new discussion topic titled Agile with Remote Team Members (Apr 21, 2010)



« Previous

Jan 11, 2010 by Bill



Scrubbut - Ken Schwaber presentation

Jan 8, 2010 by Bill



Session on characteristics on

Engage in discussions, share resources, collaborate on wiki pages, post to blogs...

Add new members




Group discussion

Group files

Group pages

Group blog

Group albums


-  Subscribe to feed
-  Bookmark to Handshake
-  Report potentially inappropriate content

Group files

Group files | Upload a file



[Simple High level Tracking for Agile Teams](#) (2)

Jan 11, 2010 by Bill 




[Scrumbutts - Ken Schwaber presentation](#)

Jan 8, 2010 by Bill 



[Session on characteristics on successful SCRUM adoption](#)

Jan 6, 2010 by Timothy 



[Session on characteristics on successful SCRUM adoption](#)

Jan 6, 2010 by Timothy 

Latest discussion

Group discussion | Add a topic




[Agile with Remote Team Members](#)

(7)

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[What does a Manager do in Scrum or any Agile process](#) (4)

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[Is it "Agile" or "agile" ?!?! \(8\)](#)

Mar 26, 2010 by Carlton 



[Waterfall Manifesto - April Fools!](#)

(3)

Apr 1, 2010 by Kathleen 



[Is it "Agile" or "agile" ?!?! \(8\)](#)



Group pages

Group pages | Create a new page



[Handshake Data Capture & Analysis](#)

Dec 16, 2009 by Laurie 



[Current Known Constraints & Limitations](#)

Aug 21, 2009 by Laurie 



[User Guide](#)

Aug 17, 2009 by Laurie 

Description:

For project development teams interested in using and sharing knowledge of agile development methodologies. A currently "hot" agile development topic is the Scrum agile framework which many teams at the use of this development agile methodologies are appropriate as group.


Group blog

Group blog | Write a group blog post

1 2 Next »



[Thu, Apr 8th Bedford: One-Hour Experiential Introduction to Agile](#) (1)

Mar 19, 2010 by David 



[Learn Scrum in 10 minutes \(video\)](#)

Jan 25, 2010 by Kathleen 



[Nice video on challenges of transitioning from Waterfall to Agile](#)

Jan 20, 2010 by Kathleen 




[When Failure is "Not an Option" for Your Agile Project - Free Webinar Jan 20 @ 3:30](#)

Jan 13, 2010 by Bill 



[Share your agile resources](#)

Jan 8, 2010 by Kathleen 

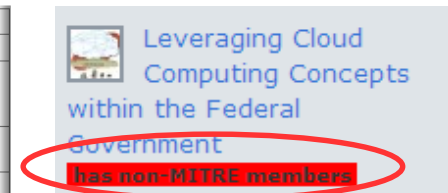
MITRE Customizations: Permissions & Trust

- MITRE Identity model with single sign on



- Authenticated email-based invitation model for inviting participants
- “Box Model” for group permissions
 - Restricts contents to group permission level ceiling
 - Ensures that information is not inadvertently exposed
- Visualized permissions & access
 - Every group
 - Each piece of content
 - Customized access levels

access level
only me
access list
connections only
group only
MITRE members of a group
all MITRE
all Handshake members



MITRE Customizations: Awareness

- Created group activity river
 - Scrollable access to activity history
- Enhanced email notifications to activity
 - Clearer subject headings
 - Cleaner formatting
 - Hyperlinks to content, sender's profile
 - Daily email digests
 - Full email integration *in progress*



Released to open source community



MITRE Customizations: Groups

- Ability to restore accidentally deleted groups
- Ability to “remove” group members
- New group widgets
 - Group activity widget
 - Group Information widget – HTML form for lists, hyperlinks, images
- Multiple group owners



MITRE Customizations: End User Experience

- Improved search Released to open source community
- Streamlined navigation
- Activity logging & data visualization for end users
- Affiliated organizations model
- Connections recommender – based on digital footprint

Abigail Gertner & Justin Richer, MITRE

The screenshot displays a web interface for recommended contacts. On the left, a sidebar titled "Recommended Contacts" lists several individuals: Daniel, Abigail, Patricia, Christopher, Cheryl, and David. Each name is accompanied by a profile picture, a star rating (all are 5 stars), and a list of icons representing different digital footprints. The main content area, titled "Recommended Contact Details", shows the details for Daniel (@mitre.org). It features a 5-star rating, a "Friend of a Friend" relationship with 4 common friends, a "Listserv" membership with 4 common members, and a "Friend of" relationship where Daniel lists the user as a friend. Two "Onomi Tags" sections are also visible, showing shared tags (41) and common tags (40) with the user. The interface includes navigation tabs at the top and a "Details" button for each contact.

Social Media



IBM, DISA, APL,
P3CG
STRATCOM,
Aerospace,
Gilbane, TraceLink,
DNI

MITRE Alumni



Owner(s): Donna
George

MITRE
Retirees

Early Responder Forum Handshake Group

- 100+ leaders from 45
States and 2 Territories

Student Program



OLIN Scope Team



DoD Medical Simulation Community



Description

A community
improving tra
innovative u
discussion g

Reference fo

Please note: t
posted on this

Owner(s): Lawrence f

High-level DoD medical
simulation decision
makers

Public Interest Network Inter



Aerospace, JHU/A
Lincoln Lab
Sandia, CAN
SEI

All Things Agile



- People tracking
- Cross-organizational teams/consortia
- Communities of interest
- Govt/acquisition processes
- Internal teams and departments
- Social networking research

Distributed Knowledge Café using Social Tools

Morning speakers broadcast via VTC

Speakers had Handshake profiles



Dr. Mark [redacted] - MITRE

Job title: Executive Director
Location: Bedford, MA and Washington, DC
Contact email: [redacted]@mitre.org
Telephone: 781- [redacted]
Mobile phone: 617- [redacted]
Website: http://ksc.mitre.org

Personal interests: Member [redacted]

Professional interests: artificial intelligence, intelligence analysis, smart power, collaboration, knowledge management, Human Language Technology, Multimedia

Education: PhD Computer Science Cambridge University UK; and M Phil Computer Speech and Language Processing, Cambridge Univ; MBA RPI, BA Mathematics, Holy Cross

Links: About me, Profile, My Tools, Search, Home, Knowledge Cafe TEM, Group discussion, Group files, Group pages, Group blog, Group albums, Subscribe to feed, Bookmark to Handshake, Report potentially inappropriate content, Photo album, Send a message, Blog



Face-to-face demonstrations in afternoon on both sides



Handshake research prototype

Knowledge Cafe TEM -- September 9, 2009

Group Type: Group

Description:

Flow of the day:

- Knowledge Café (opening remarks 8:45) - This is a technique for creating a conversation around important questions. Conversation is one of the most fundamental ways in which people share knowledge, explore ideas, and learn. Questions are listed in the group files.
- Thought Leader Speakers (11:30-1:00) - MITRE is fortunate to have leaders who understand that the door to change is through knowledge and that knowledge is a distinctly personal attribute.
- Knowledge Fair (1:30-3:30) - The KM Fair is an opportunity for individuals and teams to share (through project booths) how they are increasing our sponsors' ability to effectively and efficiently share knowledge and information.

Social media to use before, during and after the event:

- Handshake for co-creating content about the Knowledge Cafe and for connecting with colleagues and making new connections

Suggestions on what social media to use to enhance your knowledge exchange and expand your network at the TEM:

- YO - a message channel for posting comments, questions, and insights
- Handshake Profile - set up a personal profile so others can learn about your interests and expertise
- Handshake Group Blog - add to the conversation from the morning cafe

Group members

Participants in Bedford, MA and Wash. DC



Conversation 10: How will web 2.0 impact our sponsors?

September 9, 2009 by Marcie Comments (4)

Q10. Technology and social change are increasing at an ever faster rate. Some of the key discussions that MITRE is being asked to participate in with our sponsors revolve around the use of 2.0 technologies ... which are transformative... How will it impact our sponsors?

Bedford brief:

1. Web 2.0 brings global forum to participants who might otherwise not have had it. No need to build out own personal network in slow way, but have options for new media to work with (e.g. 2nd life)
2. "free" tools have large audience, so not suitable for confidential vendors can provide controlled environments
3. "It's about the many wresting power from the few and helping one another for nothing"
4. technology for profit, sharing nonprofit (intangible & psychological)
5. MITRE as visionary company needs to have a fantasy for long-term, give customers the next step of two, not the whole roadmap, just what is clear in the future in order to move forward

1. Maybe it's the case that govt structures are antithetical to functions these new technologies provide. Do some of these organizations need to "die" so that they can evolve? Note that MITRE has evolved by addressing new problems (e.g. info security).
2. "today's solutions become tomorrow's problems"... classical systems engineering has brought us to where we are (tie to Q. 5). The same will be true for Web 2.0. These solutions will make headwinds for the generation behind us.
3. the point that the government moves slowly is an understatement, but MITRE must be an example.



MITRE Thought Leaders: Tom Berry & Greg Robinson: Storytelling for

Marcie 26 days ago

What did you think about this topic?

Marcie 15 days ago

Greg provided a very compelling case for storytelling. His own story of the value of his course was a selling point in itself. I appreciated the lessons learned he shared about conveying storytelling as a process...

- Have a clearly identified process for people to use (5 step process)
- Branding and Icons -- simple take away of other golden triangle and the 5 step process
- Learning on Local -- it is hard for staff to apply new information at first, be there to help them
- Engagement -- give people a gift that they can use again you will be surprised on how they use the information

Don't forget about the storytelling TEM next week 15 Sep 2:30-4:30 P2: storytelling

Ahagall 15 days ago

What makes something a story? What is the distinction between storytelling and "effective communication"?

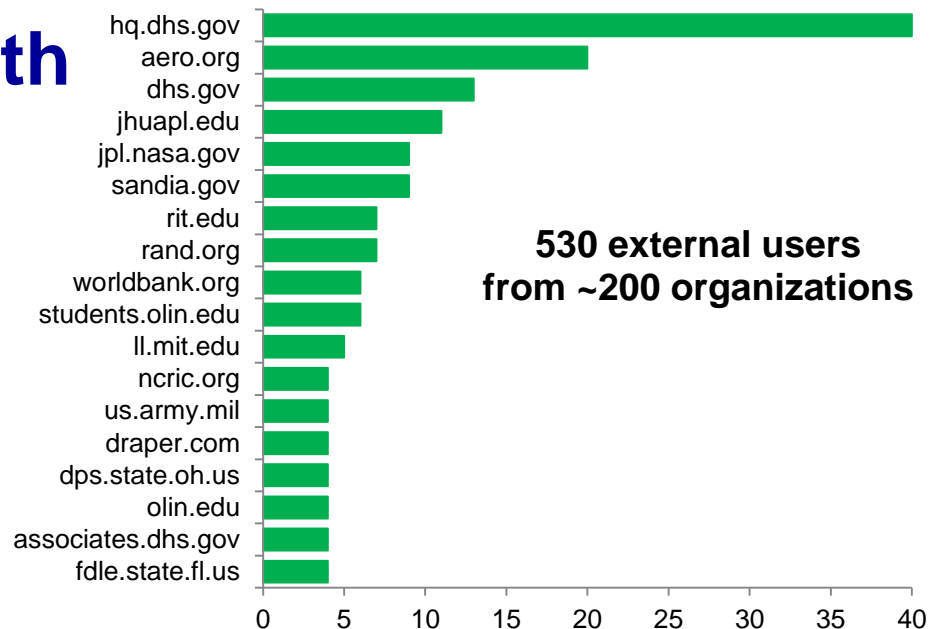
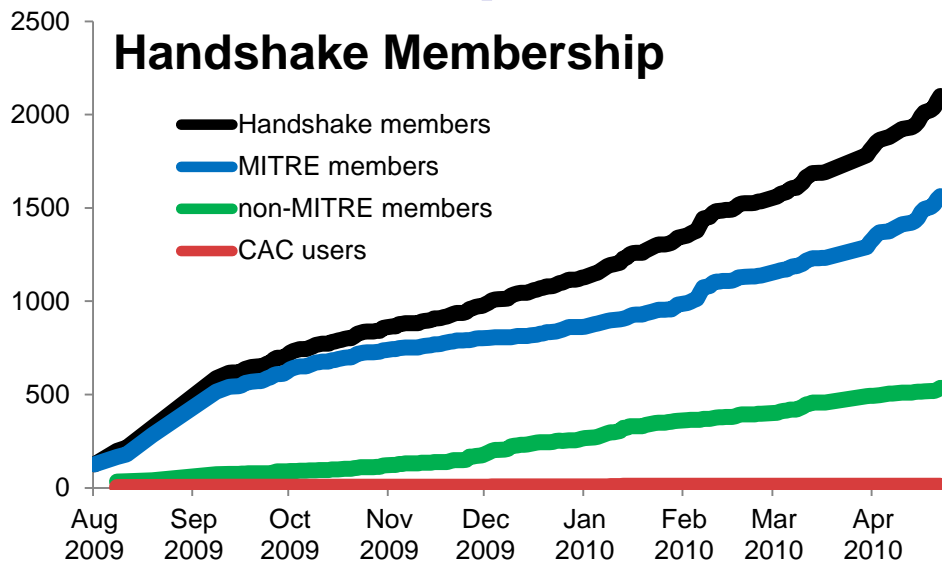
Deborah 15 days ago

I see it as anything that you want to "effectively communicate" is a story. Communicate your story in a manner that grabs your audience and brings them into your world. Go to a library storytelling and watch the children become absorbed in the story and then look to see how many parents have stayed for the entire story - that is a good story! You want your audience - no matter what the story - to become a part of the story.

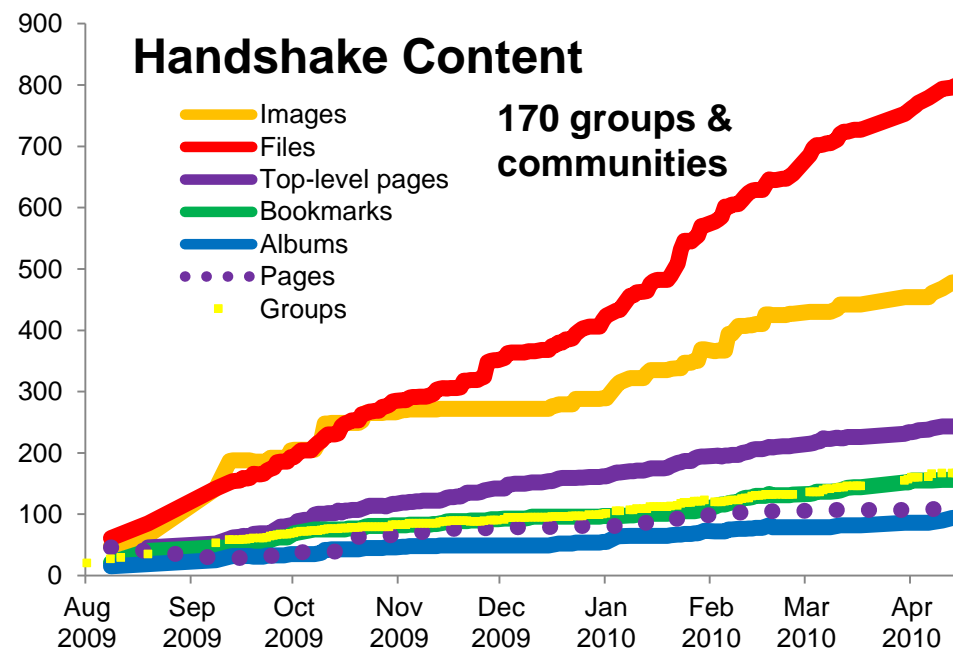
Blogging and discussions throughout the day

User Adoption & Growth

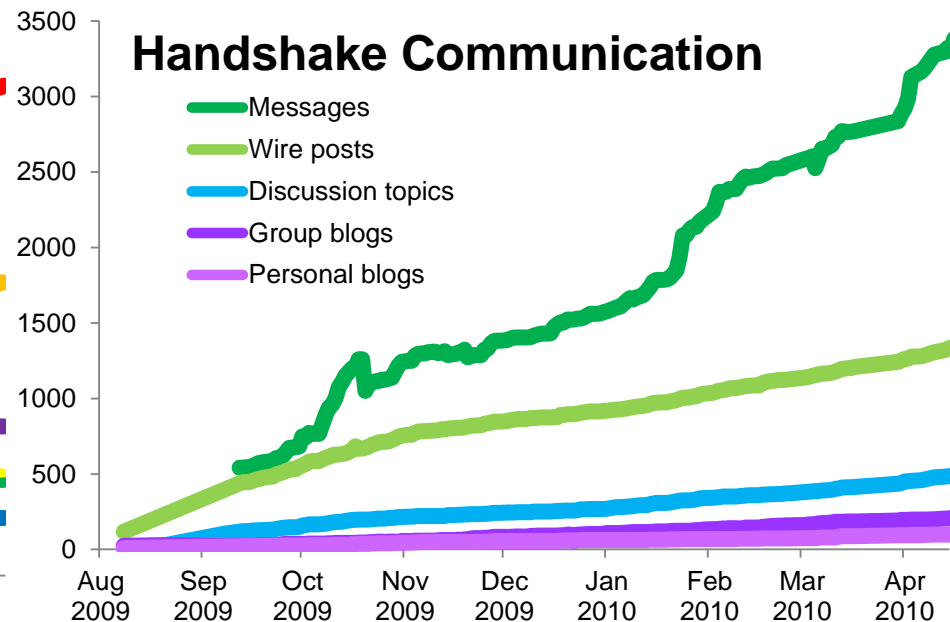
Handshake Membership



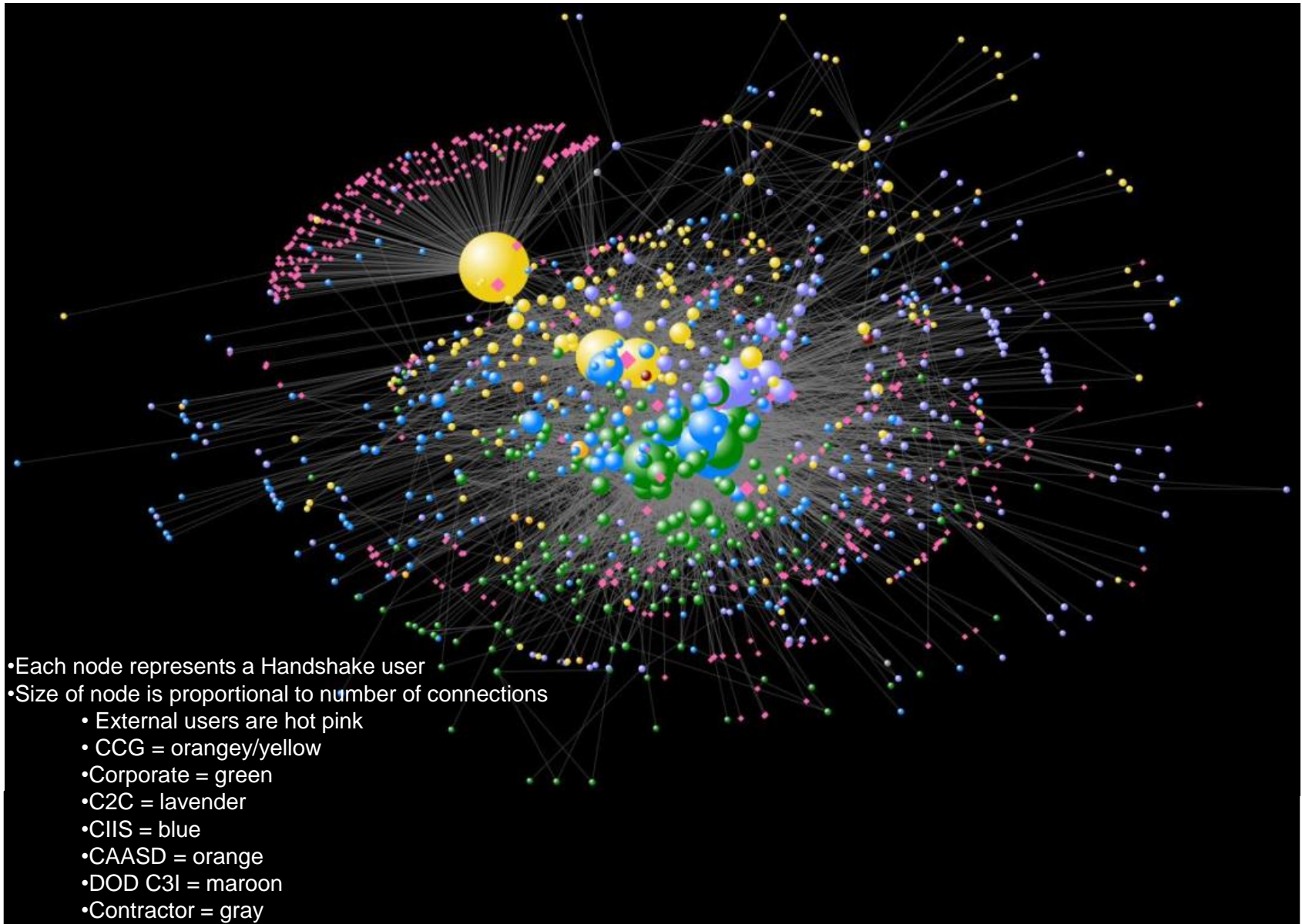
Handshake Content



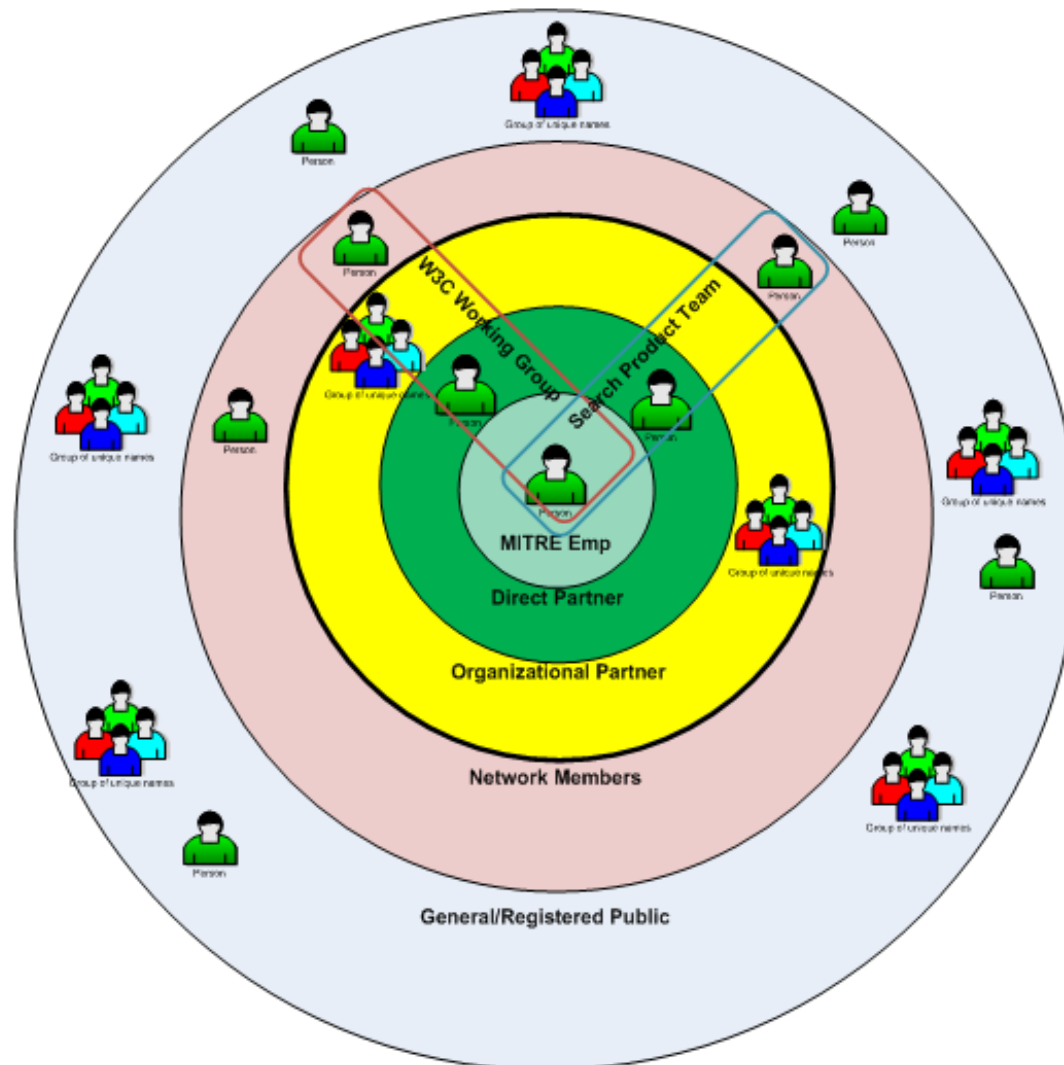
Handshake Communication



MITRE-Partner Social Graph



Identity, Privilege and Access Model - in Progress



Organizational partners are users from established partner organizations.

Organizational partners can “self join” – invitation from MITRE employee not required.

Direct partner (explicitly granted to individuals) – can be co-group owners, invite others from their own organization.

Advantages of Open Source for Research

■ Price

- No software purchase cost
- No initial investment solution
- No licensing costs based on # of users

■ Met our InfoSec requirements

- Internal hosting on our own servers

■ Extensible & modifiable

- We change what we want (e.g., usability, invitation model)
- We set our own priorities (e.g., enterprise enhancements, permissions)
- We build what we want (e.g., Affiliated Partners)
- We can integrate (e.g., single sign on, email, contact recommender system)
- We instrument for evaluation & research

■ Access to community

- We leverage others' contributions & plug-ins
- We share back changes for use by “friends” (e.g., Aerospace, JHU/APL, World Bank, etc)

But ...

We wish more code modifications were shared back

We worry about the vitality of the open source dev community

Advantages of Using Elgg

■ Key features already built in

- Plug-in model allows for extensibility without modifying core
- Granular access control model supports a critical requirement
- “Social networking” functionality is important to our model
- New release 1.7.1 provides API access to social graph

■ Strong open source community

- Good community traction
- MITRE has developed relationship with core Elgg developers
 - Elgg developers are responsive to our needs & concerns
 - Our contributions to code base give us “street cred

But ...

Not polished product

- Not enterprise focused
- Not security focused
- Inconsistent user experience
- Lacks full-text search
- (Some of this is being addressed)

Little support, training, or documentation

- Hard to get input into roadmap
- (Curverider will provide some consultancy)
- (Hosted service to be launched in May)

Our Next Steps

■ Enhancements

- Upgrade to Elgg 1.7.1, provides APIs for My MII v2 integration.
- Improve browsing/searching/filtering for users & groups

■ Development

- **Pulse of Handshake** – what's new, what's happening, what's big
- **Ability to customize groups**
- **Extend permissions model**

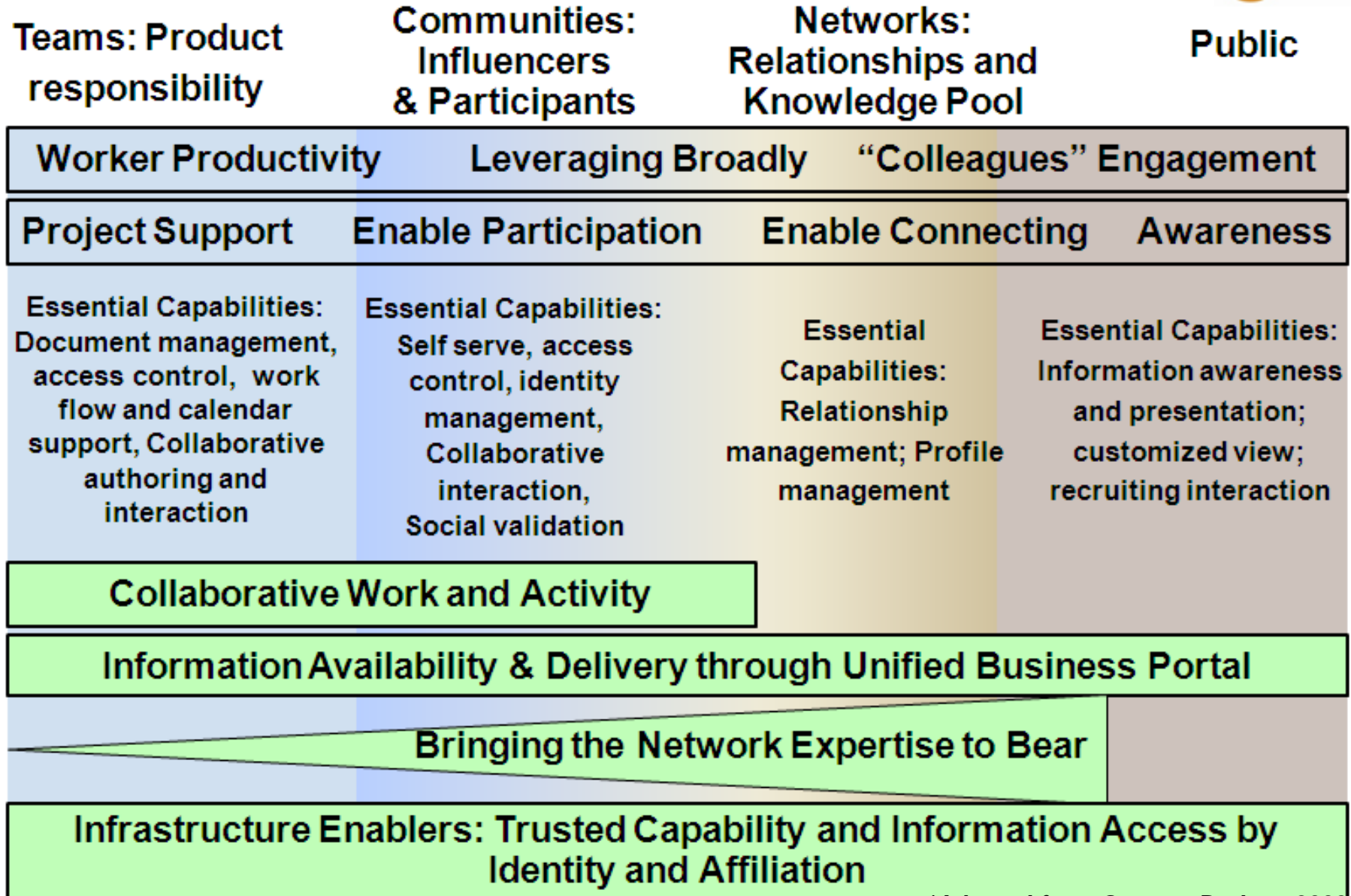
■ Assessing Business Value

- **Finalize evaluation plan**
- **Complete instrumentation of Handshake for data collection**
- **Track activities and analyze logs**



■ **Any questions?**

Team-Community-Network-Public Continuum



User Feedback

It's a very lightweight way to share information with my project team and department. It's frictionless and effective.

I had to transition what I was doing with my sponsor and lost connection with all these people. Now I have a way to keep in contact with them, and it's been great.

I have an excuse to "talk" to people I would otherwise not have the opportunity to.

Handshake provides the only way we can collaborate with our sponsor and our sponsors' stakeholders – other than email and phone.

People come up to me and say, "Hey, I've seen you on Handshake." Handshake has been useful for growing my cross-center network.