

Appendix C: AIRR-C Sub-committee (SC) and Working Group (WG) Reporting Template

Instructions. This form is to be used for AIRR-C Meeting updates. The form should be completed by SC or WG (Co)-leaders, with input from other SC or WG members, and submitted to the Chair of the AIRR-C Executive SC at least one week prior to the AIRR-C Meeting.

Current

Date of this report: April 20, 2022

SC/WG Name: AIRR-C Communications SC

SC/WG Co-leaders: Susanna Marquez and Jean-Philippe “JP” Bürckert

SC/WG Active Members (list): Pam Borghardt, Jean-Philippe “JP” Bürckert (Co-lead), Victor Greiff, Susanna Marquez (Co-lead), Kira Neller and Simon Schafer.

Purpose:

The AIRR-C Communications Sub-committee is responsible for communicating activities of the AIRR-C to both the AIRR Community and the general research community.

<https://www.antibodysociety.org/the-airr-community/airr-subcommittees/communications-sub-committee/>

Goals:

- Organization of professionally produced webinars, which will be on AIRR biology, AIRR data analysis and AIRR software usage.
- Develop a strategy for widespread adoption of AIRR-C standards (in collaboration with relevant WG’s & SC’s).
- Support the Meeting SC in the dissemination and communication for AIRR-C Meeting VI in December 2021.
- Create a news showcase post on each WG after significant WG milestones are met.
- Continue to support the AIRR-C in all communication and dissemination activities.

Long-term vision and how WG products integrate with the AIRR-C mission:

The Communications SC:

- Supports the development and maintenance of the AIRR-C corporate identity, updating and maintaining AIRR-C web presence and facilitating external and internal communication.
- Promotes the initiatives and work done by other WG and SC to increase their visibility, strengthen the position of the AIRR-C as a leading organization in the field, and attract new members.

Products (if any):

Resources (if any):

The Communications SC is currently maintaining the following resources:

Resource	Link	Main purpose	Analytics
Website	https://www.antibodysociety.org/the-airr-community/	Dissemination of AIRR-C related information	Page view statistics 19,337 See appendix for more details (AIRR-C website pageviews and AIRR-C Webinar pageviews).
YouTube	https://www.youtube.com/c/AIRRCommunity	Dissemination of AIRR-C videos (meetings, webinars,...)	Subscribers: 323 Total views: 5281 See Appendix for more details (Monthly views by video)
Twitter	https://twitter.com/airr_community	Dissemination of AIRR-C related information	1066 followers. Over the last 28 days, AIRR-C tweets have been seen 1782 times and the profile has been visited ≈ 1,357 times.
LinkedIn	https://www.linkedin.com/company/the-airr-community	Dissemination of AIRR-C related information	101 followers, 8 posts. dedicated hashtags: #airrcommunity and #theairrcommunity See Appendix for more details (visitors and page views).
Slack	http://airrcommunity.slack.com	Internal and external communication, complementary to https://b-t.cr/ forum	Members: 139 (more than 100 new members since last report)

Progress report on current purpose, goals, products and resources:

1. Goal: Organisation of professionally produced **webinars** (financially supported by TABS):
We have published announcements, news items and videos of:
 - a. [The Adaptive Immune Receptor Repertoires Webinar Series](#).
 - i. 2021-04-06. [Steps in data processing and analysis of adaptive immune receptor repertoires: best practices, pitfalls, and future directions](#). Victor Greiff.
 - ii. 2021-05-04. [The AIRR Data Commons: 4 billion reasons to store, analyze and share antibody/B-cell and T-cell receptor repertoire data](#). Felix Breden, Brian Corrie, Kira Neller and Scott Christley.
 - iii. 2021-06-03 and 2021-06-15. Fundamentals of the Immune System. Jamie Scott. Links to [Part 1](#) and [2](#).
 - iv. 2021/10/07 [Easy, fast, and practical AIRR analysis. Exploration of single-cell and bulk immune repertoire data in R using Immunarch with application to immunotherapy](#). Vadim I. Nazarov.
 - v. 2021/11/09 [Reconstruction & analysis of B cell lineage trees from single cell data Immcantation](#). Kenneth B. Hoehn and Susanna Marquez.
 - vi. 2022/02/10 [Computational mining of immune receptor germline gene loci variation](#) Martin Corcoran, Ayelet Peres, Oscar Rodriguez
 - b. Sessions from the AIRR Community Meeting V: Pre-Meeting “[AIRR-seq in the Pandemic](#).” The meeting happened in 2020-12, but recorded sessions were published in April 2021.
 - c. [FOCIS 2021](#).
2. Goal: Develop a **strategy** for widespread adoption of AIRR-C standards.
Updates:
 - a. This is a complex, long-term goal, to be developed in collaboration with AIRR-C Exec and with input from other SC/WG members.
3. Goal: **Support the Meeting SC** in dissemination and communication for AIRR-C Meeting VI.
Updates:
 - a. [New Dates. AIRR Community Meeting VI: “Exploring New Frontiers”](#)
 - b. [AIRR Community Meeting VI: “Exploring New Frontiers”](#)
 - c. Follow us on Twitter: [#airrc6](#)
4. Create a **news showcase post** on each WG after significant WG milestones are met
 - a. [Needs and challenges of biological controls for AIRR-sequencing standardization: an AIRR-C review published in eLife](#)
 - b. [COVID-19 AIRR-seq Vaccine Data Available!](#)

- c. [The AIRR-C Diagnostics Working Group published on the future of blood testing using AIRR technology](#)
 - d. [A newly certified AIRR-compliant software tool: The Immcantation Framework](#)
 - e. [Three newly certified AIRR-compliant software tools: ImmuneML, CompAIRR, and Dandelion](#)
5. Continue to support the AIRR Community in all **communication and dissemination activities**
- a. [The AIRR Community has started a Webinar Series](#)
 - b. [Interns looking for Integrated Immunology Projects](#)
 - c. [AIRR Community 2022 Executive Sub-committee Election](#)
 - d. [Announcing AIRR Community Service Prize 2022 Nominations!](#)
 - e. [AIRR-C Meeting VI – Registration Is Live!](#)
 - f. [AIRR Community Meeting VI Event Information – May 17-19, 2022](#)
 - g. [Glossary of terms](#) (now led C. Busse)
 - h. In progress with others: improve internal communications (email, google groups), adoption strategy.
 - i. Support the initiation of the AIRR-C Diagnostics WG podcast series (logo, website) onairr.airr-community.org.
 - j. In progress: transferring [B-T.CR forum](#) to AIRR-C
 - k. Merchandising. Launching soon, an [AIRR-C online shop](#) where T-shirts and other items with the AIRR-C logo can be ordered.

Proposed plans for the coming interval:

Purpose:

The AIRR-C Communications Sub-committee is responsible for communicating activities of the AIRR-C to both the AIRR Community and the general research community.

<https://www.antibodysociety.org/the-airr-community/airr-subcommittees/communications-sub-committee/>

Goals:

1. Finalize an AIRR-C **adoption and sustainability** strategy to be developed in collaboration with AIRR-C Exec and with input from other SC/WG members.
2. Improve our communication strategy and networking with **industry** members. We want to build a relationship that will facilitate the organization of sponsored events and activities, will help our students access companies to search for industry opportunities, and the industry members will be able to access a diverse pool of scientists (from junior to senior).
 - a. Learn more about our industry members and any specific unmet needs they have, to try to fill the gap.
 - b. Do market research (what companies are out there, working in the AIRR field) and identify potential new members. This will be done in collaboration with the Software WG, and will contribute to gaining a better

- understanding of the software landscape and promoting the adoption of the AIRR-C standards.
- c. Improve our communication strategy to attract new members.
 - Create posters, brochures, cards, and other corporate materials that can be used in conferences to promote AIRR-C.
 - Collect AIRR-C resources particularly useful for industry members and potential members and present them in a way that is useful and attractive for them. Examples are a newsletter with updates relevant to them, and a section on the AIRR-C website that easily helps find tools, experts, and webinars.
 - d. Organize meetups industry/students, to help AIRR-C mentees explore industry opportunities.
3. Collaborate with Diagnostics WG, Legal and Ethics WG, and Meetings SC in organizing an **event** covering AIRR+AI/ML+legal+regulatory aspects.
 4. Continue to:
 - a. Organize professionally produced **webinars** (financially supported by TABS), which will be on AIRR biology, AIRR data analysis and AIRR software usage. We believe these webinars will further the AIRR-C mission, which is to disseminate AIRR-relevant knowledge and best practices.
 - b. **Support the Meeting SC** in dissemination and communication for AIRR-C Meeting VII (date and location TBD).
 - c. Continue to create an AIRR-C-related **news** showcase post on each WG after significant WG milestones are met
 - d. Continue to **support the AIRR Community in all communication** and dissemination activities: news on the website, podcasts, tweets...
 5. Bring more members to the Communications SC.

Products (if any):

Resources (if any):

In addition to the resources that the Communications SC maintains (Website, YouTube, Twitter, LinkedIn, Slack), we will create a directory of companies that develop their activity in the field of AIRR analysis. We will create a web page to collect resources of particular interest to industry members, and a newsletter to share relevant updates.

Long-term vision and how WG or SC products integrate with the AIRR-C mission:

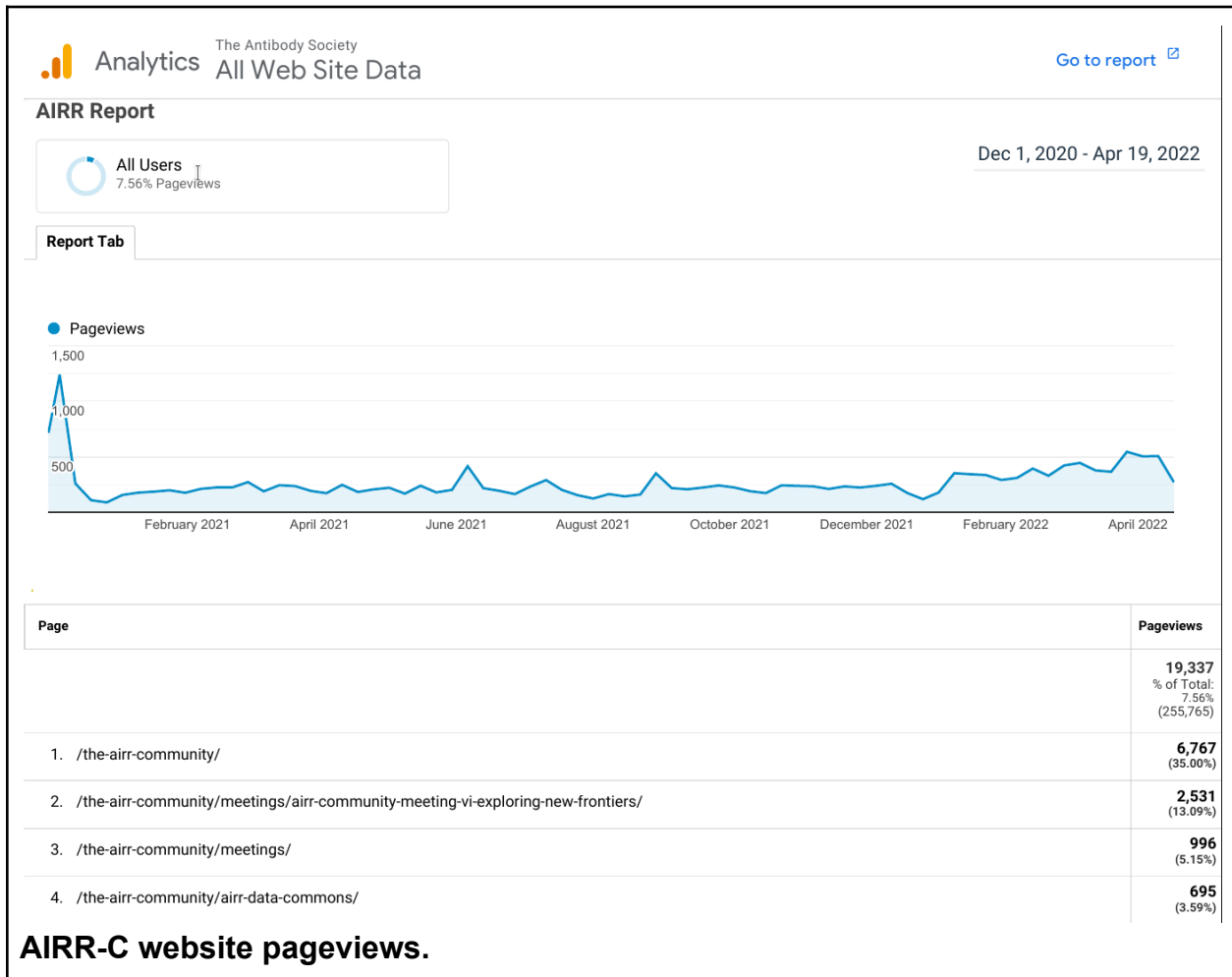
The new goals for the next ~18 months period have been strategically selected to improve the corporate image of the AIRR-C under the industry lens and contribute to the sustainability of the Community. By strengthening the communication with industry, and learning the specific needs of these members, we will be able to improve our efforts targeted to them and attract more members. This will enlarge the Community and the pool of potential sponsors to support our activities. At the same time, we will provide our non-industry members the opportunity to be exposed to new opportunities outside

academia.

Proposed SC/WG Co-leaders:

Susanna Marquez and Jean-Philippe “JP” Bürckert

Appendix



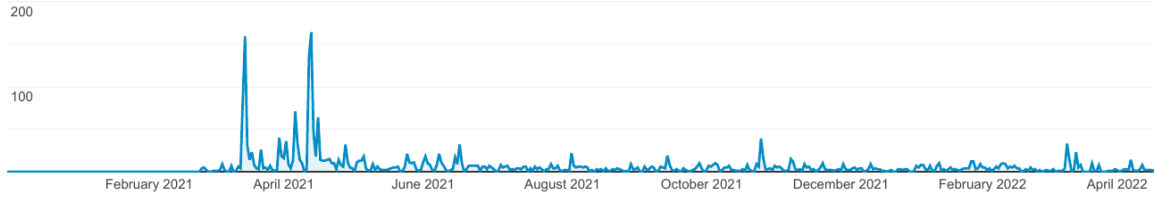
AIRR Webinar

Dec 1, 2020 - Apr 19, 2022

All Users
1.10% Pageviews

Report Tab

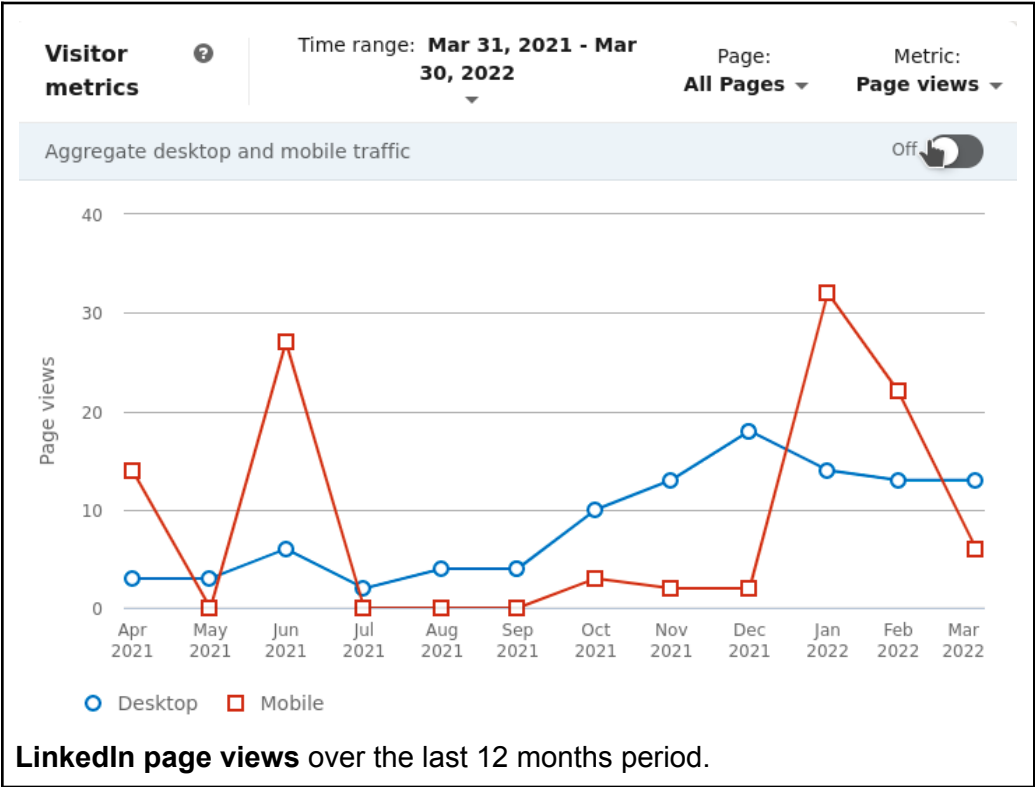
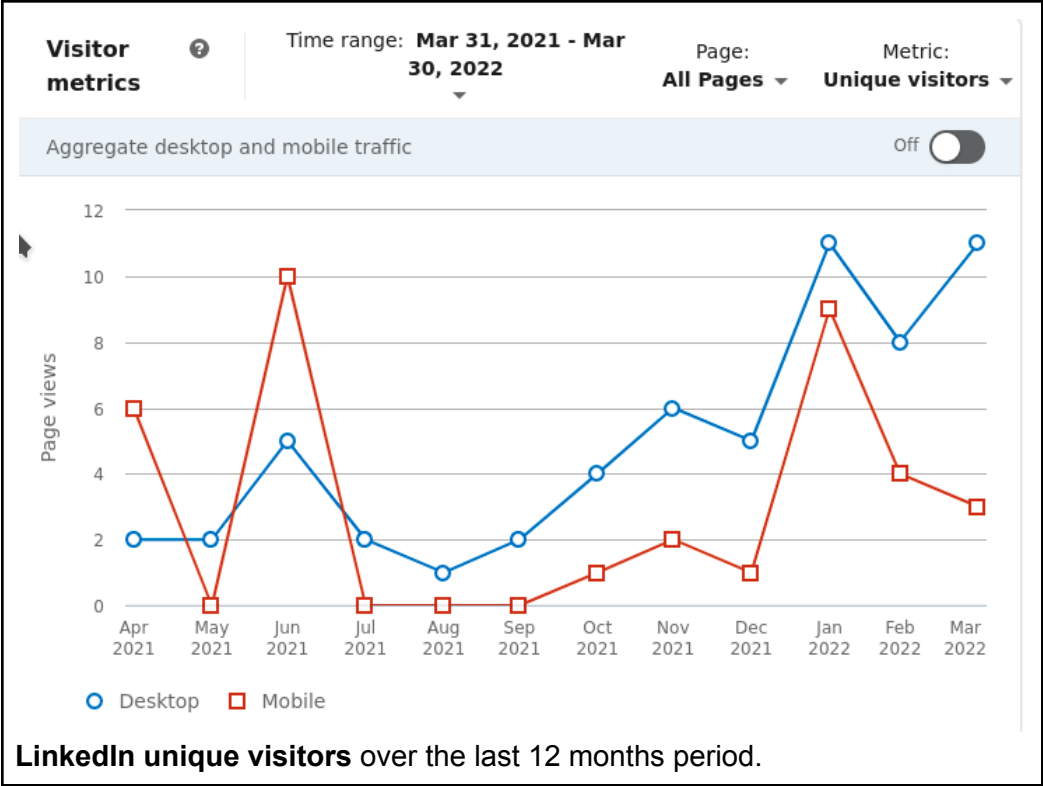
● Pageviews



Page	Pageviews
	2,826 % of Total: 1.10% (255,765)
1. /learningcenter/adaptive-immune-receptor-repertoires-webinar-series/	2,812 (99.50%)
2. /404.html?page=/learningcenter/adaptive-immune-receptor-repertoires-webinar-series/?s=09&from=	6 (0.21%)
3. /learningcenter/adaptive-immune-receptor-repertoires-webinar-series/?s=	3 (0.11%)
4. /search?q=cache:GpnJ-h38rbQJ:https://www.antibodysociety.org/learningcenter/adaptive-immune-receptor-repertoires-webinar-series/+&cd=1&hl=es&ct=clnk&gl=mx	3 (0.11%)
5. /learningcenter/adaptive-immune-receptor-repertoires-webinar-series/?_x_tr_sl=auto&_x_tr_tl=ja&_x_tr_hl=ja&_x_tr_pto=nui	1 (0.04%)
6. /learningcenter/adaptive-immune-receptor-repertoires-webinar-series/?fbclid=IwAR1r09RW8jjiik8mY_W0AUMlhXZX0-nSdb4NSngp7buiRHfGTInw7f09fM	1 (0.04%)

Rows 1 - 6 of 6

AIRR-C Webinar pageviews





Channel

AIRR Community

COMPARE TO...

Filter

Apr 19, 2021 - Apr 18, 2022
Last 365 days

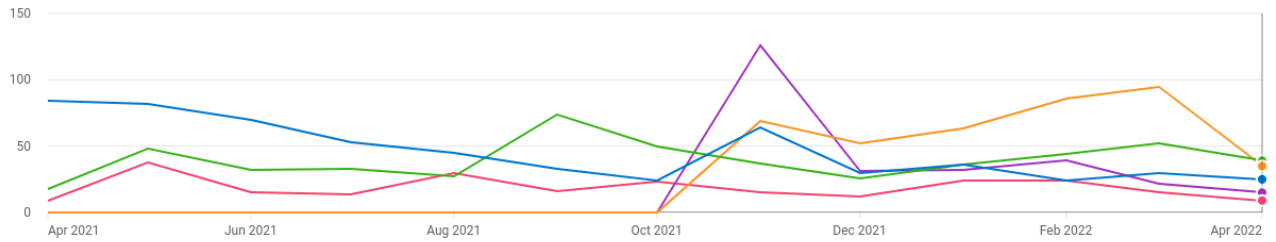
Video Traffic source Geography Viewer age Viewer gender Date Subscription status More

Views by: Video

Select secondary metric

Line chart

Monthly



Video	Views ↓	Watch time (hours)	Subscribers ▲	Impressions	Impressions click-through rate ▲
<input type="checkbox"/> Total	5,281	555.3	145	82,251	3.0%
<input type="checkbox"/> AIRR-C webinar: AIRR data processi...	600 11.4%	121.5 21.9%	13 9.0%	8,959	2.4%
<input type="checkbox"/> AIRRC5 - LIBRA-seq: Linking antibod...	516 9.8%	61.6 11.1%	4 2.8%	4,408	4.4%
<input type="checkbox"/> AIRR-C Webinar: Reconstruction & a...	400 7.6%	52.9 9.5%	5 3.5%	3,841	3.4%
<input type="checkbox"/> AIRR-C Webinar: Easy, fast, and prac...	265 5.0%	32.7 5.9%	3 2.1%	3,714	2.8%
<input type="checkbox"/> AIRRC4 Keynote1 Sai Reddy	244 4.6%	29.0 5.2%	3 2.1%	2,841	3.1%
<input type="checkbox"/> Machine learning on sequence and ...	243 4.6%	23.5 4.2%	6 4.1%	2,785	4.4%

YouTube monthly views by video in the last year.