



## **Minutes from ASP communication meeting – January 7<sup>th</sup>, 2014**

Date: January 7, 2014

Present: LB, MW, PMS, LK, PBC

Absent: EK, SH

Referee: Lucette Barber

### **1. Overview of ASP Team meeting in Nuuk – November, 2013**

- Lucette reviewed the presentation made in Nuuk that identified the team processes and upcoming goals for ASP communication team. We reviewed the agenda and some of the outcomes with PBC.
- We need to meet on a regular basis – 1<sup>st</sup> Tuesday of the month. At least one person from each centre will attend. Meetings will have a set agenda and chairperson.
- The main priority to produce an ASP Communication Strategy that will guide us; that will include but will not be limited to the website, that will be consistent with the expectations of the Leadership team and will be based on reasonable expectations for resources and funding.

### **2. Communications Report – Aarhus**

Next Monday (January 13, 2014) TV2 will be filming /interviewing 5 scientists to make a 30min show about ARC (to include ASP).

### **3. Communication Report – CEOS**

UofM communication team has been and will continue to work with the Marketing and Communications office at UofM to produce short video clips with many of the CEOS – ASP researchers. The first one was with Gary Stern. The provided a full length video of the interview (30min) and 2 short clips (2-3min) each. These will be posted on the UofM YouTube channel, CEOS website and ASP sites.

### **4. Communication Report – GCRC**

Cultural evening – Open House is coming up. Lene will prepare a short description of this annual event and photos to post on the Outreach page of ASP.

### **5. Action Items**

- We need someone who will post videos on our website – Peter B has agreed to look into this.
- Peter SM to communicate to Leadership Team our need for their input into a Communication Strategy
- Lucette to set up a meeting with Soren & Dave to discuss expectations and available funding for ASP Communications
- Emme and Lene to create a template for a communication plan to forward to other members of ASP Communications for input. Should be detailed and include specific activities and projected costs. Next meeting to focus on the Communication plan.
- Lucette will communicate feedback from Leadership after her meeting with SR and DB.
- Communication team to put together guidelines for research teams regarding expectations about reporting and communicating before, during and after campaigns. See ARC as an example.

### **6. Next communication team videoconference meeting – Tuesday, Feb.4**

Agenda will be sent one week before. At least one person from each centre should attend.