



Agenda for ASP communication meeting – April 1st, 2014

Date: April 1, 2014

Present: Peter BC, Peter SM, Michelle, Lucette

Absent: Lene, Emma, Signe

Referee: Lucette

1. Update on Website

a. General

1. New passwords and logins were created and sent out by Peter (SM) for members of the ASP Communication Team posts
2. number of visits to website still increasing

b. Projects (PMS, LB)

1. decision was made to include participant names to the projects information posted on website (see Peter SM example <http://asp-net.org/content/linking-primary-producers-top-predators-role-capelin-and-sandeel-godth%C3%A5bsfjord-area>)
2. This does not need to be done retrospectively but only for current and new projects
3. Lucette – planning on sending a communication email to highlight project pages on the website to CEOS members

c. Education (LB)

1. LB went through the changes made on the website
2. Looking for quality photos (classroom, ect) to add to the top of the pages
3. Field school page set up is similar to research project pages
4. LB would like to add a link to a photo slide show highlighting the field school and the outreach initiatives. Photo gallery of the field school - **Peter (SM)** to ask Martin if this is possible or the best way to do this

d. other changes?

1. Redefining “Events” category

- a. Events – would include ASP related meetings, conferences, ect. (i.e not research projects or education)
- b. This will facilitate reporting ASP activities (presentations, or general ASP presence at conferences and meetings)
- c. Conferences and meetings will need to be added to the calendar, which would require receiving the information from the Leadership Team/PIs (**Lucette?** In conjunction with your follow up meeting with Soren? Mentioned in External communications below)

2. External communications

a. CERC requirements/expectations for communications (LB)

1. Every 4-5 months CERC requires a summary report
2. After Leadership meeting **Lucette** will meet with Soren to get information about CERC activities to facilitate this reporting
3. Communication team discussed the fact that only a small amount of time has been put into external communications.
4. Discussion around the question “How do we do external communication” included:

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1. Communication Team agreed that **external** communication is important
2. Redefining “Events” on the ASP webpage is a starting point
3. Possibility of an ASP session during the ArcticNet meeting
4. Newsletter – could refocus it to make it target external audience and internal
5. Highlight publications and make them more media or public friendly for web or other
 1. Possible Strategies discussed to highlight publications to external audience:
 1. press release to promote publications in high level publications such as Nature, etc.
 2. Picking out “special ones” (with assistance from scientists). Communication Team agreed that scientists need to be asked to indicate whether a paper should have a press release or not (target audience – science journalists)
 2. **Peter (BC)** to send out press releases to the communication group as examples.
6. Bring this issue up with Leadership meeting – **Peter (SM)**

3. Communications Report – Aarhus

- a. A few papers should be coming out soon and will be posted on the website

4. Communication Report – CEOS

- a. NSERC CREATE – application submitted by the U of MB. It will support student exchanges, a field school and has a connection to industry. If successful it will be 6yrs of funding @ \$300,000.00/yr
- b. Lucette attended the International Symposium on Sea Ice in a Changing Environment (International Glaciological Society) in Hobart, Australia March 10-14, 2014.
 1. She had a poster presentation on ASP and a big banner of Soren was placed in a highly visible area)
- c. Conferences to be or potentially to be held in Winnipeg:
 1. 2016 ASM - ArcticNet Science Meeting (confirmed)
 2. 2017 CMOS Canadian Meteorological and Oceanographic Society conference (in discussion)
 3. 2019 or 2020 International Glaciological Society (potential)

5. Communication Report – GCRC

- a. Peter in Greenland currently working on an external communication about the GCRC celebrating/highlighting 5 yrs of work! ASP related projects will be highlighted
- b. ASP annual teams meeting to be held in November in Aarhus – dates are in the calendar on the website
 - ASP teams to meet in Aarhus, Denmark (November 4 – November 5, 2014)
 - Discussions on other possible attendees are occurring

6. Action Items

- a. Peter BC to send out examples of press releases – already sent the most recent one!!
- b. Peter SM – to communicate with Leadership team regarding external communications, to ask Martin (PW) about linking to a slide show from a webpage
- c. Lucette – set up meetings with Soren after Leadership Team meetings

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- d. All – include list of all participants in ASP research projects on Research Project pages (should be part of the ASP project summary form), photos for Education pages

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