



Minutes from ASP communication team meeting

Date: 09 July 2015

Present: LKH Kielsen Holm (LKH), LB Barber (LB), Peter Bondo Christensen (PBC), Peter Schmidt Mikkelsen (PSM)

Absent: Emma Kristensen (EK), MW Watts (MW)

Place: Video meeting room: 6349@video.gl

Referee: LB

Agenda:

1. Website

- No major changes to the website needed at this time
- Education pages LB is working with John Iacozza to complete updates to this section – target September to complete
- Communication pages – LB & MW are working on this section. Once complete each centre will be able to add their outreach activities in a similar manner – we are maintaining the same format as the campaign pages

2. Communications

- Stories from the field – we will try to as much as possible, share stories from the field across centres. LB will add Communication Team members to publish the relevant emails that go out to CEOS to inform them of a new story on the CEOS site. Sharing stories across institutions might generate collaborations as researchers learn more about what each other's work. ARC posts their stories in a newsletter. ASP Communications Team members should subscribe to this and share stories whenever possible
 - o <http://arctic.au.dk/arc-newsletter/subscribe-to-arc-newsletter/>
 - o LB will send this out to CEOS-ALL to encourage people to subscribe
- Photos from the field – it would be nice to be able to share 'good' photos from the ASP campaigns. PSM will contact Peaceworks to see what is possible. We will look at other sites for good examples on how to do this in the most simple manner – look into dropbox, photo sharing websites, and ASP website. Topic for discussion at the next meeting

3. Campaigns

- ASP fieldwork summaries – PSM is inputting for ARC and GCRC for now. Campaigns are still happening so most of these will be completed in August and September. PSM will update the summary form on the website to remove "...and difficulties". The summaries are not the proper channel to describe difficulties and things that went wrong. There are different channels for this.
- The summary form may serve as basis for (rewritten) research stories from the field
- ASP project descriptions
 - o Station Nord is up-to-date
 - o Amundsen 2015 – request sent yesterday to all principal investigators to update list of projects and project descriptions

4. ASP teams

- We do not know yet, if ARC will be getting a new Communications person to replace Signe – PBC in communication with Soeren. PSM handles the operations of the ARC website, such as uploading, etc.
- ARC will be getting a new Administration person to replace Christina – should be in place by September. Until then Tage Dalsgaard taking care of the ARC administration
- Greenland Institute of Natural Resources ASP Education Team member is now: Thomas Juul Pedersen

5. ASP UpDate!

- We will target late September send this out
- Start adding content to the template in August. We will start it at CEOS and send it to other centres for additional content. We should have a draft to discuss at the next meeting
- PBC will check to see if there is someone at ARC who will agree to help us with the final step – inserting content into the design background of the Update

6. ASP Annual Meeting – December 5-6, 2015

- This meeting will take place just prior to the ArcticNet meeting in Vancouver
- Each centre decides who should participate in the meeting, but each ASP team should be represented by at least one person from each centre
- Meeting agenda will follow later this autumn
- LB will ask the ASP student team to submit to the ASP Student Day
- LB suggested that ASP Communication Team submit a poster re: What is ASP, upcoming campaigns, etc
- PBC suggested that the last year's Daneborg campaign could be a session on its own based on the strong dataset and results generated
- PSM will suggest this ASP presence at ArcticNet to ASP Leadership at their next meeting

7. Reports

- ARC – recently celebrated 20 years anniversary of Zackenberg station. They created a number of short stories that could be picked up by media. The Queen is currently visiting Station Nord with Soeren. PBC will be creating a story about this to share
- CEOS – we are busy with field campaigns (Station Nord and Amundsen). On Monday there was a formal announcement of the Churchill Marine Observatory in Churchill Manitoba. See ASP News for more information about this project. Target for opening this new facility is summer of 2017. This initiative will generate many opportunities for collaborations with ARC and GINR researchers. More information to come. We are working on a new public outreach and education initiative related to this project and ASP. LB will have more information about this in August
- GINR – busy with field activities. In the spring the GINR developed a new strategy for the climate department. LKH will share a link to this when it becomes available

8. Next team meeting:

- Wednesday, August 19th 2015