



Minutes from ASP communication meeting – February 4th, 2014

Date: February 4, 2014

Present: Michelle, Lucette, Peter SM, Peter BC, Lene,

Absent: Emma, Signe (maternity leave)

Referee: Lucette

1. Update on meeting with Leadership in Winnipeg (Soren, David, Tim)

a. Expectations for communication – major initiative

Peter SM: Main message was to continue with what we are doing. Important that **News** on the website is updated and expanded as we move forward. It is important that we create and maintain an active website to attract people.

Current Research Projects - need information on 2014 projects. Peter in touch with Egon and there was a meeting in Wpg (see information under c. ASP project/field campaign reporting)

Major projects – Leadership sees the need for communication activities in conjunction with major projects and will write communication activities in the proposal with assistance from the Communication Team.

Example: Baffin Bay – larger campaign, possibilities for communication plan to be written in the proposal stages

Mid Term review for CERC – summit, meeting, other

b. Available resources

Resources are available – Leadership will find funds to cover website costs. Open to communication team presenting specific ideas to the leadership team. Based project by project.

Folder/brochure was well received

Other ideas for projects: roll up banners to bring to meeting and conferences. One for each centre

c. ASP project/field campaign reporting

- Reporting will be done project by project.
- Project leads are responsible for reporting.
- Starting for 2014 projects, reports are in two parts. Part 1: Before project starts; Part 2: After project is completed (see link below)
- CEOS response to the procedure seems to be positive.

Project Summary Forms: <http://www.asp-net.org/node/7>

2013 Projects – Lucette is currently sending forms to project leaders to provide a summary of activities. Pdf's will be linked on ASP website

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d. ASP checklist for project leads

- Peter is preparing a checklist for project leads for communication team.

2. ASP Communication Strategy – update - Lucette

a. Feedback on format

- Good as a checklist and would like to see it put on the website. Will provide the possibility for feedback from others
- A good tool to facilitate planning and also reporting back to stakeholders
- A good starting point.

b. Feedback on content

- Identify contacts from each center on communication plan

3. Communications Report – Aarhus

- Television recording (Danish only) will be done in March and will be linked to the ASP website
- Possible joint news release with Greenland.

4. Communication Report – CEOS

- Project reports and being posted on the website.
- Every two weeks a new story from graduate student. If it is ASP then it is cross-posted.
- Press release regarding graduate student's research at SERF facility.

5. Communication Report - GCRC

- Successful open house, information to be shared on website.

6. Action Items

- Add contact info for each centre to communication plan and post as a pdf on the website – **Lucette**
- Videos – can the feature video be switched and can other videos be added to the ASP video channel - **Peter BC**
- Add photos to the galleries that are specific to ASP (each center to contribute) – **Peter SM** to check with Peace Works to see how that is done
- GCRC – open house photos to posted on website - **Lene, Emma**
- Newsletter? - a very short one. Highlighting the website and what's new to be distributed by email. **Michelle** to check into best method to do this.

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