



Minutes from ASP communication meeting – July 5, 2016

Date: July 5, 2016

Present: LB, MW, PMS, LK, PBC, EK, SP

1. Update on recent meetings at ARC with L.Barber:

- Collaboration meeting at ARC with dean and associate deans support; heads of department for ASP; joint PhD program; joint faculty position
- Greenland – AWI – possible associate partnership with ASP
 - Intro presentation by Klaus Nygaard – would be good to present to CEOS and ARC if opportunity presents itself
 - - good idea to invite Klaus to CEOS to learn about ASP and ArcticNet meetings – (Emma) – leadership should invite him – LB to talk to Soren and David
 - There are existing AWI projects that already include ASP collaborations
 - Interested in Associate membership and joint/bridge faculty position to champion ASP in AWI
- Greenland – Malene – enhance engagement with ASP at GINR
 - Conferencing system is an issue
 - ASP identity is an issue
 - Need to identify projects to add to the website – start small and build stronger identity to ASP
 - Invite marine mammal, fisheries, community and oceanography researchers to post
 - Projects at Kobbefjord research station?
 - Add people at GCRC/GINR to the ASP Update distribution list
 - ASP story – Greenland High School mentoring program – 2 way mentoring
- Snow, Water, Ice, and Permafrost in the Arctic (SWIPA) 2016 Assessment Meeting, Lund, Sweden
 - update expected to be released at AMAP conference April 24-27, 2017 – Washington DC
 - follow up to the 2011 Assessment
 - an AMAP working group
 - DB and SR both lead chapters
 - key findings – source for news stories; links to ASP research – see outputs from SWIPA 2011 Assessment report and summaries for background
 - - ask David and Soren who is involved with SWIPA report
- Meeting with ASP Leadership (ARC & CEOS) – big communication
 - ASP Annual Meeting in Winnipeg – plan dates and preliminary format
 - focus on collaborative opportunities; to include Norway and Germany
 - Promote attendance at ArcticNet ASM; promote posters and presentations by ASP; high visibility at ASM 2016
 - Wrap up of UofM CERC and re-application for another
 - Application process underway
 - Will know outcome by December 2017
 - ASP Symposium – linked to CERC; tentatively set for 1st week in May
 - to coincide with release of 2016 SWIPA Assessment;
 - planning for high impact review paper – key topic: Changing Geobiochemistry in the Arctic
 - ASP video – will try to produce these ourselves – funding is not currently available to hire outside; can we get high quality video and photos from ARC and GINR to integrate into an ASP video – will ask UofM Marketing Office to produce

2. ASP Communication Meetings

- Team Checklist - would be nice to have an annual timeline for communications re: milestones
- research stories to media – tentative schedule based on publications
- ASP Update – timeline
- Posting Campaigns & summaries
- September - request list for 2017 projects from Leadership and update roadmap and list of campaigns
- November - at annual meeting - finalize list of 2017 campaigns - update; start 2018 list - (no links - just text); update roadmap
- November - at annual meeting - all possible project summaries posted to website

Green Edge – find out their communication strategy

Info-mercial/ on a research campaign – eg. BBOS – Emma 55min TV programming - need to find funding for this especially for bigger projects ie BBOS

We need a communication strategy for larger campaigns ie BBOS – to be discussed at upcoming ASP Annual meeting in Winnipeg

3. Website

- Research
 - Dealing with Associate Member campaign on the website - brief description; contact; in calendar; no individual project descriptions and summaries at this time
 - Other projects – need to add to these lists – many researchers at ARC and GINR will find a fit with these smaller projects
- Operations – do we want to include the link to Issaffik here?
- Got an idea? - similar to Issaffik website – do we want to have this on our homepage
- News/Facebook/Twitter
 - Project summaries - many of these can be turned into quick 'stories from the field'
 - photos from summaries - can be posted on FB and Twitter
 - revise project summary form - state that project summary and photos will be public on ASP website (including Facebook and Twitter)
- Communications – Carsten Egevang/ARC-PIC.com – we have access to these for ASP

**** Communication Team meeting changed from first Tuesday to the first Wednesday of Every Month**

**** Due to summer holidays, next meeting is scheduled for Tuesday, September 7, 2016**