



Minutes from ASP communication meeting – Feb 4, 2015

Date: March 4, 2015

Present: LB, MW, PMS, LK, SH, EK

Absent: PBC

Referee: Signe Høgslund

1. Website

- Peter to check with Peace Works why the website is slow
- Research Menu is too long –move logs and blogs to Communication – Peter to do
- Review of Layout of Homepage – Agreed that it isn't aesthetically pleasing. Variety of ideas discussed. Do we make the right column work better or put it back where it was before?
 - Suggested that we arrange for Peace Works and Simple Life to join our next meeting to discuss design options for the homepage - Peter to contact
 - Lucette to draft a document to send to both groups in preparation for the meeting – background information and why we are having this discussion

2. 2014 ASP project updates and Final Report Update

- Project report summaries are required for communication team to obtain from project leads at each centre
- Update from each center on the progress of obtaining reports:
 - Canada – making good progress – still missing 6 for CamBay; 3 Amundsen; 1 Young Sound
 - Greenland – Emme to talk to Malene
 - ARC – Emme to check up on reports for ARC

3. 2015 ASP projects descriptions update

- Station North
 - Need to format this page like the other campaigns
 - Need to move 'preliminary plan' or add a link to it – like we do for 'logistics'
 - Need list of all projects – CEOS projects are missing – LB to track down PI's for list
- No Cambridge Bay campaign in 2015
- SERF
 - Need to add one more project from CEOS

4. Missing Minutes

- Michelle and Signe to check files for missing minutes

5. Facebook Page

- Encourage members to 'like'
- Encourage members to invite their friends to 'like'
- Posts are coming mainly from students. Currently most likes are students and from Canadians

6. Center Reports

- **ARC** – not much to report, attended a conference on communication and outreach.
- **Greenland** – several members of the government have visited lots of meetings regarding fishing
 - Preparation for meetings (political)
 - GCRC is working on a new strategy for our department. More information to follow.

- Danish universities are forming a collaboration similar to ASP (research, education, ect)
- **Canada**
 - The ASP-ICE proposal was submitted on March 2nd. We will find out this summer if we were successful. \$111.4M requested; \$438.2M total project cost – over 7 years. Very exciting if we get it.
 - SERF 2015 – had a rocky start due to weather but projects are still underway.
 - BAYSYS project - Planning meetings have begun and student/job postings are on the website for this project (recently funded in December; formal announcement planned for April 9th). This \$15M project will examine the role that freshwater plays in the Hudson Bay marine and coastal systems. It will provide a scientific basis to separate the relative effects of climate change from those of hydroelectric regulation of freshwater on changing physical, biological and biogeochemical conditions in Hudson Bay. More broadly, Nunavut and Canada will benefit from a better understanding of how seasonal shifts in freshwater, sediment and nutrient delivery and climate change may affect primary and fisheries productivity, and transportation in Hudson Bay and how this may change under a future climate. 'Bay-wide' work will be conducted aboard the CCGS Amundsen. This project is fully partnered with Manitoba Hydro
 - March 9th - Manitoba Hydro is hosting a meeting to coordinate communications and outreach strategies for this project. Michelle and I will represent ASP Communications.
 - This will be an ASP Field Campaign for 2016 and 2017
- **7. Other**
 - Creation of a new website for the Danish university, website will be launched at the end of March. Linked to ASP. Peter has been working on this project
 - 'ISAFFIK' – Peter SM will send out information (DONE)

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

**** Due to Easter holidays, next meeting is scheduled for Tuesday, March 24, 2015 (with Peaceworks)**