

## Communication and Outreach Branch (COB)

<http://www.iag-aig.org>

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### Activity Report

#### 1. Introduction

The period of 2007-2011 is the second term in the operation of the Communication and Outreach Branch (COB) hosted at the Department of Geodesy and Surveying of the Budapest University of Technology and Economics (BME) with the HAS-BME Research Group for Physical Geodesy and Geodynamics of the Hungarian Academy of Sciences (HAS), Budapest, Hungary.

The Communication and Outreach Branch is one of the components of the Association. According to the new Statutes (§5) of the IAG, the COB is the office responsible for the promotional activities of the IAG and the communication with its members.

The Terms of Reference and program of activities of the COB, and a short report on the IAG website („IAG on the Internet”), were published in The Geodesist’s Handbook 2008 (pp.830-831, pp. 836-838), respectively).

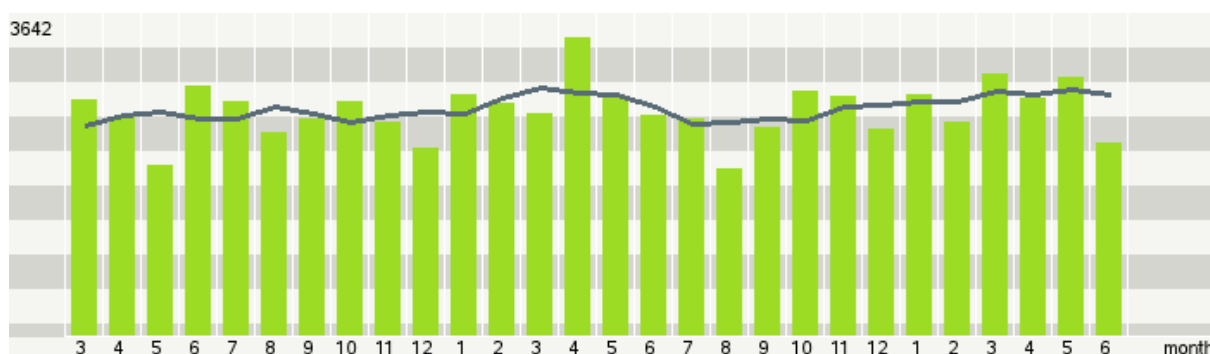
In the past period of the second term (since the 2007 IUGG General Assembly in Perugia till July, 2009) the COB’s Steering Committee held a meeting in Vienna, Austria, 18 April, 2008. Helmut Hornik IAG Assistant Secretary General visited us at the COB office in Budapest in 25-26 February, 2009 in order to update and synchronize the database of the IAG Individual Members.

#### 2. Status of the IAG Website

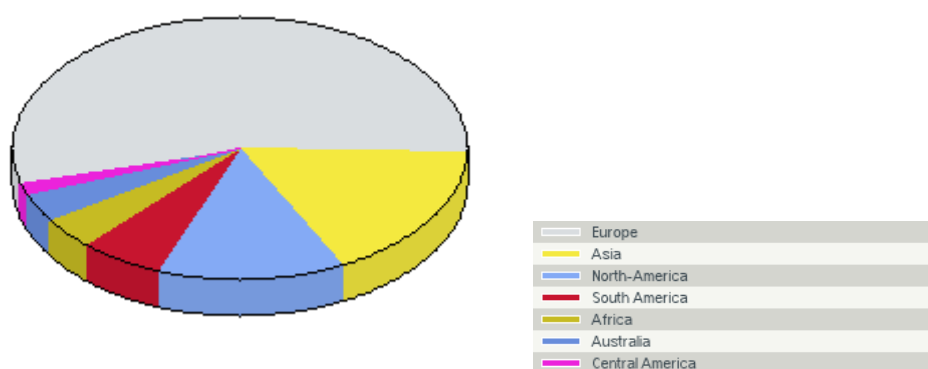
After the final version of the Handbook has been approved, the update process of the IAG website started in October 2008. Until December 10 the process was finished, now all the documents should contain only relevant information on the structure of IAG. However all the previous documents have also been saved to archive folders and are still available on the website. We believe that this is a good idea, if one intends to trace back previous entities, officers, etc. of IAG.

Some modifications have been made on the layout as well – although it is not visible to the public. The proposed layout is available under the link: <http://www.iag-aig.org/index.php?tpl=newindex> . The new layout contains an intro to IAG based on the current draft of the IAG brochure. In the new layout the problem with the resizing of windows has also been corrected.

The IAG Forum has also been restructured. All the IAG members have received their personal password to be able to log in to the IAG Forum. With this personal password the members can open discussions in any field related to the activity of the Association. The discussion topics can be seen only by IAG members.



Monthly number of visits since March, 2007



Geographical Distribution of visitors

### 3. The IAG Newsletters

Altogether 28 IAG Newsletters have been published from March 2007 till June 2009 and can be accessed on the IAG new website in HTML, HTML print version and in PDF formats. We strive to publish only relevant information by keeping the Newsletter updated on a per-monthly basis. The IAG Individual Members as well as interested persons mainly in developing countries received it each month in PDF and/or text attachments, with a link in the e-mail message to access the actual HTML Newsletter on the IAG website. Selected content of the electronic Newsletters were compiled and have been sent regularly to Springer for publication for 21 issues of the Journal of Geodesy (Vol 81/5 – 83/8). Starting from the double issue 82/11-12 the volume of the Springer IAG Newsletters is limited to 3-4 pages due to a change in the editorial policy to improve the impact factor of the journal. We try to publish only new and/or relevant material here as well.

### 4. Outreach Activities

The Membership Application Form (MAF) has been updated in collaboration with IAG Office and placed to the IAG Website. It contains all the information for payments by credit card and by bank transfer, and it can be filled using Adobe Acrobat Reader.

In 2008 the COB made a campaign to gather new e-mail addresses and check the existing e-mail addresses of individuals, who are interested in the field of Geodesy. In this campaign some 200 new e-mail addresses have been collected, and it was possible to check the existing e-mail database as well. Currently the data are being processed, and the updated and controlled e-mail database will be ready in next year.

A new version of the IAG Leaflet was prepared in order to promote the IAG to the geoscientific community and to encourage individuals to become members of the Association. 4000 copies of this leaflet were printed for distribution for different IAG Symposia in the future. The leaflet was available at the AGU, EGU Assemblies and at different IAG Meetings (e.g. GGOS workshop).

In the frame of the COB a more detailed IAG Brochure for the wider public was prepared, which is written in non-technical language. The Brochure is finalized after a long review process. It highlights the projects, applications and in general the usefulness of geodesy to society, as well as gives an overview of its historical development. Information on the IAG Commissions, Services, GGOS are also included very briefly. The length of the Brochure is 20 pages. Our intention is to distribute the first print of the IAG Brochure at the IAG Scientific Assembly in Buenos Aires, Argentina in 2009.

The COB took part in the preparation and work finalizing The Geodesist's Handbook 2008. An article on the recent history of IAG ("Update of the History of the International Association of Geodesy") has been written in The Geodesist's Handbook 2008 (pp. 662-674).

## **5. Summary**

In sum, the following activities were done:

- a) the IAG website was updated, improved and continuously maintained;
- b) the IAG Newsletter was regularly issued monthly and distributed electronically, and reduced parts of them were prepared to publish in the Journal of Geodesy;
- c) new version of the IAG Leaflet was prepared, printed and distributed at different IAG meetings;
- d) the large IAG Brochure was finalized through a long review process;
- e) some works were made in preparation and for finalizing The Geodesist's Handbook 2008, and
- f) many e-mail correspondences to the community as part of the outreach activities.