

Communication and Outreach Branch (COB)

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

President: **J. Ádám** (Hungary)
Secretary: **Sz. Rózsa** (Hungary)

Development

The Communication and Outreach Branch (COB) was created by the IAG Council at its special meeting in Budapest, 7 September 2001. A *Call for Participation* was issued by the IAG Central Bureau (CB) to fill this position. Two offers were received to host the COB. The offer of the Hungarian Academy of Sciences (HAS)/Budapest University of Technology and Economics (BME) was elected by the Executive Committee (EC) at its meeting in Nice, 11 April, 2003. The IAG Council at the 23rd IUGG/IAG General Assembly (Sapporo, Japan, 30 June-11 July, 2003) has confirmed this election. Thus the COB started its activities in July 2003, and in the period of 2011-2015 will be the third term in the operation of the COB by the HAS/BME.

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.

Terms of Reference

According to §18 of the new By-laws of the IAG:

- (a) The function of the Communication and Outreach Branch is to provide the Association with communication, educational/public information and outreach links to the membership, to other scientific Associations and to the world as a whole.
- (b) The responsibilities of the Communication and Outreach Branch shall include the following tasks:
 - (i) Promote the recognition and usefulness of geodesy in general and IAG in particular.
 - (ii) Publications (newsletters).
 - (iii) Membership development.
 - (iv) General information service and outreach.
- (c) The Communication and Outreach Branch shall also assist the IAG General Secretary, in the following tasks as required:
 - (i) Maintenance of the IAG Web page.
 - (ii) Setting up Association schools.
 - (iii) Setting up meetings and conferences
 - (iv) Maintaining the Bibliographic Service
- (d) Major decisions related to the operations of the COB shall be made by a Steering Committee consisting of

the following voting members:

- (i) Communications and Outreach Branch President.
- (ii) IAG Secretary General.
- (iii) Editor-in-Chief of the Journal of Geodesy.
- (iv) Up to 5 other members appointed by the Executive Committee on the recommendation of the President of the Communications and Outreach Branch.

Program of Activities

According to the new modernised structure of the IAG, the individual membership has been introduced in addition to the traditional National Members. However the individual membership requires a more commercial, member oriented operation of the Association. The main purpose of the COB is to promote communication and interaction among all of its members and to facilitate the work of IAG in general. Therefore the COB will be a permanent IAG office for publication, publicity and visibility of the Association.

The planned activities of the COB will be split into two main groups:

- a) communicational activities, and
- b) membership developments and promotional activities which enable the growth of the IAG itself.

One of the major tasks of the COB is to create the channels of the communication within the Association. Our intention is to make a simple, structured way of communication using various information technologies (IT). The **communication of the IAG** will be done using the following channels:

- the official IAG website (see the chapter IAG on the Internet in this issue),
- publication of the IAG Newsletters and Geodesist's Handbook in cooperation with the IAG Office.

The official *IAG website* acts on one hand as the most important interface to the outside community, and on the other hand it is the first pillar of the communicational infrastructure of the Association. Therefore the content of the website is defined to support both roles.

The server operating in the IAG COB, handles *mailing lists*, which will be the major source of information for the

members. The members get all of the announcements and Newsletters via e-mail. Our intention is to operate many mailing lists. Issues for creating/maintaining user database/lists for advertising, circular e-mails, surveys, etc are as follows:

- users can already register themselves by giving contact information and topics of interest (e.g. GPS, Gravity Field, Reference Frames, etc.) for notification;
- registration should be entirely web-based using confirmation e-mails;
- users can access/update/delete their personal contact information with username and password;
- privacy statement is necessary for keeping personal data confident;
- several statistics for geographical user distribution can be shown in simple charts on the IAG website;
- benefits should be clearly stated to be on the user list.

The electronic version of the *IAG Newsletter* is published monthly. It has a unique logo which is *a*) unmistakable and unambiguous, *b*) easy to read and perceive even when printed in black/white, and *c*) simply designed and reproduces to any size. It is available in different formats for distribution: *(i)* plain text for e-mail, *(ii)* HTML for website, and *(iii)* PDF for e-mail and downloading from website. Visitors have following options regarding the distribution of the IAG Newsletter:

- view the Newsletter online or download it directly;
- browse/view/download past issues in the Newsletter archive.

A selection of the Newsletter articles is published in the Journal of Geodesy.

The ***membership developments and promotional activities*** are further our one of the most important tasks. The COB focuses not only on increasing the number of members in the IAG, but also on providing science information service to the members. For the *membership developments* a Membership Application Form (MAF) was designed in the previous period and it is put on the IAG website. In the front-page of our website, there is an indication to download the Membership Application Form.

The major channels of *promotional activities* are the IAG website, and the mailing lists. Some brochures and leaflets are printed, which

- introduce the IAG to the global community,
- emphasize the mission statement of IAG, and
- describe the advantages of being an IAG member.

Our intention is that these brochures should be available at every conference organized and/or sponsored by IAG. Therefore the COB should also represent IAG at all major meeting (including not only IUGG General Assemblies, IAG Scientific Assemblies, AGU and EGS meetings, but also at IAG-sponsored meetings) with different IAG mate-

rials (brochures, etc). These brochures can be downloaded from the IAG website (www.iag-aig.org).

Steering Committee

The COB has a Steering Committee (SC) with the following members:

- J. Ádám, President (Hungary)
- Sz. Rózsa, Secretary (Hungary)
- H. Hornik (Germany)
- H. Schuh (Austria)
- G. Tóth (Hungary)
- P. Willis (France)

Ex officio:

- H. Drewes (Germany)
- R. Klees (Netherlands)

Address

The COB operates an office of which address is as follows:

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