

Communication and Outreach Branch (COB)

President: **Szabolcs Rózsa** (Hungary)

Secretary: **Gyula Tóth** (Hungary)

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

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.

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 2019-2023 will be the fifth term in the operation of the COB by the 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 website.
 - (ii) Setting up Association schools.
 - (iii) Setting up meetings and conferences.
- d) The IAG Executive Committee establishes the COB on a long-term basis by issuing a Call for Participation. The responding organization(s) and the IAG Executive Committee shall then negotiate the Terms of Reference and other conditions
- e) The President of the COB shall be elected by the IAG Council after consideration of a COB proposal.
- f) Major decisions related to the operations of the COB shall be made by a Steering Committee consisting of the following voting members:
 - (i) Communication and Outreach Branch President.
 - (ii) IAG Secretary General.
 - (iii) Editor-in-Chief of the Journal of Geodesy.
 - (iv) Editor-in-Chief of the IAG Symposia Series.
 - (v) Up to 5 other members appointed by the Executive Committee on the recommendation of the President of the Communication and Outreach Branch.

Program of Activities

According to the 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 its members and to facilitate the work of IAG in general. Therefore, the COB is a permanent IAG office for publication, publicity and visibility of the Association.

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

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

One of the major tasks of the COB is to create the channels of the communication within the Association. Our intention is to maintain a simple, structured way of communication using various information technologies (IT). The *communication of the IAG* is 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 the 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 communication infrastructure of the Association. Therefore, the content of the website is defined to support both roles.

The server operating at the IAG COB, handles *mailing lists*, which is one of the major source of information for the members. The members receive the announcements and Newsletters via e-mail and through the website.

The electronic version of the *IAG Newsletter* is published monthly on the IAG website and is distributed to the members in PDF format via e-mail. A selection of the Newsletter articles is published in the Journal of Geodesy.

COB is active in the *membership developments and promotional activities*. The major channel of the *promotional activities* is the IAG website. Additionally, several brochures and leaflets are available for download and printing, 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 materials (brochures, etc). These brochures are also made available for download from the IAG website (www.iag-aig.org).

Another important task of COB to promote and support the outreach activities of IAG. Our plan is to collect the existing materials supporting primary and high-school education as well as promoting geodesy to students. Moreover, additional syllabus and exercises are to be developed.

Steering Committee

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

Ex officio voting members:

COB President: *Szabolcs Rózsa* (Hungary)

IAG Secretary General: *Markku Poutanen* (Finland)

Editor-in-Chief of the JoG: *Jürgen Kusche* (Germany)*

Editor-in-Chief of the IAG Symposia Series:

Jeff Freymueller (USA)*

Other voting members:

Gyula Tóth (Hungary), COB Secretary, Editor of the IAG Newsletter

Anne Joergensen (Norway, GGRF)

Hussein Abd-Elmotaal (Egypt)

Nancy Wolfe Kotary (USA)

TBD (South America)

TBD (Asia-Pacific)

*Editors may be substituted by the respective Assistant Editors

Permanent Guests (non-voting):

Zuheir Altamimi (Germany), IAG President

Richard Gross (USA), IAG Vice-President

Harald Schuh (Germany), IAG Immediate-Past President

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

IAG Communication and Outreach Branch

c/o Department of Geodesy and Surveying

Budapest Univ. of Technology and Economics

P.O.Box 91, H-1521 Budapest, Hungary

Phone: +36-1-463 3222/3213, Fax: +36-1-463 3192

E-mail: szrozsza@iag-aig.org / iagcob@iag-aig.org