Activity Report

1. Introduction

The period of 2011-2015 is the third 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).

The Communication and Outreach Branch is one of the components of the Association.

According to the new Statues (§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 2012 (Ádám and Rózsa, 2012; Rózsa, 2012), respectively.

In the past period of the third term (since the 2011 IUGG General Assembly in Melbourne till July, 2013) the COB’s President attended the EC meeting in two cases (Singapore, August 15, 2012 and Vienna, April 7, 2013), while COB’s Secretary represented COB on the EC meeting in San Francisco, December 5th, 2011. A joint meeting of the IAG Office (H. Drewes and H. Hornik) and the COB (J. Ádám, Sz. Rózsa and Gy. Tóth) was organized in Budapest in November, 2012, where the following topics were discussed:

- the structure and operation of the website;
- IAG gifts/merchandising during the anniversary year at the SA in Potsdam.

2. The IAG Website

The Communication and Outreach Branch maintained the IAG Website. The website has been operational, no significant downtime has been experienced in the service. A regular update of the content has been carried out using the material provided by Association and Commission leaders, conference organizers and other members of the Association.

In the second half of the period the website has been redesigned after a consultation with the IAG Office and the Steering Committee members.

A new section has been introduced, where the actual topics in Geodesy can be highlighted (“Hot topics”). The website is currently redesigned according to the decision of the joint meeting of COB and the IAG Office. The updated website will be available for the SA in Potsdam.
Since the submission of the last report the following features have been added to the website:
- Facebook integration: all the pages of the website can be 'liked' on FB,
- Regenerating forgotten passwords automatically for the IAG Forum and the Members’ Area.

The IAG Website is visited by 30 to 50 users per day.

All organizers of the IAG meetings were asked to send the announcements for meetings as well as summarising reports on these events to the COB in order to put these texts into the IAG Website and IAG Newsletter informing the whole community.

Weekly visitors from January to July, 2013.

3. The IAG Newsletters

Altogether 30 IAG Newsletters have been published from January 2011 till June 2013 and can be accessed on the IAG new website in HTML, HTML print version and in PDF formats. Each issue of the IAG Newsletter in 2012 and 2013 contains a special IAG logo designed for the 150th anniversary of the IAG. We strive to publish only relevant information by keeping the Newsletter updated on a per-monthly basis. IAG Individual Members, IUGG and JB GIS Presidents and Secretaries as well as interested persons mainly in developing countries received it in PDF and/or text attachments, with a link in the e-mail message to access the actual HTML Newsletter on the IAG website. As of June 2013 the IAG Newsletter is sent to 872 subscribers by e-mail. Selected content of the electronic Newsletters were compiled and have been sent regularly to Springer for publication for 32 issues of the Journal of Geodesy (Vol 85/1 – 87/8).

4. Outreach Activities

The COB has been active in the publishing of information material in the reporting period. A new version of the IAG brochure has been published (16 coloured pages), which targets the wider public and decision makers by introducing Geodesy in general as well as the role of the Association to the readers (Ádám and Rózsa, 2013). It has a chapter on the Global Geodetic Observing System, and provides information on the IAG components (Commissions, Inter-Commission Committee, Services, etc.).

The brochure can be downloaded from the opening page of the IAG website, together with the updated IAG leaflet (Ádám and Rózsa, 2013).

J. Ádám and H. Drewes (2012) prepared a summary on “The International Association of Geodesy (IAG) – Historical Overview”.

Various examples for badges, tokens, stickers, tags, key rings etc were prepared to be distributed before and during IAG Scientific Assembly/150 Years Celebration. The EC and
the IAG Office selected several of them to be produced in a sufficient number for the event. A number of these objects will be sent to the IAG National Delegates.

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 selected parts of them were prepared to publish in the Journal of Geodesy as IAG News;

c) new version of the IAG Leaflet was prepared, printed and distributed at different IAG meetings;

d) the large IAG Brochure was reprinted;

e) some works were made in preparation and for finalizing The Geodesist’s Handbook 2012 (Drewes et al., 2012),

f) various examples for IAG presents (badges, key rings, caps, wooden pencils, scarfs, etc) were prepared to be distributed before, during and after IAG Scientific Assembly/150 Years Celebration, and

h) many e-mail correspondences to the community as part of the outreach activities.

References


