CGMS Inreach/Outreach Activities

CGMS-42 Plenary session, agenda item G
In response to the CGMS High Level Priority Plan and discussions at CGMS-40, NOAA agreed to develop a CGMS Outreach Strategy for presentation at CGMS-41.

NOAA developed a survey on potential outreach activities and distributed it to CGMS members, and used those results to inform its presentation at CGMS-41.

Following a positive response to the proposals, NOAA and EUMETSAT/CGMS Secretariat undertook initial activities in the past year, and are proposing further activities for the next year.
New CGMS website launched in March 2014

Initial plans and schedule agreed to for the development of an inreach newsletter, feature stories for the website, and a redeveloped CGMS brochure.
Proposed Path Forward: Inreach Newsletter

Develop inreach newsletter primarily for CGMS members and observers, to enhance communication among CGMS members:

- Published three times/year, starting in August 2014.
- Potential topics:
  - Information on the next plenary session
  - WG updates
  - Calendar (intercessional meetings, due dates for papers, registration deadlines)
  - Plenary update (recap of previous, announcement of next, final update and details for next)
  - Contact information (CGMSSEC, WG Chairs and Rapporteurs)
- NOAA will draft the newsletter content for review, online publication and circulation through csr@wmo.int by the CGMS Secretariat.
Proposed Path Forward: Feature Stories

Develop features stories to be published on the CGMS website and/or the inreach newsletter:

- Published two-three times/year.
- Sharing of more detailed information on a topic related to an individual CGMS member activity.
- To be written by interested CGMS member agencies.
Develop redesigned CGMS brochure:
- Succinctly highlight the benefits of what CGMS does and plans to achieve for the benefit of users (no more than one page, front and back).
- Supporting material for CGMS members in discussions with their governments on benefits and funding of Earth observation missions.
- Primarily published as an electronic version, but limited paper copies will be available.
- Will develop timeline for new brochure by CGMS-43.
Actions/Recommendations

- **Website**: In order to assure continuous improvement, CGMS members are kindly requested to provide feedback to cgmssec@eumetsat.int on the functionality, existing content, and if they would like to see other information added to the site.

- **Feature Stories**: CGMS members will be requested to provide input for the website and the inreach newsletter.