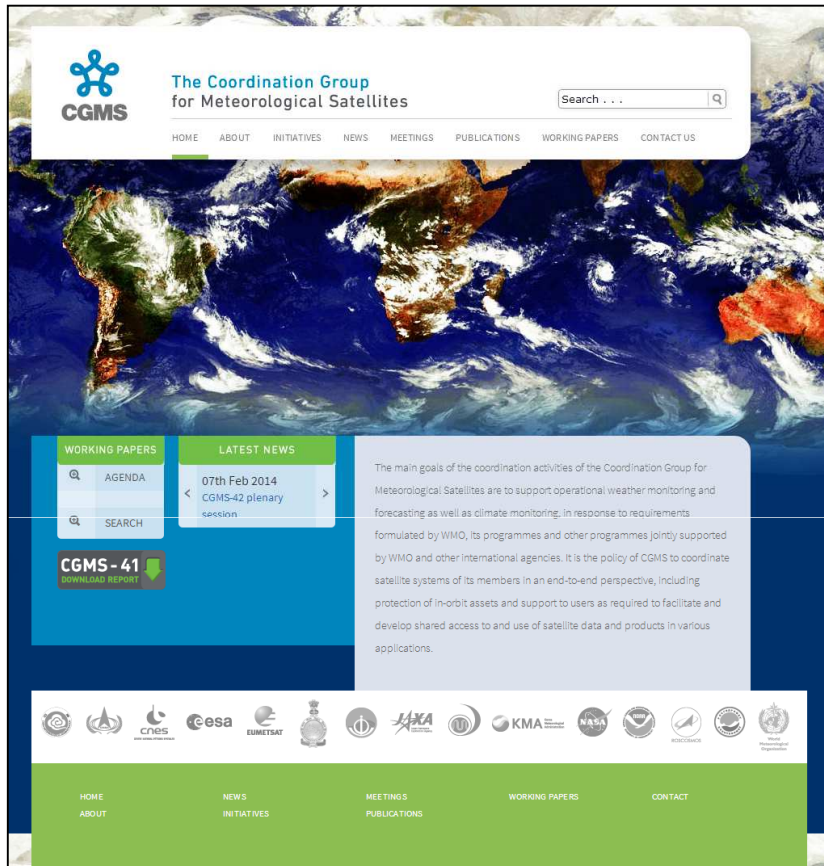


# CGMS Inreach/ Outreach Activities

CGMS-42 Plenary session, agenda item G

## Background on this task

- 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.



## Completed Activities

- 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](mailto: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.

## Proposed Path Forward: Brochure

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](mailto: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.