

Prepared by NOAA  
Agenda Item: Session G  
Discussed in Plenary

**NOAA-CGMS SECRETARIAT REPORT ON CGMS ON INREACH/OUTREACH  
ACTIVITIES**

In response to CGMS-41 Action 41.60  
HLPP#4.1

NOAA and EUMETSAT/CGMS Secretariat provide an update on CGMS outreach activities completed to date and those planned for the next year. The completion of the new CGMS website represents the largest accomplishment, and plans for the near future include the publication of an inreach newsletter and the development of a new CGMS brochure.

**Action/recommendation:** 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.

## NOAA-CGMS SECRETARIAT REPORT ON CGMS ON INREACH/OUTREACH ACTIVITIES

### 1 INTRODUCTION

Derek Hanson, NOAA, and Anne Taube, EUMETSAT/CGMS Secretariat met on 2 December 2013 in order to follow up on the CGMS-41 plenary action 41.60:

“NOAA and CGMSSEC to lead on the coordination and implementation of the outreach and inreach activities proposed with the support of other CGMS members. (Create/exhibit CGMS material at relevant events, quarterly features on the CGMS web site, develop an image web gallery, participation in the CGMS socio-economic benefits Tiger Team, development of regular online newsletters). HLPP #4.1”.

The discussions focused on four main items:

- 1) CGMS website (1<sup>st</sup> priority)
- 2) Inreach newsletter (2<sup>nd</sup> priority)
- 3) Feature stories (3<sup>rd</sup> priority)
- 4) CGMS brochure (4<sup>th</sup> priority)

### 2 CGMS WEBSITE

#### 2.1 New website

Purpose: Visibility of CGMS globally and a tool for CGMS members and observer to hold information on its activities. In addition it is a source for CGMS plenary sessions, action monitoring, working papers, and other related documents.

Audience: CGMS members, observers, other stakeholders and the general public.

CGMSSEC launched the new CGMS website in March 2014.

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.

#### 2.2 Image gallery

There is a vast amount of websites providing image galleries and it was felt that the CGMS website is not necessarily a site which will draw people to look at an image gallery. Furthermore, in order to maintain a good image gallery it requires a lot of resources which are basically not available.

Conclusion: There will be no dedicated image gallery, however, CGMS Members are welcome to provide images which we can be added on the web site for illustrating feature stories, etc.

### 3 INREACH NEWSLETTER

Purpose: To highlight matters of importance to the inner circle of CGMS together with general information (considerations were made using a “variation on the theme” of NOAA International/Interagency Affairs Division newsletter)

Achieve: Improved flow of information between CGMS members in between plenary sessions.

Frequency: 3 times/year, starting in August 2014

Audience: CGMS members and observers, other parties closely involved in the business.

Potential topics:

- Information on the next plenary session
- Socio-economic benefits study
- Output/recommendations from ISWGs addressed to CGMS (such as ITSC-19, IWWG-12 and IPWG7 in 2014)
- Various users' conferences (AMS, EUM, Asia-Oceania...)

Potential standing topics:

- 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)

These topics could also be used to produce feature stories. NOAA will take the lead on the inreach newsletters and requesting feature stories from across CGMS member agencies.

Distribution: Circulation of the inreach newsletter through the [csr@wmo.int](mailto:csr@wmo.int) and publication on the CGMS website.

Template design/layout: EUMETSAT to prepare a newsletter template based on the new web site look and feel through its graphic designer and/or CGMS website developers. (Noting that the site map for the new web site contains a dedicated section for the newsletter).

Authoring: NOAA will draft the newsletter content for review, online publication and circulation through [csr@wmo.int](mailto:csr@wmo.int) by the CGMS Secretariat.

#### **4 FEATURE STORIES**

Purpose: Specific stories on activities undertaken by a CGMS agency (alone or jointly) to be published on the CGMS website.

See also suggested inreach newsletter topics.

Achieve: Sharing of more detailed information on a topic related to an individual CGMS member activity.

Frequency: 2-3 times/year

Audience: CGMS members and observers, other stakeholders and the general public.

The intention is to establish the inreach newsletter and thereafter to add feature stories.

Distribution: Through [csr@wmo.int](mailto:csr@wmo.int), and on the CGMS website and agencies distribution lists.

#### **5 CGMS BROCHURE**

The current brochure has so far been made available to CGMS members, at the EUMETSAT Satellite Conference/AMS in September 2013, the 4<sup>th</sup> Asia Oceania Meteorological Satellite Conference, and the ITSC-19 in March 2014 (other ISWGs and CEOS Plenary meet in 2014 [the latter is hosted by EUMETSAT]). This corresponds to the “inner circle” of CGMS. There are +/- 1000 copies left at this point in time.

A critique of the current brochure is that it addresses the inner circle of CGMS, and that this group already knows what CGMS is. The focus should be shifted to an audience external to CGMS members.

Purpose: 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.

Audience: Other than CGMS members/observers. For stakeholders (governments, decision makers,) as well as the general public.

Lifetime: We should achieve a reasonably long shelf-life if we produce a new brochure (update every 4-5 years?).

Distribution: Through [csr@wmo.int](mailto:csr@wmo.int); other direct mailing -> to be defined. Distribution will primarily be through electronic means with a limited number of paper copies available.

NOAA will work with CGMS Secretariat to propose a process and timeline for the development of the updated CGMS brochure prior to CGMS 43.

## **6 OVERALL PLANNING THROUGH CGMS-43**

August 2014: Circulation of first inreach newsletter

Nov/Dec 2014: Circulation of second inreach newsletter

May 2015: Proposal for new brochure at CGMS-43