

CGMS Outreach Strategy

Summary of Responses from Questionnaire and Proposed Path Forward

Presented to CGMS-40 plenary session, agenda item I

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.
- The CGMS Secretariat sent a short survey in mid-May to help inform that effort.
- The survey results follow here, and conclude with a proposed path forward.

Question: Where should CGMS focus its outreach activities? Check all that apply.

Answers:

- 2 said: Promoting the CGMS organization
- 3 said: Helping CGMS members promote their own activities and programs
- 2 said: Reaching current and potential users of meteorological satellite data

Question: How would you be willing to promote the CGMS organization? Check all that apply.

Answers:

- 3 said: Providing copies of the CGMS brochure
- 2 said: Bringing and operating a CGMS booth
- 2 said: Speaking about CGMS during a presentation

Question: How could the CGMS website be altered to help with CGMS outreach?

Suggestions:

- Showcase achievements by CGMS (reference the 40 years of achievements collated last year)
- Provide a satellite image gallery on the CGMS website to attract people to the site
- Provide further details on the benefits of CGMS to satellite operators and users in a clear, plain way

Question: Do you currently have the CGMS logo or information about CGMS on your website?

- 2 said: Yes; 1 said: No

Question: Has your organization produced any materials on the socio-economic benefits of satellites?

- 2 said: Yes; 1 said: No

Question: Any further thoughts on CGMS outreach activities?

- One organization will distribute a press release on CGMS-41 through their website

Proposed Path Forward

Focus on two outreach activities:

- Promoting the CGMS organization
- Helping CGMS members promote the benefits of their own activities and programs
- “Inreach” to enhance communication among CGMS members

Promoting the CGMS organization

Raise CGMS's profile, by:

- Creating and updating CGMS promotion materials, including the website, brochures, and fact sheets
 - Exhibit/materials at upcoming meetings, e.g. 2013 EUMETSAT Meteorological Satellite Conference/19th AMS Satellite Conference, and 4th Asia-Oceania Meteorological Satellite Users Conference
- Encourage CGMS members to share these materials with others and to speak of the importance of CGMS in communications with others
- Develop quarterly features for the CGMS website, highlighting a key CGMS achievement (drawing from 40 years of achievements document)
- Develop an image gallery that demonstrates the benefits of CGMS collaboration

Helping CGMS members promote the benefits of their own activities

Help members explain the benefits of meteorological satellites, by:

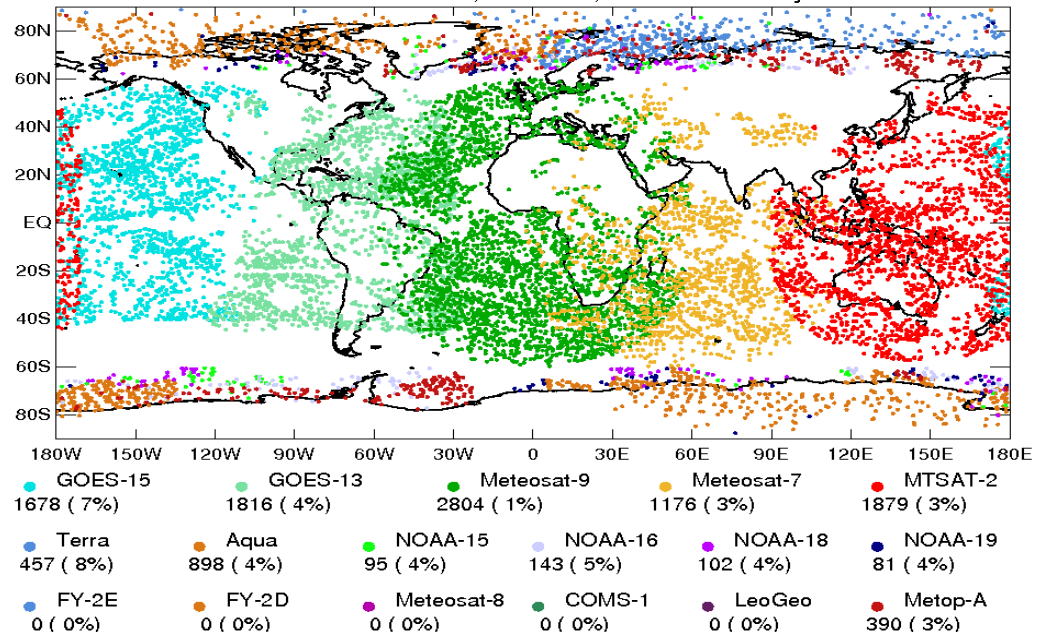
- Actively participate in the CGMS Socio-Economic Benefits Tiger Team
- Reporting on any new studies completed by a CGMS member on the benefits of meteorological satellites at each CGMS meeting, to inform other members
- Explore the development of a CGMS coordinated study on the benefits of meteorological satellites

- Develop regular online newsletters to assist CGMS Secretariat and WG intercessional activities. Possible contents:
 - Planning information for CGMS Plenaries and other relevant meetings
 - Schedule of upcoming WG activities
 - Key news items from CGMS members

Actions/Recommendations

- Create and display CGMS exhibit/materials at 2013 EUMETSAT Meteorological Satellite Conference/19th AMS Satellite Conference and 4th Asia-Oceania Meteorological Satellite Users Conference
- Develop quarterly features for the CGMS website, highlighting a key CGMS achievement
- Develop an image gallery for the CGMS website that demonstrates the benefits of CGMS collaboration
- Actively participate in the CGMS Socio-Economic Benefits Tiger Team
- Develop regular online CGMS newsletter

Location of used AMVs, all levels, 12z 25 February 2012



Backup

From CGMS-40 Report:

- NOAA-WP-31 referred to the CGMS Restructuring Task Force discussions at the beginning of 2012, and the need for strengthened outreach activities (communication/public relations activities) and the necessity for a dedicated CGMS plenary agenda item. The paper examined possible outreach activities, including the need to articulate socio-economic benefits of meteorological satellites, and noting that CGMS members may be requested by the CGMS Secretariat to provide assistance for these efforts.

From CGMS High-Level Priority Plan:

- 4.1 Impact and benefit of EO satellite missions:
 - Develop a credible methodology for assessing the socio-economic benefit of investment in EO satellite missions;
 - Engage in communication and outreach activities to promote EO benefits