

ECORD Outreach and Education Task Force

September 4-5, 2012
Avignon

Actions from the Granada meeting

- Update of the ECORD leaflet - *postponed to 2013*
- ESSAC-EMA: to contact ECORD teachers for feedback about classroom after SOR/JR expedition
- Selection of additional core replicas - *do we need new core replicas?*
- ECORD highlights publication: in *Elements in 2013?*
- Web statistics: *collection in progress (only for ecord database)*
- Updates of ECORD websites
- Archives of ECORD photos - *in progress*
- EC-focused brochure in collaboration with DS3F?
- ECORD in Wikipedia: where do we stand?

3. Reports of recent meetings/events

- IODP-MI situation regarding integrated outreach activities
- Recent ECORD/IODP outreach activities:
 - EGU 2012, Vienne
 - Goldschmidt 2012, Montréal
 - GAC-MAC, St John's
 - IODP Days in France, Spain, other country?
- ESSAC meeting, 30/5-1/6, Aarhus (*Carlota, Julia*)
- *Vision TF Meeting, 4/6/12, Helsinki (Carlota)*
- ECORD/IODP Management (*Gilbert, Milena*)
 - ECORD Council #21, 5-6/6, Helsinki
 - SIPCOM, IWG+, 19-20/6, Washington, DC
- ESO News (Alan, Albert)

IODP-MI vs integrated outreach activities

- *February 14*: the IODP Outreach TF is disbanded:
 - Annual TF meeting is cancelled
 - IODP-MI keeps on supporting outreach activities and ask us to maintain the good network.
- *Late April*: the IODP Outreach Manager did not take part EGU and OTC booths.
- *May 9*: due to severe cuts in FY13 budget, IODP-MI announced there will be no more funding of booth at EGU, Goldschmidt, JPGU, etc. Only one booth/townhall meeting will be funded (AGU 2012).
- *July 23*: IODP booth at AGU 2012 is cancelled.
- *September 3*: IODP Townhall meeting will be held with a smaller reception at AGU 2012 (at Hilton hotel). Available space for IODP-MI, CDEX and ECORD in the USIO/COL booth? Press conference?



ECORD/IODP outreach activities

EGU 2012 vs Goldschmidt 2012



>11,000 participants, 95 countries, 28% students
<http://www.ecord.org/pi/egu12.html>

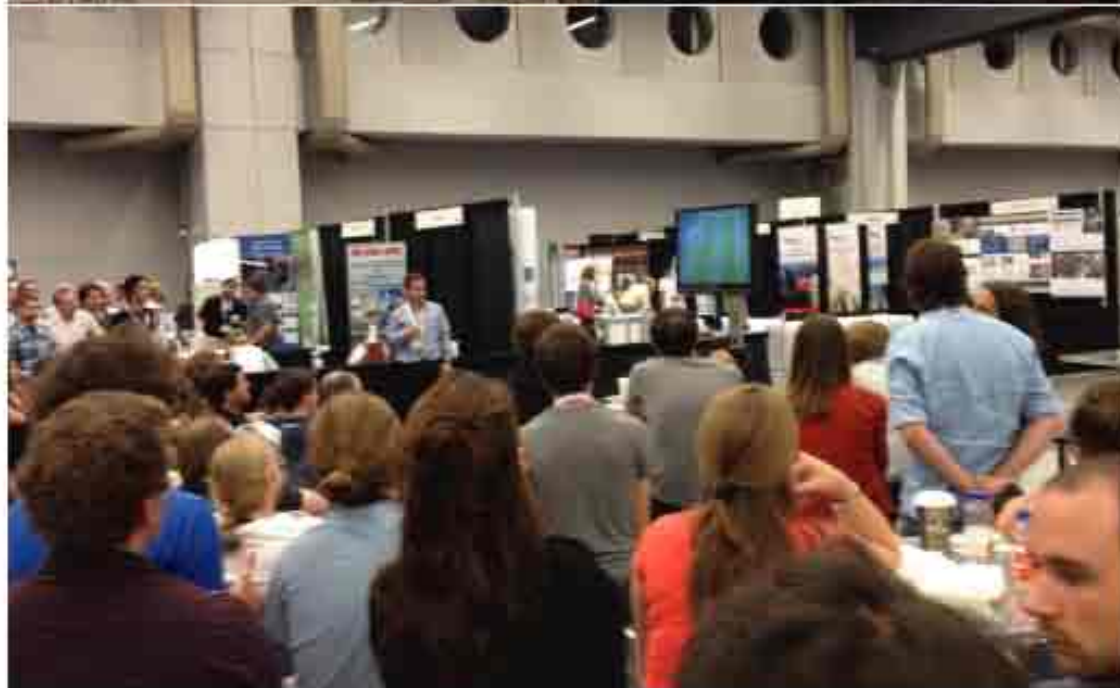
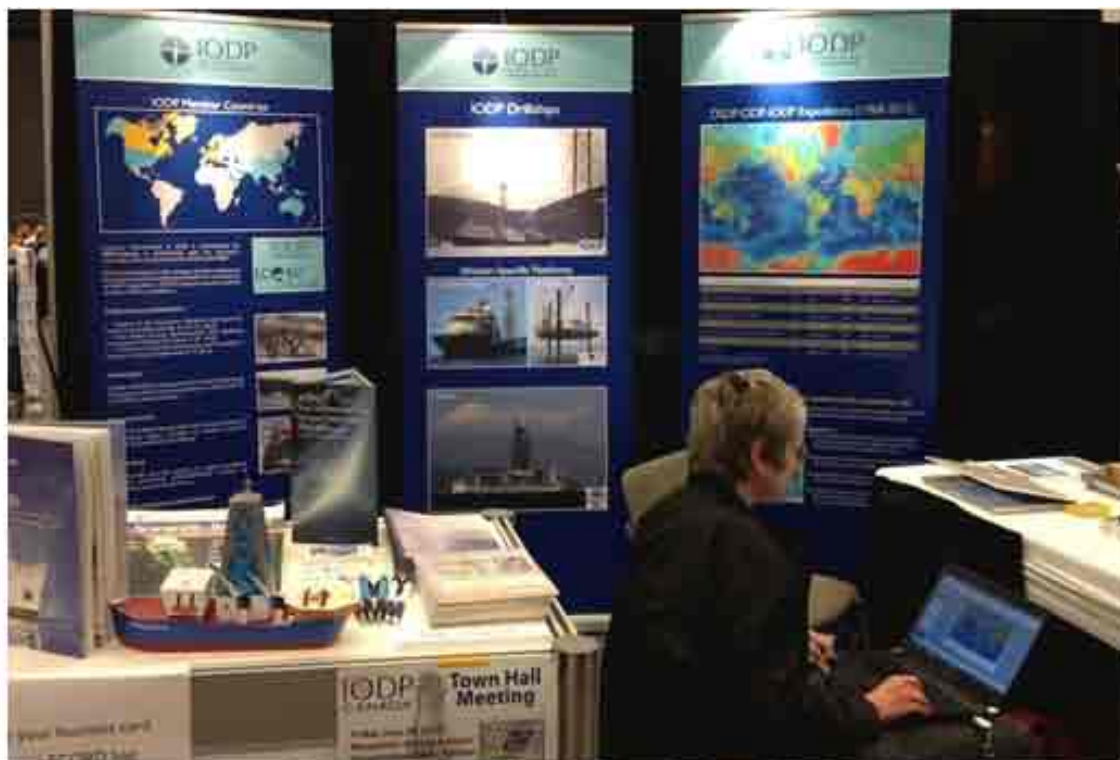
Joint ECORD/IODP - ICDP participation

- **Exhibition booth** (*funded by IODP-MI*)
18sqm - 9,240 € central location
- Visitors:** mostly scientists, students and educators from ECORD countries
+ 70 subscriptions to *SD journal*
Promoting JFAST IODP Exp. 343
- **Townhall meeting** (about 225 participants)
 - **EuroFORUM 2012**
 - **Press conference:** "Uncovering the traces of the Great Tohoku Earthquake"
(JFAST IODP Exp. 343 + *R/V Sonne* Expedition)
- <http://www.egu2012.eu/webstreaming.html>
>> EGU 2013, Vienna, April 7-12, 2013

about 3,000 participants, 30% students
<http://www.ecord.org/pi/booths.html>

ECORD/IODP - IODP Canada support

- **Exhibition booth** (*funded by IODP-MI*)
9sqm - 740 € central location
- Visitors:** mostly scientists and students from ECORD countries and USA
≈ 50 subscriptions to *SD journal*
Promoting Arctic (core replica) and open calls for IODP expeditions,
- **Townhall meeting** organised by IODP-Canada at UQAM at the end of the conference
- >> Goldschmidt 2013, Florence, August 25-30



ECORD/IODP outreach activities

Geological Association of Canada and the Mineralogical Association of Canada (GAC-MAC), May 27-29, St. John's, Newfoundland

over 900 Earth scientists

IODP-Canada had an exhibition booth

Questions about

- Drilling in the Arctic Ocean,
- Canada's role in the programme post-2013
- Upcoming Newfoundland Sediment Drifts Expedition

Subscribers to the Canadian mailing list increased by ~10%.

IGC 34, August 5-10, Brisbane

IODP-ICDP booth and session

IODP Days:

- France
- Spain



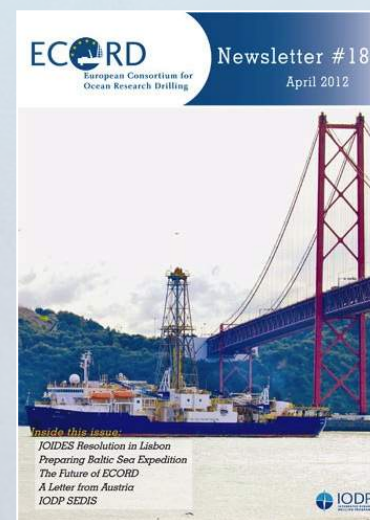
4. ECORD Publications and Materials

Publications recently released:

- ECORD Newsletter #18 - April 2012
- Annual Report 2011
- ECORD folder/flyers: updates of Arctic/Tahiti

Publications to be released:

- Update the ECORD/IODP folder (new structure, members)
- Flyer of Baltic Sea Exp 347
- Annual Report 2012 (Feb 2013)
- ECORD Newsletter #19, late October 2012
- ECORD Calendar 2013
- **When?**
 - Update of Arctic brochure
 - New ECORD and MSP flyers
 - EC-focused document with DS3F



ECORD Newsletter #19 - October 2012

Contents (*Authors's deadline: **October 1, 2012***)

- Cover: ???
- **Message from the Chair** (A. de Verna)l: Editorial/introduction (co-ordinated with EMA's message) *agreed*
- **ESO: News** (Alan: 1-2 pages?) - News from BCR? (Ursula)
- **Outreach and Education:** EGU, GAC-MAC, Goldschmidt and IGC. Reports of ECORD summer schools
- **EMA:** (Gilbert, Milena): a new ECORD in a new IODP
- **ESSAC Updates** (Carlota, Julia) + recently published articles + tables
- **Workshops and conferences:** reports/announcements 1st Magellan+ report. Report of the DLP 2010-12 (K.U. Hinrichs or D. Weis). Other reports?
- **Highlight of IODP proposal with ECORD Lead Proponent(s)**
- DS3F White paper (agreed last February)
- **A Letter from Italia** (Elisabetta)?
- **Science article:** Scientific goals of the Baltic Sea Expedition 347 (T. Andren, B.Barker Jorgensen)

4. ECORD Publications and Materails

Materials

- Core replicas - Do we need more?
- ECORD-MARUM documentary onboard Expedition 337 (CDEX use, credits, distribution...)
- Others?

6. Upcoming ECORD/IODP booths

AGU 2012 - December 3-7, 2012, SF

- No IODP booth

Yesterday Matt agreed to host ECORD and CDEX materials in the US/COL booth

- Media conference?
- IODP Townhall Meeting (Miyuki's message Sept 3)
- Who's going?

EGU 2013, Vienna, April 7-12

- Joint ECORD/IODP-ICDP activities: booth with 2-1 units to rent, townhall and IODP-ICDP session
- Booth display and amenities

Goldschmidt 2013, Florence, August 25-30

- Contact taken with Paul Beattie in Montréal
- Information will be released by October

3P Arctic 2013, Stavanger, October 15-18

7. ECORD online

- ECORD portal: ecord.org
- eso.ecord.org
- essac.ecord.org
- RSS News posted on each web site or [all on a single page](#)
- ECORD in Wikipedia: <http://en.wikipedia.org/wiki/ECORD>
- ***Social Networks:***
Twitter: http://www.twitter.com/ECORD_outreach (124 followers: Chikyu, JR, EGU, EC, scientists, Neptune, etc.),
facebook pages MSP expeditions, ESSAC?
Youtube: oceandrilling, ECORDESO channel

Education

- ECORD Summer Schools 2012
- Education/outreach berths on IODP expeditions
- Feedback from ECORD teachers who sailed expeditions:
 - To send a questionnaire prepared by ESSAC to the teachers how the IODP experience help them to teach science
 - To post reports of ACEX, SORs, JR expeditions (*e.g.* Exp 339) online.

Next ECORD Outreach meeting

- Where? Salamanca (Jose Abel Flores will be our host)
- When? February 19-20, 2013 (travel on Feb 18)