

Communication and Outreach Branch (COB)

<http://www.iag-aig.org>

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Activity Report

1. Introduction

The period of 2007-2011 is the second term in the operation of the Communication and Outreach Branch (COB) hosted at the Department of Geodesy and Surveying of the Budapest University of Technology and Economics (BME) with the MTA-BME Research Group for Physical Geodesy and Geodynamics of the Hungarian Academy of Sciences (MTA), Budapest, Hungary.

The Communication and Outreach Branch is one of the components of the Association. According to the new Statutes (§5) of the IAG, the COB is the office responsible for the promotional activities of the IAG and the communication with its members.

The Terms of Reference and program of activities of the COB, and a short report on the IAG website ("IAG on the Internet"), were published in The Geodesist's Handbook 2008 (Ádám and Rózsa, 2008; Rózsa, 2008), respectively.

In the past period of the second term (since the 2007 IUGG General Assembly in Perugia till July, 2009) the COB's Steering Committee held a meeting in Vienna, Austria, 18 April, 2008. Helmut Hornik IAG Assistant Secretary General visited us at the COB office in Budapest in 25-26 February, 2009 in order to update and synchronize the database of the IAG Individual Members. Another meeting of the COB's Steering Committee is planned for June 2011 in Budapest (or in Melbourne).

2. The IAG Website

The Communication and Outreach Branch maintained the IAG Website. The website has been operational, no significant downtime has been experienced in the service. A regular update of the content has been carried out using the material provided by Association and Commission leaders, conference organizers and other members of the Association.

In the second half of the period the website has been redesigned after a consultation with the IAG Office and the Steering Committee members. A new section has been introduced, where the actual topics in Geodesy can be highlighted ("Topic of the Month"). Moreover a section introducing Geodesy to the wider public has been added to the website, and all the printed information material can be downloaded, too.

3. The IAG Newsletters

Altogether 46 IAG Newsletters have been published from March 2007 till December 2010 and can be accessed on the IAG new website in HTML, HTML print version and in PDF formats. We strive to publish only relevant information by keeping the Newsletter updated on a per-monthly basis. The IAG Individual Members, IUGG and JB GIS Presidents and Secre-

taries as well as interested persons mainly in developing countries received it in PDF and/or text attachments, with a link in the e-mail message to access the actual HTML Newsletter on the IAG website. Selected content of the electronic Newsletters were compiled and have been sent regularly to Springer for publication for 35 issues of the Journal of Geodesy (Vol 81/5 – 84/12). Starting from the double issue 82/11-12 the volume of the Springer IAG Newsletters is limited to 3-4 pages due to a change in the editorial policy to improve the impact factor of the journal. Hence we strived to publish only new and/or relevant material as a service to the IAG community.

4. Outreach Activities

The COB has been active in the publishing of information material in the reporting period. A new brochure has been published (16 coloured pages), which targets the wider public and decision makers by introducing Geodesy in general as well as the role of the Association to the readers (Ádám and Rózsa, 2009). It has a chapter on the Global Geodetic Observing System, and provides information on the IAG components (Commissions, Inter-Commission Committee, Services, etc.).

Another shorter version of the brochure has been published for the JB GIS, too (Rózsa and Ádám, 2010). Both of the brochures can be downloaded from the opening page of the IAG website, together with the updated IAG leaflet (Ádám and Rózsa, 2007).

J. Ádám (2008) prepared a summary on “Update of the History of the International Association of Geodesy”.

5. Summary

In sum, the following activities were done:

- a) the IAG website was updated, improved and continuously maintained;
- b) the IAG Newsletter was regularly issued monthly and distributed electronically, and selected parts of them were prepared to publish in the Journal of Geodesy as IAG News;
- c) new version of the IAG Leaflet was prepared, printed and distributed at different IAG meetings;
- d) the large IAG Brochure was finalized through a long review process;
- e) one short 4 pages IAG booklet was prepared for the Joint Board of Geoinformation Societies (JBGIS);
- f) some works were made in preparation and for finalizing The Geodesist's Handbook 2008 (Drewes et al., 2008), and
- g) many e-mail correspondences to the community as part of the outreach activities.

References

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