

Communication and Outreach Branch (COB)

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President: Szabolcs Rózsa (Hungary)
Secretary: Martin Sehnal (Austria)

Website - www.iag-aig.org

1 Developments

The Communication and Outreach Branch (COB) was created by the IAG Council at its special meeting in Budapest, 7 September 2001. A Call for Participation was issued by the IAG Central Bureau to fill this position.

The offer of the Hungarian Academy of Sciences (HAS)/Budapest University of Technology and Economics (BME) was elected by the Executive Committee at its meeting in Nice, 11 April, 2003. The IAG Council at the 23rd IUGG/IAG General Assembly (Sapporo, Japan, 30 June-11 July, 2003) has confirmed this election. Thus, the COB started its activities in July 2003, and the period of 2023-2027 will be the sixth term of the COB operated by the BME.

The COB is one of the components of the IAG. According to the IAG Statutes (Article 5), the COB is the office responsible for the promotional activities of the IAG and the communication with its members.

2 Terms of Reference

The responsibilities and tasks of the COB are defined by the Article 16 of the IAG By-laws. The fundamental role of the COB is to provide the IAG with communication, educational/public information and outreach links to the members, to other scientific organizations and to the world as a whole. The responsibilities of the COB include the following:

- Promote the recognition and usefulness of geodesy in general and the IAG in particular.
- Publications (such as newsletters) and social media platforms.
- Membership development
- General information service and outreach

The COB assists the IAG Secretary General in the following tasks, as required:

- Maintenance of the IAG website.
- Setting up IAG schools.
- Organizing meetings and conferences.

Major decisions related to the operations of the COB are made by a Steering Committee consisting of the following voting members:

- COB President.
- IAG Secretary General.
- Editor-in-Chief of the Journal of Geodesy.
- Editor-in-Chief of the IAG Symposia Series.
- Up to five other members appointed by the IAG Executive Committee on the recommendation of the President of the COB.

3 Program of Activities

According to the structure of the IAG, the individual membership has been introduced in addition to the traditional National Members. However, the individual membership requires a more commercial, member-oriented operation of the IAG. The main purpose of the COB is to promote communication and interaction among all its members and to facilitate the work of IAG in general. Therefore, the COB is a permanent office for publication, publicity and visibility of the IAG.

The activities of the COB are split into two main groups:

- communicational activities, and
- membership development and promotional activities which enable the growth of the IAG.

One of the major tasks of the COB is to create and maintain the communication channels within the IAG. Our intention is to provide a simple, structured way of communication using various information technologies. The communication of the IAG is done using the following channels:

- the official IAG website (see the chapter IAG on the Internet in this Handbook),
- publication of the IAG Newsletters and the Geodesist's Handbook in cooperation with the IAG Office.

The official IAG website acts, on one hand, as the most important interface to the outside community, and on the other hand, it is the first pillar of the communication infrastructure of the IAG. Therefore, the content of the website is defined to support both roles. The members receive the announcements and Newsletters via e-mail and through the website. The electronic version of the Newsletter is published monthly on the IAG website and is distributed to the members in WEB and PDF format via e-mail. A selection of the Newsletter articles is published in the Journal of Geodesy.

COB is active in the membership development and promotional activities. The major channel of promotional activities is the IAG website. Additionally, several brochures and leaflets are available for download and printing, which

- introduce the IAG to the global community,
- emphasize the mission statement of IAG, and
- describe the advantages of being an IAG member.

Our intention is that these brochures should be available at every conference organized and/or sponsored by IAG. Therefore the COB should also represent IAG at all

major meetings (including not only IUGG General Assemblies, IAG Scientific Assemblies, AGU and EGS meetings, but also at IAG-sponsored meetings) with different materials (brochures, etc). These brochures are also made available for download from the IAG website (<https://www.iag-aig.org>).

Another important task of COB is to promote and support the outreach activities of IAG. We plan to collect the existing materials supporting primary and high-school education as well as promoting geodesy to students. Moreover, additional syllabus and exercises are to be developed.

The COB plans to contribute to the membership development of IAG by finding geodesy-related contacts in non-member countries and encourage these countries to become IUGG members, by establishing contacts with scientific/educational entities or governmental agencies.

4 Steering Committee

Ex officio voting members

- COB President: Szabolcs Rózsa (Hungary)
- IAG Secretary General: Daniela Thaller (Germany)
- Editor-in-Chief of the JoG: Peiliang Xu (Japan)
- Editor-in-Chief of the IAG Symposia Series: Jeff Freymueller (USA)
- Editor-in-Chief of the IAG Symposia Series: Laura Sanchez (Germany)

Other voting members

- COB Secretary: Martin Sehnal (Austria)
- Newsletter Editor: Gyula Tóth (Hungary)
- Assistant IAG Secretary General: Christina Dimopoulou (Germany)
- Sujata Dhar (India)
- Hussein Abd-Elmotaal (Egypt)

5 COB Office

The COB operates an office at the following address:

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