



**SDM** **40**  
Agenda Item: 9.1  
Person Secretariat  
Responsible:

**XXXV SCAR Delegates Meeting  
Davos, Switzerland, 25-26 June 2018**

## **SCAR Communication Activities**

### **Report Authors**

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### **Summary**

In this paper we provide an overview of the various forms of communication used by the Secretariat.

### **Recommendation**

Delegates are asked to review the current communication activities and proposed future plans, and to provide suggestions/advice to the Secretariat.

SCAR officers and chairs are asked to submit meeting reports to the Secretariat for inclusion in the SCAR Reports series. If National Committees have reports on activities that they would like to share with the SCAR community (in any language) through this series, they should be sent to the Secretariat.

Delegates are asked to take note of the new online newsletter format and send suggestions and potential content ideas to the Secretariat.

### **Summary Budget 2018 to 2020**

Following the 2016 Delegates Meeting a specific budget line for website costs has been added at USD\$2,500. The costs of the online meeting provision have now been included in the "Postage and telephones" budget line. Communications activities have also had USD\$11,148, allocated from the 2016 contingency funds and carried forward to 2018. Some of these funds will support the creation of "History of SCAR" and "What is SCAR" videos.



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### **Introduction**

The task of communicating SCAR's message is shared between SCAR's Secretariat acting internationally and SCAR National Committees reaching national communities. Strategic partnerships with other organizations also raise SCAR's profile and help to disseminate the SCAR message to an even wider range of audiences (see SDM 30).

SCAR mainly uses electronic means to communicate, publish and distribute news and materials of interest. As technology is continually advancing, SCAR needs to stay current with these changes and be able to react quickly to these new systems. SCAR relies on its staff and the community to help share information on the newest tools and technologies available.

In this paper, we provide an overview of the various forms of communication used by the Secretariat and ask Delegates to consider lending expertise to help further develop these efforts, particularly as much of the new Strategic Plan deals with enhanced communication techniques and tools.

### **Website**

The SCAR website is the major outlet for communicating with members, the general public and scientists interested in SCAR's work. Following tireless work from the previous Executive Director, Dr Jenny Baeseman, a new website was launched in September 2017. It was developed using the latest version of the Joomla Content Management System and with an advanced document management system, DocMan, which supports the SCAR Library features on the new website. There remain a number of issues with the website, in particular the ability to allow Groups to manage their own pages, but the Secretariat will work to resolve these as the workload specific to the Polar2018 meetings and 60<sup>th</sup> anniversary decrease.

Since the new website launched a daily average of 2318 visits have been made marking a notable increase compared to the previous website.

### **Social Media**

It is now necessary to communicate via social media to get an organization's message out to the community and the broader public. SCAR has had a social media presence for a number of years, but priorities regarding the use of social media have reflected the workload and staffing level at the Secretariat.

Since November 2015 a social media sharing feature has been available from the SCAR website. This allows us to share news items from the website with a few clicks to LinkedIn, Facebook and Twitter - saving valuable time, minimising effort and maximising effect as only important SCAR things are shared and we are not filling people's feeds with a large quantity of items. From time to time we do share news from partners or posts from others we follow, if it is pertinent to the SCAR community and time permits.



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**LinkedIn** <https://www.linkedin.com/groups/2090555>

As of 1 June 2018, we had 1086 members in the SCAR group. We use this account to reach those who may not be using Facebook or Twitter and share the same content as is posted on those media.

**Facebook** <https://www.facebook.com/groups/2514526253/>

As of 1 June 2018, we had 3,785 members in the SCAR group. Currently, new members of the group need to be reviewed by the Secretariat staff.

**Twitter** [https://twitter.com/SCAR\\_Tweets](https://twitter.com/SCAR_Tweets)

As of 1 June 2018, we had 100 followers (with over 1970 following) and shares many of its news items through this account.

**YouTube** <https://www.youtube.com/user/SCARICSU>

SCAR has a YouTube channel, which has 26 videos published, many from the Muse Prize Colloquium in 2014 but most recent views from the PAIS 2017 conference. It has 29 subscribers and the videos in total have been viewed 2029 times.

**Mailing Lists**

SCAR has various mailing lists using the MailMan programme. Since the last Delegates Meeting, new lists have been created for groups who see the advantage of using this system to communicate with their members – SERCE in October 2016, PAIS in March 2017, AntClim21 in January 2018 and BEPSI in February 2018.

As a charity and company registered in the UK, SCAR is obliged to adhere to the new General Data Protection Regulations (GDPR) introduced in 2018. SCAR is developing both a new Data Protection Policy and Privacy Policy which will allow it to continue to use the existing mailing lists.

Address @lists.scar.org	Group/Purpose	Subscribers
<b>Antclim21</b>	Antarctic Climate Change in the 21 <sup>st</sup> Century	131
<b>Anteco</b>	State of the Antarctic Ecosystem	338
<b>Antera</b>	Antarctic Thresholds - Ecosystem Resilience and Adaptation	562
<b>ANTOS</b>	Antarctic Near-Shore and Terrestrial Observing System	56
<b>Bepsii</b>	Biogeochemical Exchange Processes at Sea-Ice Interfaces	144
<b>ChiefOfficers</b>	Chief Officers, Chairs and other leaders of SCAR activities	94
<b>Delegates</b>	Delegates and Alternate Delegates	80
<b>NatComs</b>	National Committee Contact points	73
<b>news</b>	SCAR News	3786



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<b>Pais</b>	Past Antarctic Ice Sheet Dynamics	219
<b>Partners</b>	Partner Organisations	50
<b>Scadm</b>	Standing Committee on Antarctic Data Management	45
<b>SERCE</b>	Solid Earth Response and influence on Cryosphere Evolution	191
<b>Unions</b>	Union members of SCAR	21

**Bulletins, Reports, Newsletters, Conference Abstracts and other Publications**

***Bulletins and Reports***

SCAR produces a series of SCAR Bulletins (ISSN 1998-0337) that are of interest to the full SCAR community. In 2016-18 the following were produced:

- Bulletin 195 (August 2016) - SCAR Annual Report to the Antarctic Treaty System, 2015/16
- Bulletin 196 (August 2016) - Report of the SCAR Delegation to XXXIX ATCM and CEP XIX in Santiago, Chile, 2016
- Bulletin 197 (October 2016) - Report of the XXXIV SCAR Delegates' Meeting, Kuala Lumpur, Malaysia, 2016
- Bulletin 198 (August 2017) - Report of the SCAR Delegation to ATCM XL and CEP XX, Beijing, China, 2017
- Bulletin 199 (December 2017) - Report of the SCAR Executive Committee Meeting 2017

In the past, SCAR has also produced a series of SCAR Reports (ISSN 1755-9030) that were often from workshops, smaller meetings or other things of interest to the SCAR community. The most recent addition to the series is Report 40 (September 2016), reporting on the February 2016 SCAR/IASC Think Tank Meeting in Potsdam. Interesting workshops and other activities are happening regularly within SCAR and these are often not given the profile they deserve. The Secretariat will look at reports of recent group activities with a view to publishing them as SCAR Reports. We would also like to invite SCAR officers and chairs to submit any appropriate reports to the Secretariat for inclusion in the Reports series. National Committees who have reports on activities that they would like to share with the SCAR community are also invited to submit them for inclusion in the series.

Bulletins and Reports have only been published in electronic format since 2003, although the Secretariat held a complete set of printed copies going back to the first Bulletin issued in January 1959. In July 2017, a full list of the contents of every Bulletin and Report was compiled and the print copies were sent for scanning. Every Bulletin and Report is now available to access and download from the SCAR Library at <https://www.scar.org/scar-library/reports-and-bulletins/>.

***Newsletters***

SCAR Newsletters were issued monthly from November 2016 to June 2017, then once every two months in July/August 2017 and September/October 2017. These



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can be accessed via <https://www.scar.org/scar-newsletter/>. Due to the Secretariat being so short-staffed, we have been unable to issue any newsletters since October 2017 but we hope to begin again later in 2018.

### Abstracts

Abstracts from the 2016 Open Science Conference were published in October 2016, along with abstracts from the SCAR Research Day held as part of the OSC. This was followed by the publication of abstracts from the 2015 International Symposium on Antarctic Earth Sciences:

[XXXIV SCAR Kuala Lumpur 20-30 August 2016, Scientific Committee on Antarctic Research: Biennial Meetings and Open Science Conference 2016 - 'Antarctica in the Global Earth System: From the Poles to the Tropics' - Abstract Book](#). A. Abu Samah & J. Baeseman (editors), 2016. Cambridge, SCAR. ISBN 978 0 948277 320. doi:10.5281/zenodo.162116

[SCAR Research Day, 24 August 2016 - Abstracts](#). J. Baeseman (editor), 2016. Cambridge, SCAR. ISBN 978 0 948277 51 1. doi:10.5281/zenodo.162130

[XII International Symposium on Antarctic Earth Sciences 2015 - Abstract Volume](#). R. Mohan, M. Ravichandran, N.C. Pant & S.K. Tandon (eds), 2016. Cambridge, SCAR. ISBN 978-0-948277-52-8. doi:10.5281/zenodo.168381

### Other Publications since 2016

[SCAR Strategic Plan 2017-2022: Connecting and Building Antarctic Research](#). Scientific Committee on Antarctic Research. 2017. ISBN: 978 0 948277 53 5. doi: 10.5281/zenodo.229139

A special Thematic Issue of the Proceedings of the Indian National Science Academy on SCAR activities in India:

[Recent Antarctic Research in India: The National Committee Report to SCAR \(2017\)](#). Proceedings of the Indian National Science Academy, vol 83, No. 2 June Thematic Issue 2017, 245-512. E-ISSN 2454-9983

### Online Meeting Software

In September 2015, at the encouragement of SCADM and other SCAR groups, SCAR subscribed to GoToMeeting (<https://www.gotomeeting.com/>). GoToMeeting is an online communication tool that allows groups to communicate at no charge using computer audio, or long-distance numbers in certain countries at a charge to the participant. It also allows for screen sharing, provides a chat box for discussions and much more. There is no limit to the number of times it can be used in a year, so more groups are encouraged to make use of it. This system is used by many other Polar organizations, and thus is widely known among a large portion of the community. The GoToMeeting system can be expanded to include more than 100 people and thus could be used as a means to broadcast various conference keynotes, workshops, and more.

In 2016 this system was used 62 times, 110 times in 2017 and 47 times to the end of



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May in 2018 for various SCAR groups, Committees and partners. This helps to increase communication, discussion and facilitate progress, and cuts down on travel costs for additional meetings.

#### **Future Projects and Ideas**

As time permits, the Secretariat hopes to create a few new items to help showcase SCAR activities and to share information on how new people can get involved. Assistance from anyone interested in helping is very much welcome and would be greatly appreciated.

- *Introduction to SCAR presentation* – Groups were asked to submit 3-5 slides outlining who they are, what they do, what their future plans are, and contact information. A first draft was compiled from these contributions and, once a few suggestions revisions have been made, this will be compiled into a complete picture of SCAR activities and made available online. This will allow anyone interested to use this presentation, or parts of it, to help share what SCAR is and does with other audiences.
- *Get to Know the SCAR Groups* – several people have asked for a simple list of the SCAR groups, what they are, their website addresses and how to get involved. This could then be shared with individual scientists, as well as used by national committees to help engage scientists in SCAR efforts.
- *Get Involved Website Section* – when new scientists visit the SCAR website, it is often hard to figure out just how to get involved. A new section will be created to help introduce people to SCAR, clearly directing them to various things SCAR does (policy, outreach, governance, disciplines, etc.) and providing advice on how to get involved and how to propose new ideas.
- *“What is SCAR?”* video. This will be a short introductory video to explain SCAR’s mission and the way in which it operates.

#### **Potential New SCAR Communications Strategy**

The most recent SCAR Communications Plan is from 2006 so is now over 10 years old and quite out-of-date. For example, Facebook (launched in 2004), YouTube (launched in 2005), and Twitter (launched in 2006) have little mention in this plan, and many of the communication tools of today either did not exist (e.g. Google Docs and Dropbox) or were not included (e.g. RSS feeds, etc.). The task of updating the Communication Strategy in connection with the last Strategic plan was not completed. Given the large number of tasks set forth in the proposed new Strategic Plan dealing with communication, it is advised that the Delegates provide a mandate for the incoming Executive Director to devise a process for developing a new Communications Plan.