



CFES  **FCST**
Canadian Federation of Earth Sciences | Fédération canadienne des sciences de la Terre

The coordinated voice for Canadian Earth Sciences

18th CFES COUNCIL MEETING, April 21 and 22, 2017

University of Ottawa (Tabaret Hall, Senate room #083)

Executive Summary

The following motions were proposed and accepted:

- Moved by Scott Swinden, seconded by Iain Samson, that the agenda be approved as distributed with two additions proposed by Sandra Barr.
- Moved by Chris White, seconded by Scott Swinden, that the minutes of the 17th CFES Council Meeting be accepted as submitted.

The following action items arose from the meeting:

- Secretary to post the approved 2016 CFES Council meeting minutes to the CFES website.
- Lesley Hymers to find out if CFES is paying web hub-hosting fees or if these are included in Fleiva's service charges or included in some earlier IYPE agreement.
- Finance Director to revise the proposed budget for 2017-18: reduce 4BY revenue from \$7,000 to \$4,000; increase website expenses from \$3,000 to \$8,000.
- Finance Director to add expenditure of \$500 for five new medals that have been ordered recently plus engraving of the 2017 medal to the proposed 2017-18 budget.
- Finance Director to send digital copies of the unaudited financial statement for 2016 to Council members and Directors.
- CFES Board to further brainstorm on CanGeoRef and to then re-connect with Carolyn Relf.
- Board to further discuss suggestion to compile all Earth Sciences medal awards in Canada on CFES "Awards" webpage.
- Communications Director to provide cost estimates for Google advertisement to elevate CFES website in Google searches.
- Board to evaluate use of GoToMeeting as a possible new, universal communication and meeting tool.
- Board to encourage member organizations to add information about CFES and links to the CFES website to their websites.
- Scott Swinden to discuss with Board a session proposal led by CFES for RFG2018 to promote coordinated geoscience communication in Canada and elsewhere in the world.
- Board to further discuss a Climate Change Survey proposal.

18th CFES Council Meeting
Tabaret Hall, University of Ottawa
April 21 - 22, 2017

Present:**Council Members**

John Cody, Canadian Society of Petroleum Geologists (CSPG) (April 22 by teleconference)
Jason Dunning, Canadian Institute of Metallurgy (CIM) (April 21 and 22 by teleconference)
Andrew McDonald, Mineralogical Association of Canada (MAC) (April 22 by teleconference)
Ron Newman, Canadian Society of Exploration Geophysicists (CSEG) (April 22 am by teleconference)
Michael Parkhill, Canadian Quaternary Association (CANQUA)
Nicholas Vlachopoulos, Canadian Geotechnical Society (CGS)
Chris White, Atlantic Geoscience Society (AGS)
Graham Young, Geological Association of Canada (GAC) (April 21 and 22 by teleconference)

Board of Directors

Sandra Barr, President
Christian Bohm, Secretary and representing Committee of Provincial and Territorial Geologists (CPTG)
Sarina Cotroneo, Director of Communications
Graziella Kirtland Grech, Director of Member Society Liaison and Incoming President-elect and representing CSEG on April 21 and April 22 pm
Lesley Hymers, Director of Outreach (CGEN and EdGeo)
Stephen Johnston, Director for International Activities and representing CCCESD
Sam Kelley, Treasurer and Director of Finance
Iain Samson, Incoming President and representing MAC on April 21
Scott Swinden, Past President and representing PDAC

Observers

Ollie Bonham, Geoscientists Canada
Chris Burn, Partnership Group for Science and Engineering (PAGSE) and representing CAG (April 22)
Maria DeRosa, Group for Science and Engineering (PAGSE) (part of April 22)
John Handman, Science Media Centre of Canada (SMCC) (part of April 22)
Carolyn Relf, Past Director for CanGeoRef (part of April 21 by teleconference)
Jim Ryan, Resources for Future Generations – Vancouver 2018 (part of April 21 by teleconference)
John Thompson, Chair, Resources for Future Generations – Vancouver 2018 (part of April 21 by teleconference)

Regrets:**Board of Directors**

Anne Belanger, Director at Large

Council Members

Diana Allen, Canadian National Committee – International Association of Hydrogeologists

Draft Minutes of 18th CFES Council Meeting, April 21-22, 2017

1a. Welcome; round of introductions (All)

- President Sandra Barr welcomed everyone to the meeting. After all participants had introduced themselves, she noted that a quorum of Council members (9 of 13) was present for the start of the Friday evening session and that, in accordance with the Federation's by-laws, this established a quorum for the remainder of the meeting.

1b. Approval of agenda (All)

- Sandra Barr suggested adding under agenda item 16 (Open Discussion) a Climate Change survey proposal put forward to CFES by Bill Mercer.
- Sandra Barr suggested bringing forward under agenda item 17 (Other Business) the idea of a nominations committee wherein member society representatives would participate in the nomination of candidates for the CFES Board. This proposal was presented by Sandra Barr during the AGM instead.
- No other additions or changes were requested to the proposed agenda, which had been distributed prior to the meeting.
- **Motion** to approve agenda – moved by Scott Swinden, seconded by Iain Samson, that the agenda be approved as circulated with the above noted change. No objections - **motion carried**.

1c. Approval of minutes of 2016 CFES Council meeting (All)

- Draft minutes of the 17th Council meeting, held on April 15 and 16, 2016, had been distributed to the Council and Board of Directors prior to the meeting. No errors or omissions were noted.
- **Motion** to approve minutes – moved by Chris White, seconded by Scott Swinden, that the minutes be approved as circulated. No objections - **motion carried**.
- **Action:** Approved 2016 CFES Council meeting minutes to be posted to the CFES website.
- Matters arising from the minutes not covered in current meeting agenda: None.

2. President's report (Sandra Barr)

- Report submitted and distributed prior to meeting.
- Sandra Barr commented on the successful transition of CFES over the past year from rebuilding to fully functional organization at this point.
- Highlights of the past year:
 - Implementation of strategic plan
 - Focus on overarching priorities
 - Restructuring of dues (decrease of annual fees for all member societies) at time of declining revenues
 - Restructuring of Board with focus of Directors on priority areas
 - Improved interactions with public and social media
 - Development of effective contacts with member organizations, with continued need to improve two-way communications
 - Role of CFES as umbrella organization, however, still not widely known
 - Significant CFES website updates including social media tools and French translations
 - Broad range of projects
- CFES has become well positioned to function as intended.
- Important that member organizations recognize the value they receive from CFES.
- Improved communication with and on behalf of member organizations, as well as the development of a new, transparent communication process to allow for timely position statements on earth science issues have become priority areas for CFES.

3. Financial report and budget proposal (Sam Kelley)

- Report and proposed budget were submitted and distributed prior to meeting.
- Ca. \$210k in bank account, \$78k in investments.
- Estimated revenues are approximately balanced by proposed expenditures for 2017-18.
- Website maintenance and update expenses were estimated at \$3k for 2017-18 which does not include additional funding required for updating the functionality and content of the EarthSciencesCanada.com website (including CGEN, 4BY Book, Career Profiles, and Foundations). Parts of the current website use outdated Flash technology that does not support viewing of graphics on small-screen devices (e.g. smart phones, tablets). A preferred new web platform should be user friendly and include the ability to update the website ourselves (e.g. Wix) rather than requiring costly third-party maintenance.
- CFES will need to determine how to proceed with its web hub, which currently serves at least a dozen sites.
- **Action:** Hymers to find out if CFES is paying web hub hosting fees or if this has been included in Fleiva's service charges, or is included in some earlier IYPE agreement.
- Scott Swinden cautioned that \$7,000 revenue for 4BY may be unrealistically high. On the other hand, \$10k annual for GeoParks is already built into the budget, allowing that (some of) these funds could be put towards website upgrades if deemed a priority.
- Scott Swinden explained that the Canada Prize Foundation expense in 2016-17 (\$1000) only applied to that year.
- Sandra Barr noted that CFES was one of the founding members of the Science Media Centre of Canada, and that a donation of \$1000 was made in 2015 as a gesture of support.
- **Action:** Finance Director to revise the proposed budget for 2017-18: reduce 4BY revenue from \$7,000 to \$4,000; increase website expenses from \$3,000 to \$8,000.
- Sam Kelley spoke to the 2016 unaudited financial statement, explaining details of assets and liabilities, revenues and expenditures, and annual cash flows.
- **Action:** Finance Director to send digital copies of the unaudited financial statement for 2016 to Council members and Directors.
- Nicholas Vlachopoulos pointed out that the 2015 "Awards" expenditure of \$421 in the unaudited financial statement does not appear in the budget sheet. - Sam Kelley explained that this expense likely occurred in late 2014.
- Sandra Barr added that five new medals including the engraving of the 2017 medal were ordered recently at an approximate cost of \$500.
- **Action:** Finance Director to add expenditure of \$500 for five new medals that have been ordered recently plus engraving of 2017 medal to proposed 2017-18 budget.

4. Resources for Future Generation 2018 (John Thompson and Jim Ryan)

- Slide deck with update on RFG2018 for CFES submitted and distributed prior to meeting.
- Highlights of presentation on RFG2018:
 - Explanation of principal objectives (slide 3); also opportunity to elevate profile of earth and geosciences at large and particularly towards governments; additionally opportunity to engage youth in terms of future resource development and future professionals
 - Thoughts on what successful conference would bring and include; opportunities for knowledge and idea exchange across broad range of areas; recognition of importance of earth sciences in Canada and for Canadians
 - Currently finalizing session proposals (approx. 110 received, aiming at 150)
 - Concept of integrating off-site events on education side (teachers and youth) and to public, at low or no cost
 - Currently reviewing submitted session themes and sub-themes (including merging and coordinating proposals)
 - Considering that RFG2018 hosts the annual GAC-MAC conference, more publicizing is required as so far a only limited number and range of session proposals typical for GAC-MAC have been submitted

- Calgary geoscience community has been hurting for past couple of years and may not participate extensively
- Plenary sessions are important high-profile opportunities to create interdisciplinary discussions (incl. debates, lunch-time talks, panel discussions; importance of including young dynamic talent and youth/students)
- Open call for suggestions for plenary speakers
- Major effort on education, outreach and youth; engagement of young professionals; largely organized by CGEN (Lesley Hymers)
- Extensive use of social media for publicizing conference; mainstream media will be increasingly used closer to conference
- Plan to have daily press releases during conference to create buzz and awareness
- Very ambitious undertaking involving huge amount of planning and requiring maximum support and participation of Canadian earth science community.
- Iain Samson asked whether “soils” are included. - RFG2018 will (re-) approach Canadian Society of Soil Sciences (CSSS, President Joanne Whalen).
- Effort to have several executive government representatives (Ministers) and Indigenous Leaders and representatives included. Iain Samson noted that the current federal Minister of Science, Kirsty Duncan, is a geoscientist.
- Ollie Bonham emphasized on importance of engaging Canadian earth science students and motivating them to take advantage of this timely and unique global event in Canada. Students depend on information and publicity from professors; publicizing of RFG2018 at universities is important.
- Stephen Johnston commented that Rob Raeside has been doing a good job to provide information on RFG2018 to Earth Sciences departments across Canada.
- John Thompson is asking for any type of feedback, suggestions, criticism etc
- Lesley Hymers emphasized on importance of also focusing on human (in addition to material) resources.
- Summary: Most timely and relevant conference based on earth science; large focus on collaborations, society and youth.

5. International activities (Stephen Johnston)

- Report submitted and distributed prior to meeting.
- Highlighted items:
 - No budget or action items for International Committee
 - Godfrey Nowlan has been managing GeoParks; Canada is a world leader in this program
 - Creation of new CNC-IUGS committee important new development
 - Membership level may change and result in increase of dues (paid by NRCan)
 - Mistaken Point newly inscribed UNESCO World Heritage Site, largely due to the hard work by Dr. Guy Narbonne
 - CNC-IUGS has been recognized as top-ranked organization of IUGS for past 4-5 years
 - IUGS has RFG subcommittee with funding to participate and meet at RFG2018
 - RFG2018 will be last meeting for Stephen Johnston for CNC-IUGS and in his current role for CFES

6. CanGeoRef (Carolyn Relf)

- Report submitted and distributed prior to meeting.
- Report includes background, rationale, and current status information.
- Carolyn Relf is looking from CFES for input on next steps: are we interested in more aggressively marketing and investing in it?
- Carolyn Relf pointed out that AGI has been very accommodating, supportive, and great to work with. AGI would likely be receptive to discussions and price negotiations.
- Concept of promoting CanGeoRef to industry, especially junior exploration companies who would be more interested in less expensive Canadian subset of GeoRef.

- Iain Samson asked how successful has Australian database been? - Carolyn Relf will look into this.
- Iain Samson asked what “amending of Purple Rock contract with more frequent updates” would involve and require? - Brief discussion on how databases vary between jurisdictions.
- Ollie Bonham asked if there is a one-pager available that explains and promotes CanGeoRef? - Outdated brochure was put together by Elizabeth Kusters.
- Carolyn Relf encouraged CFES to recruit a new project manager for CanGeoRef, ideally a geological survey representative.
- Jason Dunning commented on how CIM put much time and effort into aligning with onemine.org, providing its members with beneficial access to metadata. Great learning experience that led to fantastic partnership.
- **Action:** CFES board to further brainstorm on CanGeoRef and to then re-connect with Carolyn Relf.

7. Other CFES project reports

7a. Geoparks (Godfrey Nowlan)

- Report submitted and distributed prior to meeting.
- Iain Samson commented on fantastic work by Godfrey Nowlan and the committee on GeoParks.
- Iain Samson pointed out that CFES involvement in GeoParks may evolve as the CCUNESCO relationship develops.
- Fast-growing number of GeoPark nominations by Canada (but a maximum of 2 nominations per year can be submitted to UNESCO).
- Stephen Johnston emphasized on importance to educate what GeoParks are.

7b. Mentorship Medal (Sandra Barr)

- Report submitted and distributed prior to meeting.
- Managed by Shoufa Lin, and widely advertised amongst CFES member organizations by Graziella Grech.
- Venue for awarding of medal depends on who the recipient is.
- Stephen Johnston commented how all seven recent nominations were of highest quality and deserving of this medal, so it was very difficult to select a recipient.
- Sandra Barr informed that Shoufa Lin will continue to manage the Mentorship Medal.

7c. FBY book (Sandra Barr)

- Report submitted and distributed prior to meeting.
- Both publishers content with sales.
- Large number of books still available for sale.

7d. Canada Prize (Scott Swinden)

- Report submitted and distributed prior to meeting.
- Sponsorship with deep pockets required.
- No significant progress.
- CFES reserves the trade mark for this award.

7e. Willet G. Miller Medal of the Royal Society of Canada (Scott Swinden)

- Report submitted and distributed prior to meeting.
- Not sufficiently promoted, resulting in lack of nominations.
- Nominations may only be made by members of the Royal Society.
- Through Canada Prize Foundation CFES was approached to support re-invigoration of the Miller Medal, which led to involvement of and donation by CFES.
- Idea to have compilation of all Earth Sciences medal awards on CFES website under “Awards”.
- **Action:** Board to further discuss suggestion to compile all Earth Sciences medal awards in Canada on CFES “Awards” webpage.

7f. CCCESD (Stephen Johnston)

- Report on university enrollments in earth sciences produced annually by Rob Raeside was submitted and distributed prior to meeting.
- Main observations:
 - Overall numbers of students declined
 - Number of graduations increased
 - Number of PhD steady
 - Drop in number of staff, likely due to budget cuts and decreased number of retirements
- AGI exit survey resulted in limited number of responses from Canadian graduates, partly due to ethics issues by some departments. Challenging to keep this going, but very important data. Sandra Barr urged that CCCESD continue to push for the success of this initiative.

7g. Report on Foundation Project for CFES/FCST 2017 spring meeting (Jeffrey Packard)

- Report submitted and distributed prior to meeting.
- Arose from outreach initiative from Geoscience Canada 2010.
- Sandra Barr had asked Jeffrey Packard for this report because this project has not been sufficiently known within CFES. Has bearing on website discussion.

7h. 2016 Grant Application for CGF Funding (Jeffrey Packard)

- Report submitted and distributed prior to meeting for background information.

8. Geoscientists Canada (Ollie Bonham)

- PowerPoint slide deck provided at meeting.
- Highlights of presentation include:
 - Over 14,000 registrations across Canada (not including GITs)
 - Number of practicing geoscientists has slightly dropped or leveled off over last 3-4 years in large associations but still rising in smaller associations
 - Currently only about 20% females, but 37% in training (compared to ca. 45% registered students)
 - “Your Career and Public Reporting - the QP short course for students”; one-day course, origination from security commission of CIM; available on non-cost basis; designed as an awareness course for commercial geoscience career opportunities (environmental sciences currently not included); delivered on campus by local association
 - National booklet on Geoscience in Training (GIT) program; early awareness piece for student; expected to be available by June
 - Standard documents on “Geoscience Knowledge and Experience Requirements”; being reviewed for revisions
 - “Competency Profile for Professional Geoscientists at Entry to Practice”; funding expected to build competency indicators
 - Involved in IUGS task group on global geoscience professionalism
 - Increased emphasis on geoethics; role and responsibility of geoscientists, responsibilities to society
 - Involvement in RFG2018
 - Open invitation to annual board meeting and AGM in Yellowknife in June
- Iain Samson asked how much diversity there is in the knowledge requirements between associations? - Ollie Bonham responded that the principals are the same but based on jurisdictional (rather than national) requirements.

9. Geoscience for Society (G4S) brochure (Scott Swinden)

- Report submitted and distributed prior to meeting.

- CFES partnering with Geoscientists Canada
- Speaks to importance of Geoscience for Society, reflecting Canadian context
- Intended for general, non-scientific audience
- Graphic-rich
- CGF grant for \$10k received last year for project, largely to hire geoscience writer
- First draft mid-March, resulting in lots of comments and discussion from committee
- Second draft received this week - to be reviewed
- Plan is to share a close to final draft with member societies by this summer
- Intention is to have final brochure available for RFG2018; on schedule
- Title of brochure (G4S) is not final
- Designed to be stand-alone brochure (electronic and hard-copy)

10. Communications; CFES website (Sarina Cotroneo)

- Report submitted and distributed prior to meeting.
- Slideshow presentation on CFES website:
 - Extensive changes and updates both on English and French sides of website; including News and Announcements
 - Emphasis on more blogs and geoscientist feature profiles by members
 - Focus on more unique CFES content
 - French website big undertaking last year (all translated except News and Announcements because these are rapidly changing)
 - Emphasis to engage more with Francophone geoscientists
 - Social media engagement working well through Facebook (lots of followers, about half from Canada and other half from all over the world)
 - >30k Twitter impressions; great way to reach not only public but also politicians
 - Most blogs are on popular geoscience news; emphasis needed on more CFES specific content
 - Online engagement ideas: prioritization of blog posts; web advertising to rise on Google searches; polls on website and through Twitter; themed contests (e.g. photo)
 - Member societies want more media engagement; idea of experts on-call
- Discussion on concept of position statements of member societies on key issues for Canadians, co-ordinated and presented by CFES.
- Sarina Cotroneo asked for more photos for website; as well as information for events, scholarships and award deadlines.
- **Action: Sarina Cotroneo to provide cost estimates for Google advertisement.**
- Nicholas Vlachopoulos suggested communiqués by member societies as way of effective information sharing (e.g. member society newsletters); explicit information what CFES does for each member (which then can be used by member societies to pass on to members); possibility of member societies providing brief presentations at annual CFES council meetings.
- Andrew McDonald commented that creating own blogs is great but whether we could also link to existing blogs? - Requires permission (except from member societies). Focus on Geoscientists Canada.
- Graham Young pointed out importance to maintain blogging frequency (e.g. weekly) of internal, originally created materials.
- Chris Burn commented that blogs ideally originate from comprehensive experts; he suggested targeting recently retired professionals who may best have the time, expertise and ability to provide blog material.

11. Member society liaison (Graziella Grech)

- Report submitted and distributed prior to meeting.
- Slide deck with member organizations questionnaire results distributed prior to meeting.
- Highlights of survey results presentation:
 - Objectives: ways to communicate more effective, prioritization of strategies, challenges facing CFES communications, and feedback to help guide future planning

- Responses from 14 out of 15 member organizations (although it is not known if there was one or more response per member organization as responses were anonymous and the survey was sent to member society representatives and others who asked to be copied).
- Website considered most important tool for communications, followed by blog
- Additional suggested communication tools: e.g. quarterly newsletters, list server
- Engagement with main-stream media; to be further discussed with SMCC (see below)
- Strategic priorities: 1. branding exercise of CFES; 2. Canvassing strategy to better engage member organizations
- Main challenge: lack of understanding and awareness of CFES
- Discussion on how we can improve communication with member organizations? CFES attendance and presentation at member organization meetings (e.g. CIM annual meeting next weekend); conference booth would be expensive and requires personnel, pull-out poster and/or brochure could be provided instead to put up at events (great visibility at low cost).
- Two different levels of communications with member organizations: 1. Executive, and 2. Members, each requiring separate communication strategies and tools.
- Ollie Bonham suggested a one-page communiqué summarizing main decisions and action items (executive summary) promptly provided after meetings and teleconferences to member organizations as effective communication tool.
- More than one annual and/or specifically themed council meetings (could be teleconferences) that would involve experts from member organizations; dates to be set well ahead.
- Chris Burn advised that teleconference works well for business decisions/discussion and to introduce issues, but not so well to deal with critical issues, the latter requiring face-to-face interactions. Graziella Grech and Iain Samson commented that Skype, WebEx or similar could provide that at some level. Ollie Bonham informed that Geoscientists Canada has been using GoToMeeting, which is a great platform for the entire organization (including its member organizations) to cover all aspects of communication at moderate annual cost.
- **Action: CFES Board to evaluate use of GoToMeeting as new and main communication/meeting tool.**
- Benefit of announcing dates of more focused/themed meeting well in advanced, while meeting themes may require more time and thought to be determined.
- Sandra Barr pointed out that it has been challenging for CFES to interact with CSPG. John responded that themed meetings and discussions are great idea and easiest way to engage member organization.
- Nicholas Vlachopoulos suggested that representatives of member societies could form working groups/sub-committees based on priority themes.
- Ways to avoid meeting, event and conference scheduling conflicts: seasonal/climatic reasons; possibility to piggy-back on larger conferences.
- Ideas for additional website materials: more member-society specific content; newsletters/announcements; links to member organization sites (e.g. Geolog from GAC; publications of broad interest)
- Traditional newsletters require significant time and commitment to produce, whereas announcements, news feeds and list servers are more manageable and effective tools
- Graziella Grech informed that communications with member organizations have much improved over past year; requests sent out by CFES receive frequent responses; level of information from member organizations to be improved.
- **Action: CFES to encourage member organizations to add information about CFES and links to the CFES website to their websites.**

12. Annual General Meeting (includes election of officers)

- Report separate meeting minutes.

Iain Samson, the new CFES President, called the meeting back to order after a short lunch break.

13. Outreach and EdGeo (Lesley Hymers)

- Report submitted and distributed prior to meeting.
- Slide deck presentation on Canadian Geoscience Education Network (CGEN) provided at meeting
- Highlights of presentation:
 - CGEN is educational arm of CFES, with EdGEO being the main program, funded by CGF grant and funding from funding from CFES/CGEN and CSEG
 - Nine professional development workshops have been delivered in 5 provinces in 2016
 - CGF provided a multi-year grant in support of development and maintenance; focus on website updates (e.g. Earth Science Careers website - focus on update and streamline content)
 - Intent is to have updated and fully functional website available for RFG2018
 - Social Media Campaign; development of final communication strategy; important to engage membership and attract new members, particularly youth
 - CGEN workshop and AGM on May 13 before GAC-MAC at Queens University, including field trip
 - Special projects: “Geoscience Aware Challenge” (Girl Guides of Canada earth science workbook and badge)
 - RFG2018: CGEN members are actively involved in planning and are participating in the Education, Outreach and Young Leaders committee
 - “Geoscientists in Canadian National Parks” (brought to CFES by Tony Berger based on GeoCORP model, which has sustained funding): opportunities for geoscientists to contribute to Parks Canada programming; significant progress has been made, largely thanks to Fred Sheppard, on candidate parks and a possible pilot project
- Challenge to find out for CGEN what other member organizations are doing for education and outreach

14. Partnership Group for Science and Engineering (PAGSE); PAGSE-CFES communication/interaction (Maria DeRosa (PAGSE Chair) and Chris Burn (CFES rep))

- Organization of the Royal Society, to provide the society with expert advice and position statements on science and research in Canada
- Main role is outreach to parliamentarians, informing about exciting science research in Canada, not lobbying.
- “Bacon & Eggheads” has been a successful venue: presentation by excellent science researchers to parliament.
- Always looking for nominations for amazing speakers who are doing exciting work; relevant, timely research delivered by an excellent communicator (think TED, Quirks and Quarks).
- Science pages: short thematic science communications (none current).
- Pre-budget consultation document: representing Science and Engineering to pre-budget science committee with united-voice proposition; high-impact briefing opportunity but challenging time-frame for consultation in summer (call for input in June).
- Lots of opportunities with new government for consultations (e.g. climate change).
- Maria DeRosa asked how can PAGSE better connect with and represent CFES?
- Chris Burn suggested that CFES could gather 2 to 3 priority statements from member organizations ahead of time, which will then allow PAGSE to choose from these statements depending on core issue.
- In past regular off-the-record meetings with senior scientists (e.g. head of NSERC).
- PAGSE not aimed to address specific issues of member societies but to advocate for broad science issues.
- PAGSE is a friend and non-financial supporter of the Canadian Science Policy Conference.

15. Science Media Centre of Canada (Jim Handman, Acting Executive Director)

- Presentation provided at meeting.
- Highlights of presentation:
 - Concentrating on training scientists in communication

- SMCs worldwide, Canada joined in 2010, bringing together leading science communicators
- Initial funding from universities in Canada and seed-funding from NSERC as well as a donation from CFES
- Vision, mission, goals: Increased public engagement in science
- Paper/post media and newsrooms are dramatically shrinking; journalism is under siege: fewer journalists doing more repackaging and repurposing and have to cover all aspects of journalism
- SMCC targets over-worked general assignment reporters; almost no special science reporters left in Canada. Not because science has diminished, quite the opposite, but knowledgeable journalists with science degrees have disappeared
- SMCC offers a variety of services to journalists and scientists: heads-up (weekly newsletter by SMCC providing advance knowledge to subscribing journalists on upcoming science priorities and news stories); expert comments (especially on controversial issues); backgrounders (e.g. fracking, health impacts on climate change); online media briefings (webinars; e.g. for Environment Canada); rapid response media enquiries (24/7); science notes commissioned by Federal Government (e.g. why science matters, evidence based decision making); and training courses/boot camps with organizations including governments
- Engaging with media: Canadians trust scientists (70%, compared to 40% journalists or 10% politicians), address issues facing society, increased coverage resulting in increased support, new ideas etc
- What makes a good story? Really cool or really relevant (e.g. climate change, astronomy, dinosaurs, animal sex); currently in the news/timely. Relevance - why would I care?
- Important to know your audience; relationship building with reporters and media
- Important to know your story and to communicate it succinctly (rule of 3)
- Importance of media to be available for follow-ups
- Sandra Barr commented that Earth Science needs help to be better understood by public. How can SMCC help CFES? - Through case-specific science communication training by SMCC to CFES.
- Scott Swinden commented that how to communicate good stories is important, but how to deal with problematic science issues and stories seems difficult.
- Nicholas Vlachopoulos asked how well SMCC is connected or coordinated with media relations offices of corporations or organizations (including universities) across Canada? Is SMCC mostly a pull or a push organization? - Both; pull from universities and push to media.
- Scott Swinden suggested CFES can provide SMCC through member organizations with contacts for geoscience experts, and possibly access SMCC to better respond to “bad science” stories.

16. Open discussion (Iain Samson)

16.1 Membership organization questionnaire (cont'd. discussion)

- Strategic priorities:
- Branding exercise to ensure that CFES is recognized as an independent, expert voice for Earth Science in Canada and is sought out for input by governments and the general public on matters of interest to the Earth Science community.
- Develop a better coordinating strategy to regularly canvass member organizations on their important issues.
- CFES to establish protocols based on which decisions can be made by Board involving member organizations.
- Idea of CFES proposing and facilitating a RFG2018 session themed “one geoscience voice” to promote coordinated geoscience communication in Canada and elsewhere in the world (with participation of CFES member societies and similar organizations in other countries).
- **Action:** Board to discuss RFG2018 session proposal idea further. Scott to initiate and lead this discussion.

17. Other business (Iain Samson)

17.1 Climate change survey (proposed by Bill Mercer)

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- Canadian Geoscientists and Climate Change: proposal for survey submitted by Bill Mercer prior to meeting.
 - Core question: what do earth scientists in Canada think about the climate change issue?
 - Proposed that CFES coordinate such survey.
 - Scott Swinden cautions that only science-related questions should be put forward to earth science community (rather than question about e.g. carbon tax outside of earth science expertise), or else it becomes simply an opinion survey.
 - Chris Burn remarked that the definition of the precise type of questions is critical to determine the role that earth scientists play in this discussion.
 - Sam Kelley advised of the importance to include age and education factors in survey, as environmental science and climate change have only been part of younger generations' curriculum.
 - Chris Burn commented that if CFES engages in this topic then it is important that statistically meaningful number and representation of responses is met. Survey has to tell something comprehensive and authoritative, based on representative sample.
 - Sandra Barr suggested reviewing Andrew Miall's climate change survey from 2011.
 - Christian Bohm asked if PAGSE have a position statement on climate change? - CFES could approach PAGSE with request for this. Chris Burn offered to be available for any further discussions on this issue.
 - **Action: Climate change survey proposal to be investigated further by Board.**

18. Wrap up and next meeting (Iain Samson)

- Iain Samson will be preparing an executive summary for immediate distribution to member organization representatives.
- Next CFES council meeting and AGM tentatively scheduled for April 20 and 21, 2018.

17. Adjournment

- Lesley Hymers made a motion to adjourn – meeting ended at 4:30 pm EST.



**CFES Council Teleconference
 February 7th, 2018, 3 p.m. Eastern**

Final Minutes of Meeting

The purpose of the meeting was to brief member societies on new developments, to solicit ideas and nominations for these initiatives, and to alert members regarding the CFES 2018 AGM and Council Meeting in Ottawa, April 20-21. No **motions** were proposed.

The following **action items** arose from today's meeting (details pages 2-3):

- Agenda item 2: **CGEN** - need input from member societies; is there a need for a primer?
- Agenda item 3: **CFES blog** – member societies please recruit more bloggers.
- Agenda item 4: **SciEng pages** of PAGSE - members please review at <http://sciengpages.ca>, e.g. the one on wetlands, and contribute ideas and content for a new geoscience 4-pager.
- Agenda item 5: **Media Liaison Director**. CFES invites nominations from member societies and comments on the job description. Please send out the description in today's agenda to your respective memberships along with these minutes.
- Agenda item 6: **AGM and Council Meeting – April 20-21, Ottawa**
 - Save the dates and times! 6 PM Friday through Saturday.
 - Agenda – please send Iain ideas or questions you would like to discuss at that meeting
- Agenda item 7: **International Science Council (ICS)**: CFES member societies are invited to nominate their top scientists as representatives on ICS – Deadline = Monday Feb 12th

Present:

Sandra Barr (CFES Past President)	Lesley Hymers (CGEN)	Dariusz Motazedian (CCCESD)
Charles Beaudry (PDAC)	Charles Jefferson (CFES Secretary)	Michael Parkhill (CANQUA)
Anne Belanger (PDAC)	Daniel Lebel (GSC)	Iain Samson (CFES President)
Christian Bohm (CFES Projects)	Stephen Johnston (CFES International Director)	Nicholas Vlachopoulos (CGS)
Mary Louise Byrne (CAG)	Sam Kelley (CFES Treasurer)	Chris White (AGS)
Sarina Cotroneo (CFES Blog)	Stephen Morison (GAC)	

Regrets:

Diana Allen (CNC-IAH)	Linda Ham (CPTG)
Ollie Bonham (GC)	Andy McDonald (MAC)
John Cody (CSPG)	Ronald E. Newman (CSEG)
Jason Dunning (CIMM)	Paula Piilonen (MAC)
Graziella Grech (President-Elect)	

Opening remarks (Iain Samson).

- Asked if any concerns regarding agenda, any additional items (no motion).
- Added agenda item on ISC (2018 merger of ICSU and ISSC)
- Introduced new Secretary, Charlie Jefferson
- Noted this the first CFES use of GoToMeeting; administered by Sam Kelley.

1. CGEN (Lesley Hymers)

- Brief documentation included in circulated agenda.
- Lesley went through her presentation via sharing her desktop via GoToMeeting.
- Purpose to advertise website, improve outreach, ask for ideas:
 - What would member like to be added to programing
- RFG will be venue for major technology transfer and increase membership
- EdGEO slide summarized status. Putting Earth into Science focuses on geology in geography classes. Working with legacy from RFG, aim to increase member engagement with new ideas.
- Earth Sciences Canada Careers Web Site slide: Because old, from IYPE, ~30 need to be upgraded for current platforms. Reaching out now to get member input before proceeding.
- Slide on Member society outreach support to member societies. Need input from member societies; is there a need for a primer?

2. The CFES blog (Sarina Cotroneo)

- 2017 was a great year. Serena sought out scientists to blog (share) on geoscience issues, fieldwork, current events and careers (their personal experiences and perspectives). These turned out to be very popular (some ~1000 - 2000 hits). Promoted member sites and their contents.
- Our blogs also helped non-specialists understand issues like climate change, drought, mining etc.
- In 2018, we will continue personal blogs but add more geoscience value on current events.
- Great way to engage members, promote member events and content, e.g. workshops, conferences.
- Active parts of web platform include Twitter; Sarina also shares posts, builds content via blogs.
- Iain encourages members to go back to their organizations and recruit more bloggers.

3. PAGSE - SciEng pages (Iain Samson)

- Seeking feed into the Partnership Group for Science and Engineering, thereby providing greater exposure for CFES' earth science members
- PAGSE delivers a series of programs, especially the monthly breakfast meeting known as "bacon and eggheads" during which scientists and engineers inform parliamentarians on recent advances.
- SciEng Pages is a short publication that PAGSE produces for the bacon and eggheads meeting. PAGSE also distributes SciEng Pages more widely through Canadian society.
- CFES would like to sponsor one or more SciEng Pages.
- One idea is to generate content tied to the RFG theme (resources for the future).
- CFES could also do one from the ground up for RFG that could become our own "GeoSci pages" for RFG and subsequently supply it to PAGSE for the Bacon and Eggheads series.
- Iain sent the link in the agenda. CFES invites members to review, e.g. the one on wetlands.
- The Chair of PAGSE is excited that we are interested.
- Iain answered yes to Mike Parkhill that these would be like the 4-pagers in ?-----?.

4. Media Liaison Director (Sandra Barr)

- Given the above activities on CGEN, CFES Blog and PAGSE, it is clear that CFES needs someone to be in charge of such things.
- Last April at the CFES Council meeting Science Media Centre of Canada gave an excellent presentation. We have an opportunity to catch this wave. In the package sent for this meeting is a job description for this new director position for CFES. The new director would be a member of the CFES board and solicit recommendations from our member societies.
- Iain welcomes nominations from and comments by members on the job description. Please send out to your respective memberships along with these minutes
- Members who were unable to log in today are especially encouraged.
- Steve Morison question, discussion with Board and recommendation: obtain media training.
- Sandra concurs but emphasizes the director would need to bring time and enthusiasm.

5. AGM and Council Meeting – April 20-21, Ottawa (Iain Samson)

- Save the dates! 6 PM Friday through Saturday.
- Agenda - think about and propose things you would like to discuss at that meeting.

6. ISC nomination (Stephen Johnston)

- The 2018 merger of ICSU and ISSC has created the International Science Council (ISC).
- CFES members may nominate top scientists for ISC representatives by Monday Feb 12th.
- Nominations go to Iain Samson. CFES submits nominations via IUGS by Feb 18th - short fuse.
- Asking Daniel Lebel as chair of our international group to vet the nominations.
- Criteria: high profile, respected scientist. GAC examples include Fred Longstaffe (past president GAC, Chris Barnes, Jim Franklin, other Logan medalists), but strongly encourage other members of CFES to bring forward their equivalent outstanding geoscientist candidates.
- Travel to an annual face-to-face meeting in Paris is funded by the CFES. A second meeting will use skype or equivalent technology.
- Iain will circulate more information tomorrow (February 8) with these draft minutes.

7. Other Business (Iain)

- Reminder that the CFES AGM and council meeting is set for April 20-21 in Ottawa.
- Book time on April 20 & 21st (Friday 6 PM to Saturday PM)
- Details on venue to follow.

8. Adjournment (Iain)