



The coordinated voice for Canadian Earth Sciences

17th CFES Council Meeting

**Gendron Hall, University of Ottawa
April 15 - 16, 2016**

Executive Summary

The following motions were proposed and accepted:

- Moved by Mike Cherry, seconded by Sandra Barr, that the agenda be approved as distributed.
- Moved by Mary-Louise Byrne, seconded by Sarina Cotroneo, that the minutes of the 16th CFES Council Meeting be accepted as written.

The following action items arose from the meeting:

- Mike Cherry will send digital copies of the unaudited financial statements for 2014 and 2015 to Council members and Directors.
- Scott Swinden will ask Michael Dence to keep him more closely informed of Royal Society of Canada activities with regards to medals relating to earth sciences, so that CFES can in turn be better informed of these medals.
- An ad hoc committee comprising Ollie Bonham and Hendrik Falck from Geoscientists Canada and Scott Swinden and Lesley Hymers from CFES will meet by teleconference to develop an action plan to carry the Geoscience for Canadian Society multimedia booklet project forward. The meeting should be held as quickly as possible so that its results can be discussed at the next CFES Board of Directors meeting.
- Sandra Barr will direct Fleiva Media to discontinue the English side of the old CFES website, which is part of the EarthSciencesCanada.com website, and will inform them that Sarina Cotroneo will be the principal CFES contact.
- The Board of Directors will develop a procedure for managing the Mentorship Medal as part of defining how this and similar activities and projects (e.g., Geoparks, CanGeoRef) will be managed in the future.

17th CFES Council Meeting
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Present:

Council Members

Diana Allen, Canadian National Committee – International Association of Hydrogeologists (April 16 by teleconference)
Charles Beaudry, Prospectors and Developers Association of Canada
Mary-Louise Byrne, Canadian Association of Geographers (also serves as Treasurer and Director of Finance)
Andrè Desrochers, Canadian Council of Chairs of Earth Science Departments
Linda Ham, Committee of Provincial and Territorial Geologists (April 15 by teleconference)
Andrew McDonald, Mineralogical Association of Canada (April 15 and 16 by teleconference)
Bob Mummery, Canadian Association of Petroleum Geologists (April 15 and 16 by teleconference)
Rachel Newrick, Canadian Society of Exploration Geophysicists (April 16 by teleconference)
Michael Parkhill, Canadian Quaternary Association
Nicholas Vlachopoulos, Canadian Geotechnical Society
Chris White, Atlantic Geoscience Society
Graham Young, Geological Association of Canada (April 15 and 16 by teleconference)

Board of Directors

Scott Swinden, President
Sandra Barr, President-elect
Mary-Louise Byrne, Treasurer and Director of Finance
Mike Cherry, Secretary
Anne Belanger, Director at Large
Christian Bohm, Incoming Secretary
Sarina Cotroneo, Director of Communications
Graziella Kirtland Grech, Director of Member Society Liaison
Lesley Hymers, Director of Outreach (CGEN and EdGeo)
Sam Kelley, Incoming Treasurer and Director of Finance
Marie-Claude Williamson, Director of Member Society Liaison

Observers

Ollie Bonham, Geoscientists Canada
Jim Ryan, Resources for Future Generations – Vancouver 2018 (April 15 by teleconference)

Regrets:

Board of Directors

Jason Dunning, Past-president
Stephen Johnston, Director for International Activities
Carolyn Relf, Director for CanGeoRef
Iain Samson, President-elect

Observer

Chris Burn, Partnership Group for Science and Engineering

Minutes of Meeting

1a. Welcome and Introductions

President Swinden welcomed everyone to the meeting. After all participants had introduced themselves, he noted that a quorum of Council Members (10 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

No additions or changes were requested to the proposed agenda, which had been distributed prior to the meeting.

Moved by Mike Cherry, seconded by Sandra Barr, that the agenda be approved as distributed. Motion carried.

1c. Approval of Minutes, 16th CFES Council Meeting, Ottawa, April 10 - 11, 2015

Draft minutes of the 16th Council Meeting, held on April 10 and 11, 2015, had been distributed to the Council and Board of Directors prior to the meeting. No errors or omissions were noted.

Moved by Mary-Louise Byrne, seconded by Sarina Cotroneo, that the minutes of the 16th CFES Council Meeting be accepted as written. Motion carried.

Matters arising from the minutes

1. The Secretary will acquire an update on a possible request to the Goodman School of Mines to purchase copies of Four Billion Years and Counting and report to the next meeting of the Board of Directors. **Not completed. Andy McDonald (MAC) will follow up with the Goodman School of Mines.**
2. The President will speak to Stephen Johnston about the impending change in the status of Geoparks within UNESCO and its implications for Stephen's activities as Director for International Affairs. **Done.**
3. The President will prepare and send a letter to the Board of Directors of the Canada Prize Foundations acknowledging that CFES will honour the obligations of the Canadian Geoscience Council to the Canada Prize Foundations. **Done. CFES has been appointed a corporate member of the Canada Prize Foundations and Scott Swinden has been appointed as a Director of the Foundations. CFES is waiting for an invoice from the Foundations so that the \$1,000 donation committed by CFES in 2015 can be transferred to them.**
4. CFES will approach PAGSE to ascertain what of its information can be posted on the CFES website. **Not done; however, a link to the PAGSE website was added to the CFES website.**
5. The Treasurer will seek advice from the CFES investment advisor about the advisability of investing some of the society's funds and what options there are for such investment. **Carried forward.**

6. The President will advise Jim Ryan of Council's concerns about the urgency of appointing a new Chair for the Local Organizing Committee for IUGS – Vancouver 2018 and about the lack of female members on the LOC. **Done. See Agenda item 5.**
7. The President-elect will inform Rob Fensome and Patrick Murphy (Nimbus Publishing) of the discussion at Council about subsidizing the price of the second printing of Four Billion Years and Counting. **Done. See Agenda item 10.**
8. Council members will review the new CFES website and send corrections and suggestions for improvement to the Director of Communications. **No corrections or suggestions were submitted by Council members.**
9. The Director of Communications will contact WiX to inquire about possible security for the new CFES website and about paying the hosting fee annually rather than monthly. **Done. CFES is billed by WiX on a monthly basis, but pays once annually.**
10. The Secretary and the Director of Communications will compile a succinct summary of the meeting for distribution by e-mail to member societies. **Not done.**
11. The Board of Directors will speak to Carolyn Relf about an apparent inefficiency in data acquisition for CanGeoRef. **Not done.**
12. The Board of Directors will discuss changes to the Mentorship Medal program with Shoufa Lin. **Done. Changes were made that this year attracted nominations from a broader range of member societies. See Agenda item 17.**

2. President's Report

The President's Report for 2015-16 was distributed in advance of the meeting. President Swinden spoke briefly to highlights of activities in the past year, including:

- Reorganization and expansion of the Board of Directors has been completed, with several new Directors appointed during the year and several more to be appointed during the 2016 Annual General Meeting.
- The Board of Directors has transitioned from activity focused on recovery from its near-collapse in 2012 to activities focused on meeting the objectives of the strategic plan and the member societies.
- This improvement in effectiveness has resulted in CSPG and PDAC, the two largest earth science societies in Canada, rejoining CFES.
- The dues structure was reorganized. This reorganization meant that larger societies were more accepting of their dues, but that revenues from dues were substantially reduced. Revenues are sufficient for day-to-day operations at current levels, but other funds will be required for special projects.
- A significant effort was made to improve and increase communications with member societies, including the appointment of two new Directors of Member Society Liaison. More work is required to generate more communications from the societies to CFES.
- CFES continues to be active in the planning for the Resources for Future Generations conference and in the printing and sales of the Four Billion Years and Counting book.

President Swinden closed his remarks by stating his belief that CFES is an important contributor to the Canadian earth sciences community, and by thanking Council members and Directors for their help and contributions. He especially thanked Mary-Louise Byrne, Carolyn Relf and Jason Dunning for their years of service to CFES.

Bob Mummery (CSPG) thanked Scott for his efforts to get the major, industry-related societies back into CFES.

3. Financial Report and Budget

Mary-Louise Byrne explained that it has been necessary to rebuild the Federation's financial records from scratch in order to bring them to acceptable accounting standards. She began this work in 2012. In 2015, the Federation's accountants completed a review engagement for all the financial records up to the year ending March 31, 2013. The books have now been brought up to date, with completion of review engagements for the years ending March 31, 2014 and March 31, 2015.

New federal regulations for not-for-profit organizations require that either an audit or a review engagement be undertaken annually. An audit is required if annual revenues of the organization are more than \$250,000. A review engagement provides CFES with essentially the same information as an audit, but at a significantly lower cost, as the accountants do not review files and records to the same extent when undertaking a review engagement. CFES's annual revenues are appropriate for a review engagement rather than a more thorough, and more expensive, audit.

Mary-Louise then spoke to the 2014 and 2015 unaudited financial statements, explaining details of assets and liabilities, revenues and expenditures, and annual cash flows.

Action: The Secretary will send digital copies of the unaudited financial statements for 2014 and 2015 to Council members and Directors.

Mary-Louise then presented the 2016 budget reconciliation and proposed budget for 2016-17, which had been distributed before the meeting. She pointed out that the annual dues pay for normal operating costs, such as travel, meetings, office, insurance, website, etc., and that expenses related to projects, like Geoparks or CanGeoRef, are covered by grants and other sources. CFES is operating on a break-even basis, with the current level of activity sustainable provided that all members pay their dues. Any increase in activity will require identification of other sources of funding.

Discussion indicated that the proposed 2017 budget for the website was insufficient for anticipated expenses, which will include translation services to create a French site in addition to the usual costs of hosting fees and updates. Mary-Louise thought that it would be possible to double this, to \$5,000.

Council members congratulated and thanked Mary-Louise for the work she has done on the financial records.

4. Canada Prize and Miller Medal

This item was included on the agenda for the information of Council members. Written reports on both the Canada Prize and the Miller Medal were distributed prior to the meeting.

President Swinden summarized the history of the Canada Prize, which was intended to be a prestigious award for earth sciences of the stature of the Nobel Prize, and of CFES's involvement in work toward it. CFES's predecessor, the Canadian Geoscience Council, was intimately involved in earlier activities toward the establishment of the Prize. In 2015-16, CFES became a corporate member of the Foundations

and President Swinden was appointed a director of the Foundations. The Foundations are again trying to raise the funding necessary to underpin the award.

The Willett Miller Medal is one of seven medals offered by the Royal Society of Canada. The Royal Society had decided to stop awarding the medal because of a lack of nominations but has recently reversed that decision and is again offering it, with a broadened scope to include earth, atmospheric and environmental sciences – a broad spectrum of earth systems science. It is likely to be awarded in 2016-17.

Action: Scott Swinden will ask Michael Dence to keep him more closely informed of Royal Society activities with regards to medals relating to earth sciences, so that CFES can in turn be better informed of these medals.

5. Resources for Future Generations – Vancouver 2018

CFES is a sponsoring organization and a signatory to the Memorandum of Understanding governing the planning and delivery of the Resources for Future Generations conference to be held in Vancouver in 2018. Jim Ryan, CFES's representative on the Local Organizing Committee, provided an update on preparations for the conference. Jim addressed the meeting by teleconference, speaking to a PowerPoint presentation.

Highlights of Jim's report include:

- The conference will be the first in a series of IUGS conferences with the theme of Resourcing Future Generations. The focus of the inaugural Vancouver conference will be finding and delivering energy, minerals and water resources in an environmentally sound manner for future generations.
- A comprehensive website is now operative, at rfg2018.org. Other promotional materials have also been created and are being widely distributed. Opportunities to promote the meeting internationally are being identified and pursued.
- Committees for all aspects of the conference have been established and are functioning well. The number of organizations involved in the conference continues to grow; participation by a large number of international organizations is anticipated.
- Program themes and subthemes have been defined and are being developed.
- The Organizing Committee is hoping that the federal Minister of Natural Resources will agree to be the Patron of the conference, which would make it more attractive to geological surveys around the world.
- Planning is being done for a four-day conference, to be preceded and followed by short courses and field trips. Planning has been done at a conservative level of 3,500 – 4,000 participants, with some thought that attendance might be as much as 7,000. Organizers are hoping for 2,200 – 3,500 abstract submissions, resulting in 1,500 – 2,200 oral presentations and 800 – 1,200 posters. A trade show of 100 – 300 booths is anticipated.

In response to a question about cost of registration, Jim indicated that the following fees were agreed upon in the MOU: \$695 for an early registration (\$795 for late registration) for a member presenter or chair; \$895 for early registration (\$995 for late) for a non-member presenter or chair, \$895 for an early (\$995 for late) non-member delegate; \$375 for one-day registration for non-authors; \$175 for student, retired and unemployed registrants; \$75 for guests and \$35 for trade show visitors.

Several people in the meeting commented positively on the effectiveness and leadership of John Thompson in the planning for the conference.

The suggestion was made that the conference would benefit from involving UNESCO. In response, Ollie Bonham commented that an International Advisory Committee is being developed for the conference that would comprise people who would be ambassadors for the conference around the world into their various scientific, industrial and other communities and also sources of keynote speakers and other contributions to the conference. UNESCO will be contacted about participation in this committee.

Daniel Lebel expressed support for the conference on behalf of the Geological Survey of Canada, and urged all Canadian geoscience societies to support it, as a rare IUGS event in Canada. The GSC is interested in linking to and promoting the conference as part of its 175th anniversary celebrations.

Jim encouraged CFES members to send him suggestions and thoughts about how to enhance further planning for the meeting.

6. Geology and Society – Collaboration with Geoscientists Canada

President Swinden introduced this agenda item by informing Council that Geoscientists Canada had recently approached CFES about participating in the production of a Canadian booklet on Geology and Society. He then asked Ollie Bonham, Executive Director of Geoscientists Canada, to provide more background to inform a discussion with Council about potential CFES participation.

Ollie began by describing the parallels between CFES and Geoscientists Canada – both are umbrella organizations composed of member societies across Canada and have similar national roles. Because of this similarity in roles, Geoscientists Canada decided to approach CFES about jointly producing a Geology and Society booklet when the idea first arose in its meetings.

Geology and Society pamphlets have been produced by the AGI in the U.S. and by the Geological Society of London in the U.K. Both are colour pamphlets, with the Geological Society publication also available as a series of web pages. They are designed for a public audience, and are written in apolitical, simple language about geoscience and its service to society. Target audiences include politicians, policy developers, and others both within and outside science. The American and British examples differ in that the American one comprises more illustrations than the British, which has more text and is written more as a policy paper.

Geoscientists Canada approached CFES about partnering in the project in March 2016. The CFES Board of Directors enthusiastically endorsed the idea, and agreed to collaborate with Geoscientists Canada in applying to the Canadian Geological Foundation for a \$10,000 grant that would pay, in part, for the direct costs of publishing the booklet. Geoscientists Canada has agreed to provide an additional \$5,000: CFES has not as yet made any financial commitment. More critical than the funds will be the “sweat equity” that will be required to complete the project. There is a sense in Geoscientists Canada that it would be worthwhile to have such a booklet for Canada: more recently, there has been a feeling that it would be worthwhile to have such a booklet available in Canada for the Resources for Future Generations conference.

Discussion identified several concerns about the project and CFES’s participation in it, including defining the strategic purpose of such a booklet, content and distribution, whether it should be hard copy

or web-based and interactive, and whether or not there should be a specific target audience. Another concern was the time that might be required for the project (e.g., Four Billion Years and Counting was completed over a period of ten years). There was, however, general enthusiasm for and endorsement of the project, and the meeting agreed to establish an ad hoc committee of representatives from CFES and Geoscientists Canada to refine the concept of the booklet. It further agreed that the two organizations would continue to work on the project regardless of the funding decision by the Canadian Geological Foundation.

Action: An ad hoc committee comprising Ollie Bonham and Hendrik Falck from Geoscientists Canada and Scott Swinden and Lesley Hymers from CFES will meet by teleconference to develop an action plan to carry the project forward. The meeting should be held as quickly as possible so that its results can be discussed at the next CFES Board of Directors meeting.

7. Communications – Engaging Mainstream Media

Sarina Cotroneo reviewed activities in the past year to develop a significant presence on social media, to engage mainstream media and to improve and broaden the Federation’s website. Her Power Point-based presentation included the following:

- CFES is now active on both Facebook and Twitter. Uptake has been much slower on Facebook than on Twitter. Sarina has found that activity on Facebook typically increases when she posts a new blog, and that having Facebook visitors share or like a blogpost brings people to the CFES website. Twitter has been more active: CFES has approximately the same number of followers on Twitter as similar organizations in Canada. Blogs have proved to be very successful in attracting people to the CFES website, and Sarina encouraged Council to send to her posts and names of people who might submit a blog.
- A second long term communications initiative is to establish better linkages with mainstream media. Interaction with the Science Media Centre of Canada is an effective way to do this. Sarina has established contact with SMCC, and will continue to work with them to identify opportunities to engage the media. One possibility is to hold webinars for journalists. These would focus on issues that have current importance for journalists, would be advertised to them by SMCC, and would be delivered by CFES’s member societies (presented to media as “this is the issue, this is why it is important, and these are the experts who will explain it to you”). Webinars can be live, and can also be recorded and made available on-line.
- Work is continuing to improve the website and to add content to it, and Sarina encouraged Council and Directors to send corrections and suggestions for improvements to her. In the long term, a decision will be required about whether or not to continue the EarthSciencesCanada.com website, as it competes with the CFES site and has significant ongoing associated costs. This decision will require careful consideration, as that website has a long history of development and still hosts a lot of important content. Discussion revealed that the old CFES website is still available on the EarthSciencesCanada site, and the decision was made to direct Fleiva Media, which maintains that site, to discontinue the CFES site. At the same time, Fleiva Media will be informed that Sarina will replace Sandra Barr as the principal CFES contact.
- Sarina proposed developing a series of brief “geoscientist profile” blogs that would illustrate the great diversity of careers within the geosciences, explain that diversity and its opportunities to the public, and attract more people to the website.
- The most important communications goal for the coming year is to complete the French website. This will entail translation costs, estimated to be in the order of \$1,200. There will be an additional cost, in the order of \$300, for editing and proofreading of the translated text. Decisions will be required about

whether all documents on the English website must be translated (e.g., minutes and background documents of Board and Council meetings, by-laws, citations for awards, etc.). Sarina indicated that the French website could be operating within a few weeks of receipt of the edited translations. Ollie Bonham, Lesley Hymers and Christian Bohm offered to provide names of translators to Sarina.

In response to a question about website and blog statistics, Sarina informed the meeting that much of the data are tracked through Facebook. The last two blogposts have each had about 1,000 views on Facebook. Tracking on Twitter is available for a fee, but has not been purchased. Sarina questioned the value of buying this service, and suggested that the Facebook data are sufficient for CFES's needs.

Action: Sandra Barr will direct Fleiva Media to discontinue the English side of the old CFES website, which is part of the EarthSciencesCanada.ca website, and will inform them that Sarina Cotroneo will be the principal CFES contact.

8. Geoscientists Canada

Ollie Bonham provided an overview of Geoscientists Canada and its recent activities. Of particular interest to CFES were the following:

- Geoscientists Canada currently has approximately 10,000 registrants (some individuals may be registered in more than one member organization) in 9 member organizations, and there are approximately 3,000 geoscientists-in-training (most of whom will be registered in only one organization).
- Geoscientists Canada has restructured its board and governance environment. The board has been reduced in number, with the objective of producing a smaller and more engaged group. The new board is working to develop a two-way communication with its member organizations, similar to the communications efforts underway in CFES.
- Geoscience has been designated as a targeted occupation in the national initiative on foreign credential recognition, being delivered by the forum of labour market ministers. Regulated environments for such occupations are quite structured and Geoscientists Canada is working to minimize possible difficulties for geoscientists. Geoscientists Canada will be eligible to apply for federal funding for some of its work because of this designation.
- National guidelines for geoscientist-in-training programs are being finalized. This is intended to provide mobility for geoscientists-in-training who might move from one jurisdiction to another.
- Managing Transition: Before, During and After Leave, which comprises guidelines for employers on dealing with leaves from work, has been released. This is the first combined initiative of Geoscientists Canada and Engineers Canada.
- A one-day workshop is being developed for senior undergraduate and graduate students about public reporting of geoscience activities. It will include oil and gas reporting, minerals reporting and securities.

Ollie was asked if Geoscientists Canada is considering on-line delivery of the workshop on public reporting or of its other training and professional educational products. In response, Ollie emphasized that the public reporting workshop is a general awareness workshop and not a training event. He suggested that, once it had been refined through experience, it could migrate to an on-line delivery. He also indicated that on-line delivery could be developed for many other similar workshops and training.

9. CFES International

Stephen Johnston, Director of International Activities, was unable to participate in the meeting, but did submit a written report that was distributed before the meeting. In his absence, President Swinden summarized that report.

Council had no questions or comments for Stephen.

10. Four Billion Years and Counting Book

Sandra Barr summarized her written report, which was distributed before the meeting:

- Both the English and French editions of the book have been sold out, and both are being reprinted. The English reprint will be available in June: the French is already available. CFES has made a contribution to the cost of reprinting of the English volume, which will allow sale of the book at the same price as the first printing.
- The book's editors are hopeful that the books could have more impact outside the geoscience community. CFES should explore ways to accomplish this, in particular looking for ways to introduce the books to mainstream media.
- Sandra inherited the responsibility for interacting with the editors from the CFES executive director when that position was abolished. The CFES Board of Directors should now consider reassigning the responsibility for monitoring the books to another Director.

In the discussion that followed Sandra's presentation, it was suggested that one way of broadening the books' impact would be to look for ways to nominate them for awards in the mainstream media.

11. Partnership Group for Science and Engineering

Chris Burn was unable to participate in the meeting. In his absence, Sandra Barr reported on PAGSE.

CFES is one of twenty-four members of PAGSE. Chris Burn has been CFES's representative on PAGSE for some years. PAGSE has three principal activities: (1) Bacon and Egghead breakfasts for parliamentarians, (2) Science Pages, which are prepared for the breakfasts and are also available on the PAGSE and SMCC websites, and (3) an annual submission to the Finance Committee as a contribution to the preparation of the federal budget.

Chris advised Sandra in a recent conversation that he considered PAGSE to be operating well and being quite effective, and that CFES should continue to support it. President Swinden commented that CFES is one of PAGSE's largest members, and has influence commensurate with its size. PAGSE provides what is probably CFES's only mechanism to feed into the political process, making its membership in PAGSE very appropriate.

12. Annual General Meeting

The Annual General Meeting of the Canadian Federation of Earth Sciences is held as part of the annual Council meeting. Minutes of the 2016 AGM are available on the CFES website (<http://cfes-fest.ca>).

13. Approaching New Society Members and Revitalizing CFES among its Current Membership

This discussion was led by Marie-Claude Williamson and Graziella Grech, Directors for Member Society Liaison. Graziella opened the discussion by asking Council for suggestions on how to achieve a higher level of engagement between CFES and its member societies, how to better represent issues in areas of concern to member societies, how to increase the visibility and impact of CFES for the benefit of member societies and for Canadian geoscientists in general, and how to recruit new member societies.

To stimulate discussion, Graziella and Marie-Claude offered five strategies for achieving these objectives:

- Regular exchange of e-mails with each member society representative is beneficial, but would be better if the exchanges were two-way, and not always initiated by CFES.
- Having an engaged member society representative is key to success.
- It will be important to raise awareness of CFES in students and early-career geoscientists.
- It will be important to be inclusive of Francophone geoscientists.
- Regular interaction between the Board of Directors and Council is important, and may require more than the current one annual face-to-face meeting.

The short presentations by Graziella and Marie-Claude, who spoke to a PowerPoint presentation that expanded on the first four of the five strategies, engendered an animated and wide-ranging discussion of communication issues and possible strategies to address them. Among the ideas brought forward were:

- CFES must find a way to raise awareness of its existence and activities by the members of its member societies. Several participants commented that there is still a very limited knowledge of CFES within their organizations, and that increasing that awareness is key to CFES's success. Suggestions for accomplishing this included having CFES displays and/or booths at the annual meetings of member societies, and making regular contributions to newsletters of societies. The latter could take the form of brief notices about CFES activities (i.e., the Mentorship Medal, Four Billion Years, Geoparks, RFG 2018) that could be issued on a regular (e.g., monthly) schedule and whose publication would maintain an increased visibility in member societies for CFES. It was noted that similar communications issues appear common to other umbrella organizations like CFES, and that their experiences and strategies could inform CFES efforts.
- Presentations by CFES Officers to both the general membership and executives of member societies can be very effective in raising awareness. These could be delivered in person, or could be recorded or delivered by Skype. CFES should seek opportunities for live presentations when the President or another officer is travelling, which would minimize travel costs to CFES.
- The website and its associated social media activities are a very important part of the effort to raise awareness of CFES, both within and outside member societies, and are also particularly important for attracting students and early-career geoscientists, who are more comfortable with social media. Blog posts, career profiles and similar activities on social media will also draw more visitors to the website.
- A calendar on the website of geoscience awards issued by CFES member societies would be very effective in attracting students and raising awareness of CFES.
- How CFES serves its societies remains poorly understood and clarification is required to move forward.
- Meetings of Council are vital to improving communication within Council and between Council and the Board. It is important that as many Council members as possible attend the annual meeting, and opportunities/reasons should be identified for one or two teleconferences annually.

14. Outreach and EdGeo

Lesley Hymers provided an update on recent activities by the Canadian Geoscience Educational Network (CGEN). The update included:

- EdGeo is CGEN's longstanding keystone program. It provides funding and expertise for geoscience education programs for teachers. In 2015-16, EdGeo delivered 8 workshops in 5 provinces to 300 teachers, at a cost of \$15,000.
- CGEN's website is very important to delivery of its programs and activities. Much of the focus of resources dedicated to the website in the past year was for its maintenance.
- CGEN holds its annual meeting in conjunction with the annual GAC-MAC meeting. It has become customary to hold a teacher development workshop as part of the CGEN annual meeting, so that those attending the annual meeting can assist and participate in the workshop. This tradition will be continued in Whitehorse in May.
- CGEN has planned a half-day workshop to explore whether it is providing its clients with what they need and to identify ways to improve communication with its clients. The results of this workshop will inform CGEN's communications plan, and will contribute to the development of an action plan for communications.
- CGEN is working to expand its presence on social media (Twitter, Facebook, LinkedIn). This will be a major project next year.

Charles Beaudry commented on the complementary nature of CGEN's activities and the PDAC's Mining Matters initiative, as an example of the how CFES serves its member societies.

15. CanGeoRef

Carolyn Relf was unable to participate in the meeting. A written report was submitted after the meeting, and is included in the supplementary documents to these minutes.

16. Geoparks

Godfrey Nowlan provided an update on Geoparks by teleconference. He briefly reviewed the history of Geoparks, which are now an official UNESCO program, and also reviewed efforts to establish Geoparks in Canada. The recent focus of the Canadian National Committee (CNC) for Geoparks in the past year has been on:

- Preparing a Code of Conduct and Conflict of Interest document for the committee.
- Refining the process for recognizing aspiring geoparks.
- Discussing change resulting from the establishment of the UNESCO Global Geoparks program.
- Renewing the Committee.

An important current issue for the Committee is its relationship with the Canadian Commission for UNESCO (CCUNESCO), which failed in autumn 2015 to submit a letter of support for the proposed Gaspé Geopark in time for its approval by UNESCO. A working group has been formed of representatives of the CNC Geoparks and CCUNESCO to improve communications and the working relationship between them.

17. Mentorship Medal

This year's winner of the Mentorship Medal is Valerie Jackson of the NWT Geological Survey. She will receive her award from Past-president Swinden at the GAC-MAC meeting in Whitehorse.

CFES's efforts to broaden nominations for the medal beyond the traditional geoscience areas were successful this year, with a broader range of nominees. The range of disciplines represented on the selection committee was also broader. It is still possible to make the range of nominations even broader: it should perhaps be CFES's objective to have a nomination annually from each of its member societies. It will be important to inform the member societies of the nomination process and timing in a more timely manner to achieve this objective.

Action: The Board of Directors will develop a procedure for managing the Mentorship Medal as part of defining how this and similar activities (e.g., Geoparks, CanGeoRef) will be managed in the future.

18. Other Business

a) **AGI Student Exit Poll.** President Barr spoke to a graphic that summarizes the results of an AGI poll of recent geoscience graduates in Canada, the United States and the United Kingdom. CCCESD, a CFES member organization, conducted the survey in Canada for the AGI.

b) **Enrolments and Staffing in Canadian University Earth Science Departments.** André Desrochers spoke to a graphic showing the latest results (to December 2014) of a long-lived annual CCCESD compilation of enrolments and staffing levels in earth science departments in Canadian universities. He directed people to the CCCESD website (cccesd.acadiau.ca) for more information.

20. Next Meeting

April 21 and 22 were tentatively set as dates for the 2017 Council meeting, which will be held on the University of Ottawa campus in Ottawa.

Adjournment

**Moved by Chris White that the meeting be adjourned.
Motion carried.**