

ECAB Meeting No. 1

31 March 2003

Education and Communication Advisory Board (ECAB)

Minutes

Present:

Hans Hoffmann, Juan Antonio Rubio, James Gillies, Rolf Landua, Michelangelo Mangano, Stephan Maury

Agenda

1. Introduction
2. Review of potential issues for ECAB
3. ECAB mandate and operation
4. A.o.b.
 - Date of future meetings
 - Participation in "Interaction.org"
 - Travelling exhibition

1. Introduction

RL welcomed the participants of this first meeting. He presented a draft outline of ECAB's role (exact mandate by DG and composition to be defined). Main focus on communication (and education) strategies, messages, targeting specific audiences. ECAB advises DG, Directorate, ETT division leader, and EC group leader on CERN-wide strategic E&C issues, for achieving an optimal impact with constant resources.

2. Review of potential issues for ECAB

GRID café initiatives

EIROForum activities (PhT/HST 2003, PoS 2003, ESTI proposal)

Travelling exhibition – how to get it on the road again?

CERN-wide synergies (e.g. with LHC outreach group)

CERN visits – transport problems

Media awareness training for scientists

CERN alumni club – how to use former CERN employees as messengers?

Compilation of and access to CERN E+C resources (video archive, animations, etc)

Sponsoring of E+C activities

3-year road map 2003-2005 (World Info Summit 2003, 50th anniversary 2004, World year of physics 2005)

Local activities (e.g. Sphere of Innovation, Cité d'Invisible, Lundi Decouvertes (Microcosm), other local events in Geneva, Pays de Gex)
Synergies with EPOG and LOG

Europe: how to strengthen links? how to raise awareness about CERN in MS?

General: how to improve CERN's image with decision makers, funding agencies, politicians? Bilateral contacts, unofficial briefings, pro-active policy? CERN's contributions - as global science institute - to sustainable economic development, world peace, employment?

3. ECAB Mandate and Operation.

Hans Hoffman said that ECAB is de facto a DG advisory board. HH will inform the DG. The DG will appoint members (following recommendations from current membership). Mick Draper proposed as secretary (has since accepted).

4. A.o.b.

Date of future meetings: by default, the meeting will take place on the last Monday of the month, at 10:30. Due to the absence of several persons, the next meeting (end April) had to be shifted by one week, to **5 May 2003**. The dates for the following meetings are **26 May** and **30 June**.

Participation in Fermilab-SLAC initiative "InterAction.org". This web-site is intended to be a one-stop resource for the media and the HEP community interested in present highlights from the world of HEP. ECAB feels that CERN can contribute to InterAction, paying a share of the cost of the web-site administrator. However, it was noted that CERN should not participate if SLAC and Fermilab launch a magazine with the same title. (Fermilab has since agreed to find a different title).

Travelling exhibition. ECAB agreed that the story line should be guided by CERN, rather than being aimed at teaching particle physics; that the refurbishment might use elements of the current exhibition, but that it is nevertheless to be rethought from scratch; and that the time scale for having the main travelling exhibition back on the road is mid-2004.

A summary of activity over the last three years was requested for a future meeting.