

# ICARP III Activity - Reporting Template



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|---|------------------------|---------------------------------|
| <b>Title of activity</b><br>ARCUS Outreach and Communication  |                        |                                 |
| <b>Type of activity</b><br>Outreach and capacity building activities  | <b>Date</b><br>Ongoing | <b>Place</b><br>Virtual support |
| <b>Main organizer(s) (name and/or organization) and additional partners</b><br>Sarah Bartholow, Betsy Turner-Bogren, Judy Fahnestock, Helen Wiggins<br>Arctic Research Consortium of the United States ( <a href="http://www.arcus.org">www.arcus.org</a> )   |                        |                                 |
| <p><b>Abstract<sup>1</sup></b></p> <p>The success of a major initiative such as ICARPIII is partially dependent on well-defined outreach and communication efforts. As a leader in effective polar project management, ARCUS is partnering with ICARPIII to provide support for these activities.</p> <ul style="list-style-type: none"> <li>• Leveraging existing projects, infrastructure, and expertise, ARCUS will work with ICARP III partners to circulate information to the widely-read ArcticInfo email list, along with capturing specific activities in the Arctic Calendar.</li> <li>• ARCUS plans to develop regular ICARP III articles into Witness the Arctic, our on-line publication that enhances information exchange across the range of Arctic science disciplines.</li> <li>• ARCUS can also spearhead the coordination of outreach and capacity building webinars for the public, education, and science communities on the importance of ICARP III and its relevance to various disciplines.</li> </ul> <p>ARCUS takes great pride its role as a coordinating body for Arctic research and looks forward to continuing in its outreach role for ICARP III. During the assessment and dissemination phase of ICARP III, ARCUS can provide webinar attendance statistics, potential numbers on outreach readership, as well as contribute to documentation on the importance of planned and well-executed outreach for project success.</p> |                        |                                 |
| <p><b>Main contributions to ICARP III<sup>2</sup> in terms of the ICARP III priorities<sup>3</sup></b></p> <p><b>Theme 4: Outreach and Capacity Building</b></p> <p>ARCUS maintains that a coordinated and centralized outreach effort with goals and objectives and leveraged partnerships can provide the best results for capacity building and disseminating project/program results to the science community and beyond.</p> <p><u>Witness the Arctic:</u></p>   |                        |                                 |

<sup>1</sup> Provide a short summary of the activity

<sup>2</sup> List a few key statements (findings, priorities, recommendations) that you would like to see reflected in the overarching ICARP III products

<sup>3</sup> ICARP III priorities:

- identify Arctic science priorities for the next decade
- coordinate various Arctic research agendas
- inform policy makers, people who live in or near the Arctic and the global community
- build constructive relationships between producers and users of knowledge

*Witness the Arctic* provides the arctic and climate change research community with information on current arctic research efforts and findings, significant research initiatives, national policy affecting arctic research, international activities, and profiles of institutions with major arctic research efforts.

ARCUS has invited IASC to provide regular news updates to *Witness the Arctic* and published an overview article of the ICARP III project in the Winter 2015 issue. Seventy-four unique visitors viewed the article entitled *Integrating Arctic Research – a Roadmap for the Future*. Six of these visitors used the outbound link to the main ASSW 2015 page ([www.assw2015.org](http://www.assw2015.org)) to learn more.

<http://www.arcus.org/witness-the-arctic/2015/1/article/22940>

#### Arctic Calendar:

ARCUS' Arctic Calendar is an online, searchable calendar of major meetings and events relevant to the arctic science, education, and policy communities. It serves as a community resource for tracking and publicizing major arctic events and conferences, and to help avoid conflicting meeting dates. (<http://www.arcus.org/events/arctic-calendar>)

Two announcements were created on the Arctic Calendar that related to ICARP III. 111 users accessed information via ARCUS calendar on the Arctic Science Summit Week and ICARP meetings hosted in Toyoma, Japan. About 50% of these users (50) then utilized the outbound link to the main ASSW2015 meeting page ([www.assw2015.org](http://www.assw2015.org))

<http://www.arcus.org/events/arctic-calendar/20301>

Seventeen users viewed information about the webinar hosted by ARCUS. More information on webinar below.

<http://www.arcus.org/events/arctic-calendar/22917>

#### ArcticInfo:

The ARCUS-managed list provides subscribers with timely information about Arctic meetings, publications, position announcements, funding opportunities, and other useful news. (<http://www.arcus.org/arctic-info>)

Ten announcements were sent out to via ArcticInfo regarding ICARP III. Six of these announcements were projects related to (and made mention of) ICARP III, while four announcements were specific information about the symposium.

#### ARCUS Webinar

The Arctic Research Consortium of the U.S. (ARCUS) hosted an informational webinar entitled *ICARP III: Integrating Arctic Research—A Roadmap for the Future* with presenters Dr. Volker Rachold and Dr. Larry Hinzman. This event was held Wednesday, 18 February 2015 and was open to anyone interested in learning more about the 3rd International Conference on Arctic Research Planning (ICARP III).

(<http://www.arcus.org/webinar/archive>)

The event archive offers a video presentation, audio, PDF of slides, and list of attendees. Sixty-four people from around the world registered for the event and received the archive

link; 50% were able to participate live online or via phone. The webinar discussion piece was a dynamic discussion of symposium priorities and a focus on the "10,000 foot view" or larger picture of ICARP III impact on the science community.

*Continuing contributions:*

ARCUS will continue to offer outreach and capacity building partnership with ICARP III including the dissemination of a final conference statement via ArcticInfo.