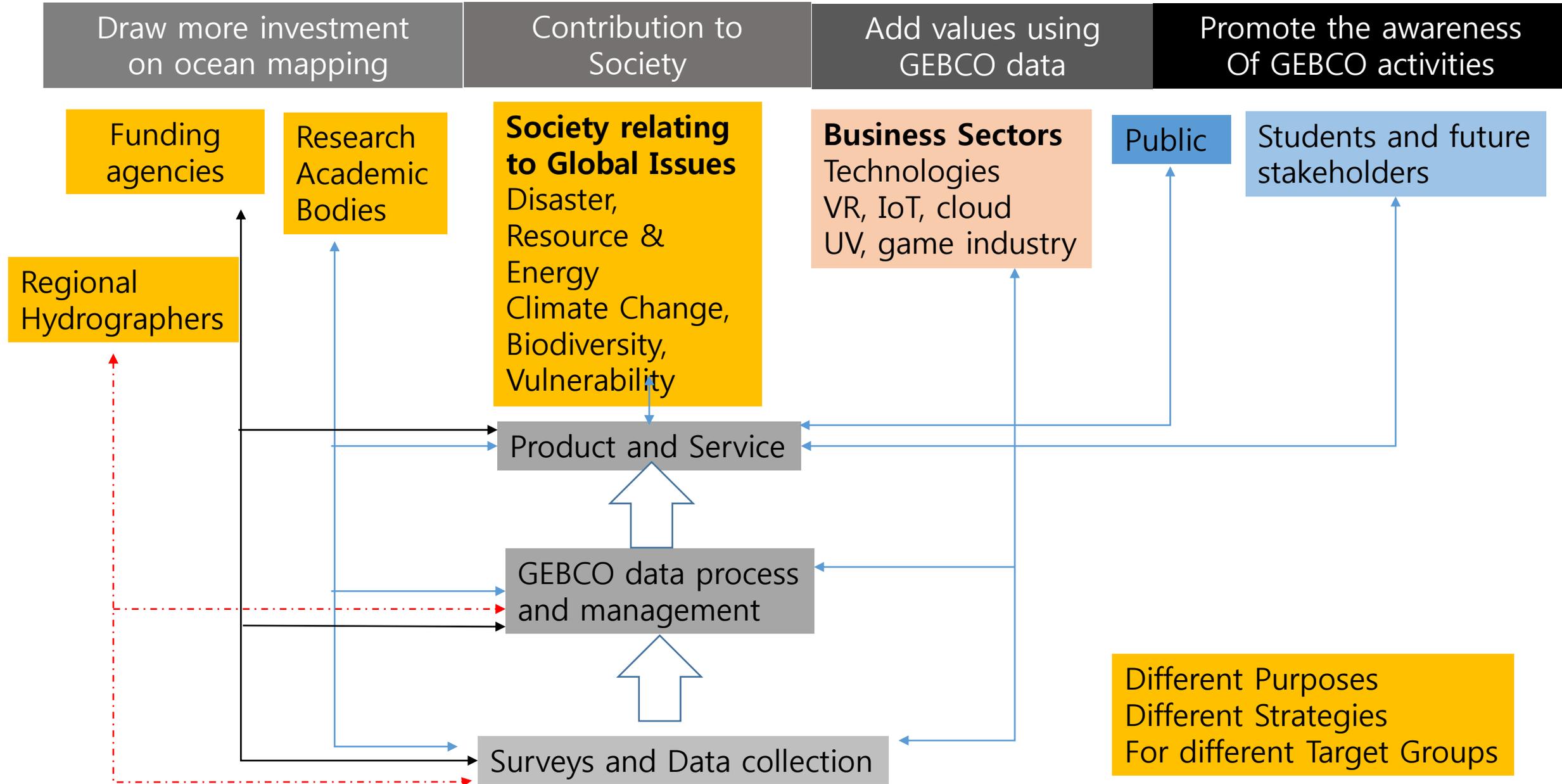


# **Review of GEBCO Education and Outreach Strategies**

Oct. 14, 2016

Hyo Hyun Sung, Vicki Ferrini, Eunmi Chang, Walter Reynoso

# Review of GEBCO Education and Outreach Strategies



# Outreach WG Goals 2016 with Seabed 2030

- General Goals:
  - Draw more involvement on ocean mapping
  - Contribution to Society
  - Add values using GEBCO data
  - Promote the awareness Of GEBCO activities
- Identify needs and priorities to help position GEBCO for Seabed2030
- Leverage momentum of Forum
- Gather and aggregate resources that can be used as part of GEBCO and Seabed2030 outreach efforts
  - Seek contributions of images, photos, maps from GEBCO community and Scholars
- Focus efforts on *outreach*

# Suggested Approach

- Use outreach worksheets for developing ideas
- Review ideas within context of
  - overall GEBCO needs
  - Seabed2030 project development needs
- *Prioritize* activities considering impact, effort, costs, needs, and timelines

# Outreach Worksheets

- Help focus development of ideas on:
  - Target Audience
  - Message
  - Desired Action
- Should be specific
- Should be developed for each potential outreach product

**Strategic Goal:** \_\_\_\_\_

<b>Problem:</b>	<b>Target Audience:</b>	<b>Product Description:</b>
<b>Why is it important?:</b>	<b>Desired Result:</b>	<b>Materials Needed:</b>
	<b>Message:</b>	

**Estimated Costs:** \_\_\_\_\_ **Estimated Effort:** \_\_\_\_\_ **Date needed:** \_\_\_\_\_

**Strategic Goal:** Increase GEBCO Product Usage in International Science Community

# Please sign in.

**Target Audience:**

Ocean Science Researchers

**Problem:**

- People don't know about GEBCO resources.

**Product Description:**

- Clean simple PPT slides that can be used in presentations to promote data contributions

**Why is it important?:**

- The larger the user community the more relevance GEBCO has.
- If we can broaden the science user community we might increase contributions

**Desired Result:**

- Increase science user community that routinely utilize GEBCO products.

**Materials Needed:**

- GEBCO map images from community
- Bullet points describing products
- Simple web pages to point people to from brochure

**Message:**

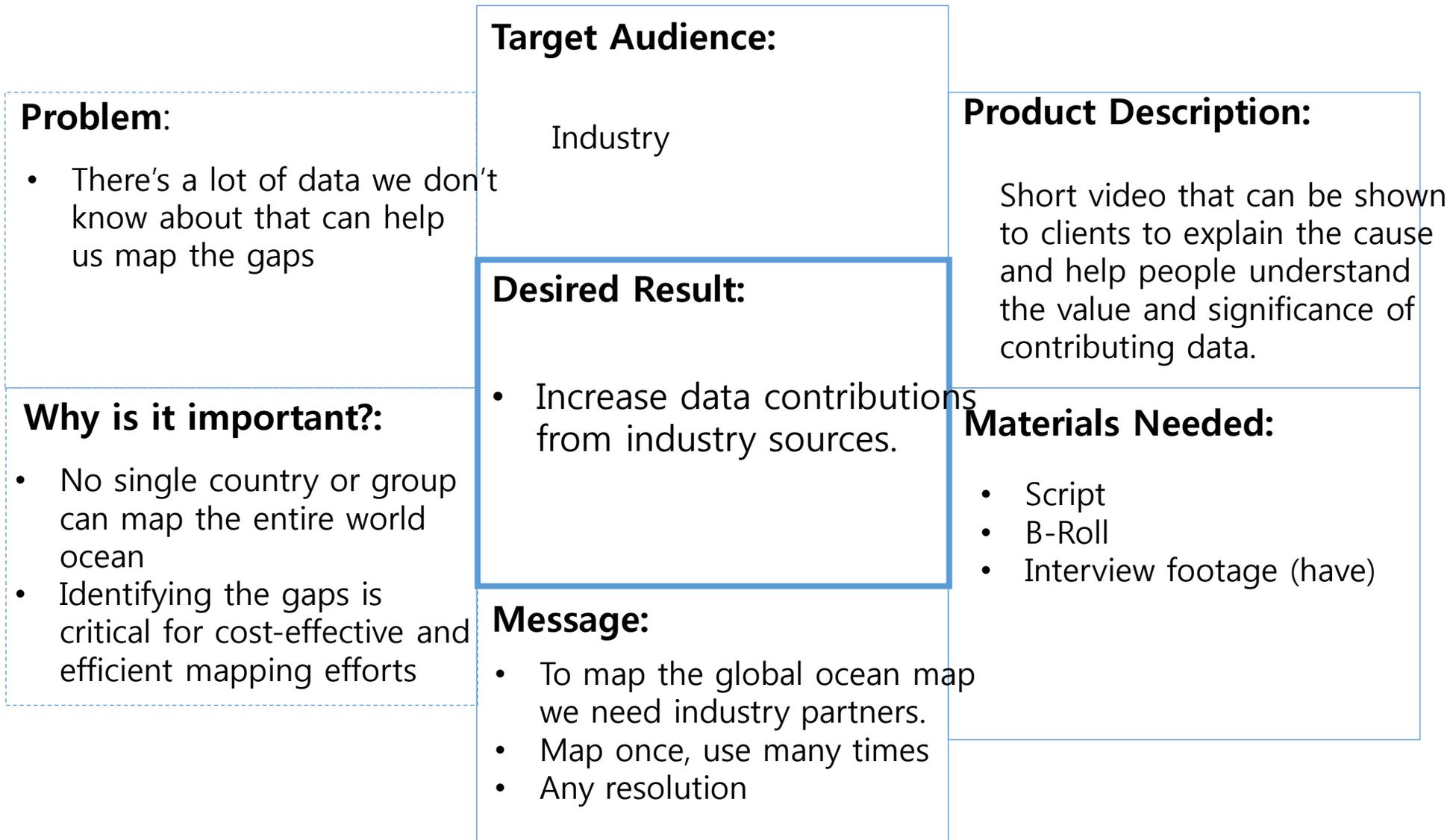
GEBCO products offer unique value for research because it provides access to the most comprehensive collection of bathymetric data.

**Estimated Costs:** \_\_\_\_\_

**Estimated Effort:** \_\_\_\_\_

**Date needed:** \_\_\_\_\_

**Strategic Goal:** Increase GEBCO Data Contributions from Industry



**Estimated Costs:** \_\_\_\_\_

**Estimated Effort:** \_\_\_\_\_

**Date needed:** \_\_\_\_\_

Thank You!!!

Hyo Hyun Sung, Vicki Ferrini, Eunmi Chang, Walter Reynoso