**SME Outreach Resources**

August Conference Call

1. **Overview**

Improving the public perception of mining is essential to the future of our industry. You can help the Society for Mining, Metallurgy & Exploration (SME) and the Minerals Education Coalition (MEC) spread the word of the importance of mined minerals in everyday life.

1. **Roll Call/Introductions**
	1. Rachel Grimes, MEC Outreach Coordinator, 303-948-4247, mec@smenet.org
	2. Section representatives
2. [www.MineralsEducationCoalition.org/SME-Outreach-Resources](http://www.MineralsEducationCoalition.org/SME-Outreach-Resources)
	1. Materials – Free downloadable & discounted bulk posters
	2. Outreach Ideas – we want to learn from you!
	3. Funding – SME Section Grants
	4. Recognition – MEC awards
	5. Action to Take Today!
3. **Communication**
	1. Monthly conference calls
	2. SME Outreach Resources Community Group
	3. Social Media: MEC Facebook/Twitter/YouTube
4. **Outreach examples**
	1. Tom Hilderbrand, GA Section
		1. conduct outreach at local events, e.g. Kaolin Festival, arts & crafts festivals
		2. Handout baggies of Kaolin, talk about connection to paper
		3. Dig for fossils for kids
	2. Julie Marinucci
		1. Create partnerships with local organizations
			1. Chamber of Commerce – get invited to conduct a presentation for a ‘lunch n’ learn’
			2. Staff events with volunteers from local student chapters and Section members
5. **Next monthly conference call** - Thursday, September 17, 11 AM (EDT)

invitation sent via Outlook, let me know if you need it sent to you