**SME Outreach Resources Conference Call**

Tuesday, January 12, 2016

10:00 AM (Mountain Time)

**Summary**

1. **Overview – SME Outreach Resources**

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. “SME Outreach Resources” created to:

1. Support local outreach
2. Facilitate 2-way communication
3. **Roll Call/Introductions**
	1. Rachel Grimes, MEC Outreach Coordinator
	2. Pat Macy, GA
	3. Laura Phelps, Grand Canyon, AZ
	4. Andy, Grand Canyon, AZ
	5. Andrea Martin, WI
	6. Julie Marinucci, MN
	7. Steve Gardner, Central App
	8. Tom Hildebrand, GA
4. [**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!
5. **Minerals Education Coalition updates**
	1. [www.mineralseducationcoalition.org](http://www.mineralseducationcoalition.org)
		1. Resources on site
	2. Upcoming events
		1. February 2016 - SME Annual Conference & Expo, Phoenix
		2. April 2016 - USA Science & Engineering festival, DC
		3. July 2016 – NSTA STEM Forum & Expo, Denver
6. **Outreach Discussion**
	1. Feedback on MEC ESW ideas
		1. Laura: Timeline with visual only, no text
		2. Laura: QR code to more information
		3. Pat: Progression of mining across US
			1. Clay – gold rush – metals for manufacturing - ocean
	2. Great ideas
		1. Signature block for SME members
			1. Create a page on MEC's website with the signature block and a description about what it means. Invite SME members to the page to cut-and-paste the signature block into their email and have the signature block direct readers to the page for more for information
			2. Companies may not permit employees to use the signature
			3. Personal email?
		2. Steve: Collaboration with NSPE – Engineers – how to do it at Universities
	3. Questions:
		1. Q: Andrea: There are lots of outreach ideas out there… which provides the most ‘bang for the buck’
		2. A: Take advantage of existing organizations to reach their audiences or to collaborate with
			1. Pat: NSTA conference
			2. Rachel: Check out state NSTA conferences and guidance counselor conferences, links found at [www.MineralsEducationCoalition.org/SME-Outreach-Resources](http://www.MineralsEducationCoalition.org/SME-Outreach-Resources)
			3. Julie: MN section can partner with WI section on upcoming Minneapolis NSTA area conference
7. **Actions**
	1. Monthly conference calls
	2. SME Outreach Resources Community Group
	3. Social Media: MEC Facebook/Twitter/YouTube