**SME Outreach Resources Conference Call Notes**

Wednesday, December 9, 2015

9 AM Mountain Time

1. **Overview**

Improving the public perception of mining is essential to the future of our industry. This monthly conference call will provide a forum to discuss local outreach efforts of SME Members, Sections and Student Chapters. The attendees will learn from each other’s experiences and suggest new resources and ideas for all to use.

1. **Roll Call/Introductions**
	* Rachel Grimes, MEC Outreach Coordinator
		1. 303-948-4247, grimes@smenet.org
	* Rebecca Smith, MEC Curriculum Coordinator
	* Nancy Bingham, MEC Committee Chair
	* Michele Lawrie-Munro, AIME
	* Steve Gardner, 2015 SME president
	* Karen Rose, KY
	* Julie Marinucci, MN
	* Pat Macy, GA
	* Mike Maxson, TX Minerals
	* Mike Korb, Pittsburgh, PA
	* Jamal Lewis, PSU

\*for member contact information, please view [SME Outreach Resources community group](http://community.smenet.org/communities/community-home/?CommunityKey=e0cee077-8b92-4fbe-bb42-79e3ac710987)

1. [**www.MineralsEducationCoalition.org/SME-Outreach-Resources**](http://www.MineralsEducationCoalition.org/SME-Outreach-Resources)
	* Materials – Free downloadable resources & discounted bulk posters
	* Outreach Ideas
	* Funding – SME Section Grants (Due August 1, 2015)
	* Recognition – MEC awards
	* Action to Take Today!
2. [**www.MineralsEducationCoalition.org**](http://www.MineralsEducationCoalition.org)
	* Review of low-cost supplemental materials at [www.mineralseducationcoalition.org/store](http://www.mineralseducationcoalition.org/store)
	* Contact Rachel for discounts on bulk materials for outreach
3. **2-way communication** (MEC/SME 🡨🡪 Members, Sections, Student Chapters)
	* Monthly SME Outreach Resources conference calls
	* SME Outreach Resources Community Group
4. **Outreach Discussion**
	* Mining in Society merit badge
		1. Partner with other mining/geoscience organizations to put on workshops
		2. Request support from other SME members, Section member or Student Chapter members for your events
		3. Find out if your BSA council has a Merit Badge University at which you can present the MISmb
	* Activities
		1. Take apart a TV, cell phone, or bike and talk about the minerals that were mined to create it. Use mini-lessons at [www.mineralseducationcoalition.org/grades-6-8](http://www.mineralseducationcoalition.org/grades-6-8) to supplement the activity or as a handout for students to take home
			+ Handouts allow the students to share the information with their parents and other siblings
5. **Ideas** (for MEC & HQ)
	* Purchase ads through Facebook for target marketing
	* Purchase email lists to send updates to e.g. teachers, through NSTA email lists
	* Add a business card-sized handout to [www.MineralsEducationCoalition.org/SME-Outreach-Resources](http://www.MineralsEducationCoalition.org/SME-Outreach-Resources) for others to print out for outreach events
6. **Next conference call**

Tuesday, January 12, 2016

10 am (Mountain Time)

If you are able, please join us by Webex by clicking here.

Event password: Outreach1

With or without Webex, teleconference information:

1-800-615-2830

Pass code: 852114#

* + Invite will be sent via SME Outreach Resources community group and Outlook

\*These calls will be held monthly; please attend when you are able.

Together we can create an enlightened and supportive public that appreciates the importance of mining and minerals to their lives.