**SME Outreach Resources Conference Call Notes**

Thursday, July 16, 2015

3 pm – 4 pm EDT

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**
   1. Rachel Grimes, MEC Outreach Coordinator
      1. 303-948-4247, grimes@smenet.org
   2. Angie Grace, SME Membership Retention and Local Section Coordinator
      1. 303-948-4230, grace@smenet.org
   3. Georgie Section, Pat Macy
   4. Florida Section, Todd Parker
   5. Minnesota Section, Julie Marinucci & Ken Reid
   6. Pittsburgh Section, Heather Trexler & Dan Alexander
   7. Morenci Section, Emily Muteb & Sarah Holmes
   8. Grand Canyon Section, Sarah Barcelona

\*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)
   1. Materials – Free downloadable resources & discounted bulk posters
   2. Outreach Ideas
   3. Funding – SME Section Grants (Due August 1, 2015)
   4. Recognition – MEC awards
   5. Action to Take Today!
2. **2-way communication** (MEC/SME 🡨🡪 Members, Sections, Student Chapters)
   1. Monthly SME Outreach Resources conference calls
   2. SME Outreach Resources Community Group
      1. 16 members as of 7/15/15
3. **Outreach Discussion** 
   1. Challenges
      1. Heather Trexler – The same small, dedicated group of individuals conduct local outreach, others aren’t getting involved
      2. Local outreach may be supported by a company’s leadership, but, in practice, middle management doesn’t allow time for it
      3. Pat Macy - Getting invited into a classroom for the majority of Section members who don’t have children
         * Ken Reid: grandchildren?
         * Rachel: children in their neighborhood?
   2. Successes
      1. Ken Reid has had success providing presentations to community groups, such as Rotary Clubs
         * Reach out to all community groups, not just K- 12 education
         * Relate your presentation’s content to the location (everyone is close to aggregates!)
      2. Julie Marinucci
         * Partner with local companies for outreach, e.g. MN Section partners with local Iron companies
         * Present at local teacher in-service workshops. New teachers are hungry for free/low-cost resources for their classroom. We can provide educational resources on the importance of mining and minerals in everyday life.
4. **Other topics discussed**
   1. Ken Reid – “Is Mining Important” video can be viewed at [www.smetwincities.org](http://www.smetwincities.org)
   2. Dan Alexander – In the early 80’s a legislator changed the public perception of mining by giving geology presentations to 20,000 2nd graders. Since teachers had to teach geology in their classrooms, he was more accepted than presenting about mining alone.
      * + By talking about the importance of minerals, he got his foot in the door to talk about the importance of mining.
5. **Action Items**
   1. SME Section Grants applications are due August 1. Learn more [here](http://www.smenet.org/docs/public/SMESectionGrantApplicationForm.docx).
   2. This Fall, I’ll be reaching out to mining companies to talk about supporting outreach by their employees and partnerships to provide their employees with posters, presentations and other resources.
      * + Let’s continue to share information on this topic!
        + Julie Marinucci suggested going through the company’s HR manager to tie local outreach into the company’s annual development plan.
        + Dan Alexander suggested co-branding of materials to be used by companies’ local outreach efforts.
   3. Rachel will send information about Ken Reid’s “Is Mining Important” video and outreach handouts through SME Outreach Resources community group
   4. Dan Alexander will be sending Rachel VHS videos to be reviewed and converted to MP3s for possible inclusion on MEC’s YouTube channel
6. **Next conference call**
   1. Thursday, August 13, 2015
   2. 9 AM (MDT)
   3. 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.