**SME Outreach Resources Conference Call Notes**

Thursday, September 17, 2015

11 AM (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](mailto:grace@smenet.org)
   3. Outreach representatives
      1. Katie Kosloski, Luckstone, Richmond, VA
      2. Julie Marinucci, MN Section
      3. Tom Hilderbrand, GA Section
      4. Mike Korb, Penn Anthracite Section
      5. Heather Trexler, Pittsburgh Section
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. **New MEC material –** Mining & Career Bookmarks
      1. View with other career resources [www.mineralseducationcoalition.org/careers-mining](http://www.mineralseducationcoalition.org/careers-mining)
      2. Purchase for outreach [www.mineralseducationcoalition.org/store/mining-career-bookmarks](http://www.mineralseducationcoalition.org/store/mining-career-bookmarks)
         1. $2 each, save 20% on orders of 100 or more
4. **Outreach Discussion**
   1. Mike Korb: Is invited each year to present for an environmental science college course and recently a high school class – he promotes the Penn Anthracite Section Scholarships at these events to increase awareness of the mining industry for college-bound students
   2. Tom Hilderbrand: Local mining companies do more K – 12 classroom outreach than the GA Section does. When they do classroom presentations, they get invited because someone knows a teacher or student. They have contacted Science Coordinators of schools to get invited into classrooms.
   3. Katie Kosloski: When she was in a student chapter, they would place a flyer in the mailboxes of teachers, offering to do presentations for K – 12 classes and were successful
   4. Katie Kosloski: As an SME member w/o a nearby section, SME members at her company partner with other local companies to fund outreach projects
   5. Julie Marinucci: Guidance counselors are sometimes hard to reach for career counseling topics, since they’re overwhelmed by behavioral issues. They found other avenues to reach the teachers, such as teacher inservice and reaching out to not just science teachers, but also history teachers.
5. **Action Items**

* Send SME Section leadership updates to Angie Grace, [grace@smenet.org](mailto:grace@smenet.org)
* Follow @MECeducation on Twitter, Like /mineralseducationcoalition on Facebook, subscribe to MineralsInYourLife and MiningInSoicetyMB on YouTube
* Share your outreach successes, challenges and resources with the group through the SME Outreach Resources community group

1. **Next monthly conference call:** Wednesday, October 7, 2015, 10:30 AM (Mountain Time)
   1. An Outlook invitation will be sent

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