



INTERNATIONAL ENVIRONMENTAL DATA RESCUE ORGANIZATION

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Summary of IEDRO Volunteer Activities for the Weeks of October 28 and November 1, 2010

Attendees: Sue Venter, Tommy Owens (new volunteer), Rick Crouthamel

Strip Chart Digitization Program

New volunteer, Tommy Owens (employed at NASA and a Penn State University graduate in meteorology, like your Executive Director...but 31 years newer) will be working with the Technical Team and Ed to get the Strip Chart Digitization Program operational.

Funding

IEDRO is working with NOAA's National Climatic Data Center to procure funding from the World Meteorological Organization's Voluntary Cooperation Program whose proposal was submitted on the 29th. We'll let everyone know if we are successful.

Operations

Rick has finally begun to send out letters to each of the Directors of the National Meteorological Services which have enjoyed our data rescue and digitization (DR&D) support over the past many years announcing Teddy Allen as our new Chief of Operations as well as informing those services that we now have funding to get many of them restarted.

Namibia

We continue developing our DR&D plan for Namibia. Martin Munkhondya will be available in December to visit the site and get the DR&D process started.

Local

Dr. Rob Allan, ACRE Program manager will be in the Baltimore area from November 3-5th for the annual ACRE meeting to which several IEDRO volunteers are planning to attend. Rob and his wife will also visit IEDRO Corporate Headquarters and stay with Rick for the following week to go over IEDRO topics and to visit Washington, DC.

Tom Ross, Program Manager for the National Climate Data Center's Climate Database Modernization Program is also visiting IEDRO Corporate Headquarters Monday, November 1st to discuss various IEDRO Prospective programs, as well as to see the Chesapeake Bay.

Public Relations Teams

Much of the work performed by our teams is ongoing.

Education Series

Penny wrote up a video project summary and began to prepare a foundation proposal strategy. She needs Rick's help to write up a final section to the video. Rick will get to it in two to three weeks.

Website Development

Penny has gained Go Daddy's approval of our design for the online ship/donation page. They will begin the design now. Pooja has volunteered to help Penny the site – it will be composed of easy to build shopping carts. The Go Daddy staff will only staff up the site.

Penny has carefully reviewed the site map made by Meagan and given it her blessing. She gave Meagan design ideas for each tab of the website.

Penny gave Eric Teddy's bio to post to the website.

Max and Penny will work on making an FTP account structure that is more secure.

Website Maintenance

Long-time volunteer, Joan Kauth, is stepping down from the position of web administrator. Penny will administer accounts. Megan, who is redesigning our website, has accepted the post of Administrator.

Penny has developed a lengthy list of conferences by Oceanographers, Hydrologists, Earth Sciences and other sister organizations. The marketing team is editing it and providing contacts so we can ask those agencies to do something in kind for IEDRO.

Website Foreign Interpretation

All Press Releases have been translated. Dario is now going through the site to reflect updates in the Spanish translation. Megan is working with Lu to start translating the homepage into Mandarin (traditional and simplified).

Penny will give website updates to the Portuguese, French and Mandarin translation teams once the newsletter is done. So far she has taken the homepage apart and is preparing to provide details of the homepage in a table format.

Newsletter

All articles have been collected for the November/December issue. All but one have been sent out to be translated.

We would like to recruit someone who will generate, one-time-use mailing lists to widen our readership and increase awareness of who and what we do.

Marketing

As Penny and Rick generate boiler plate materials for foundation proposals, Pooja and Kevin will act editors.

Fundraising

Rick has asked Penny to start fundraising soon. We have not succeeded in recruiting a foundation proposal manager. Penny and Rick will work together in the next 2 to 3 weeks.

LinkedIn, Blog and Facebook Pages

Max has continued training Penny on the use of the blog. Earnest is making blog backups. Max and Penny set up blog analytics and discovered ways to link to LinkedIn. Penny has sent an article out to a new mailing list. She will develop new lists for special mailings.

Sil has expressed interest in our Facebook site. Penny and she are looking at ways to make our use of Facebook more effective.

Please visit the new blog and give us feedback: <http://iedro.org/blog/>

Help Wanted

- Backup administrator for our Wordpress blog.
- Marketing assistance: mailing list developer – make up mailing lists every 2 months for one-time mailings to increase our readership and broaden our networking.
- Writers to make short articles on a regular basis.
- Translators – To help our teams of French and Simplified Chinese translators.
- Join the Marketing team. We welcome your ideas.
- Persons who know HTML to help make up a bi-monthly email and put in edits to our eNewsletter and updates to our website.