IDP Science Advisory Board (SAB) Meeting May 01, 2023

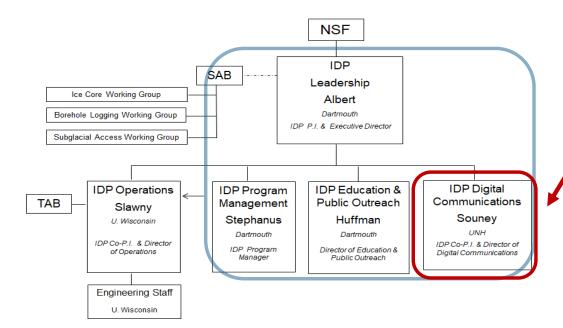
Communications Update

Joe Souney

IDP Co-PI & Director of Digital Communications



ORGANIZATION / STAFFING



0.5 FTE *

* Plus, as-needed support from **UNH IT** (web server administration, website hosting, Drupal security updates, custom programming) and **UNH Geospatial Science Center** (GIS support)

Main duties:

- Newsletter
- IDP mailing list
- Communication via other outlets (community listservs, social media)
- Website (public)
- Website (internal password-protected staff area)
- PI field project feedback

NEWSLETTER https://icedrill.org/icebits

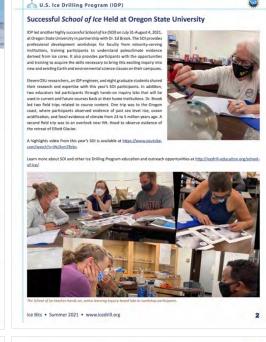
4x per year

Digital online format and hardcopy PDF format

Content includes:

- Upcoming (or recently completed) fieldwork descriptions
- Meeting and workshop announcements or summaries
- Calls for community input into the Long Range Science Plan
- IDP equipment maintenance and development work updates
- IDP education & outreach information and updates
- Reminders to acknowledge IDP support in publications
- · Information about requesting IDP ice drilling support or education and outreach support in NSF proposals

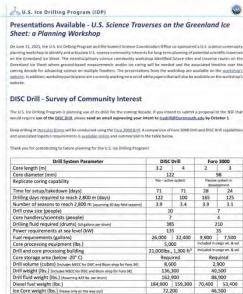






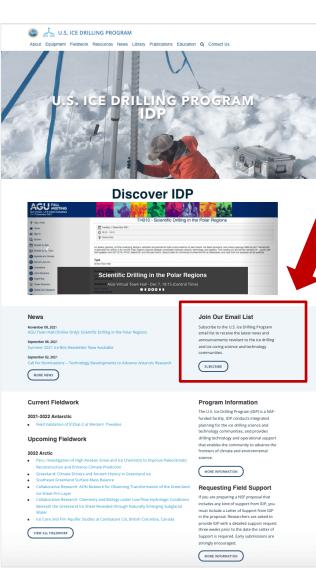
Deadline for registration is September 30, 2021, Participants must be affiliated with a U.S. institution to be eligible. Please see the

Ice Bits . Summer 2021 . www.icedrill.org



Ice Bits . Summer 2021 . www.icedrill.org

IDP MAILING LIST



Utilizes the Mailchimp email marketing program

- Allows us to track metrics
 - Email delivery success
 - How many people opened the email
 - Who has, and has not, opened the email
 - Who has unsubscribed from the mailing list

491 Community Contacts (current)

| Program Year (PY) | No. Emails Sent | No. Community Contacts (PY end) | Open Rate | Successful Deliveries |
|----------------------|--------------------|--|-----------|--------------------------|
| 2019 | 10 | 437 | 40% | 96% |
| 2020 | 12 | 469 | 41% | 99% |
| 2021 | 19 | 466 | 43% | 99% |
| 2022 | 12 | 484 | 46% | 99% |
| 2023 (to date) | 6 | 491 | 50% | 99% |

Used to alert community about

- upcoming meetings, workshops, town halls
- requests for community input to the IDP Long Range Science Plan
- Ice Bits newsletters
- any news relevant to the ice drilling community

COMMUNICATION VIA OTHER OUTLETS

Community listservs

- Cryolist
- Arctic Info
- Ice Core Young Scientists

IARPC Collaborations

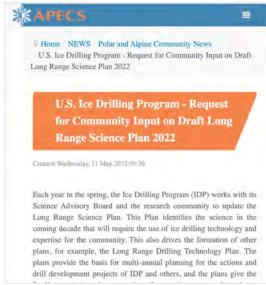
Association of Polar Early Career Scientists (APECS)

Social Media

- Twitter (US_IceDrilling)
- Instagram (us_icedrilling)
- Facebook (UslceDrillingProgram)
- YouTube (UslceDrillingVideos)













WEBSITE https://icedrill.org

About IDP (who, what, why, how to contact)

Concise descriptions of IDP equipment available, when it is being used, and summaries of science projects utilizing the equipment

Easy access to Long Range Science Plan and Long Range Drilling **Technology Plan**

Clear instructions for requesting IDP field support and obtaining assistance with IDP education and outreach activities

News, newsletter, meeting/workshop announcements

Library of ice drilling technology documents

List of peer-reviewed scientific publications from IDP-supported projects

Staff area provides a protected common area for critical project documents



Equipment Fieldwork Resources News Library Publications Education Q Contact Us



Discover IDP



News

November 08, 202

September 02, 2021

MORE NEWS

Current Fieldwork

2021-2022 Antarctic

VIEW ALL FIELDWORK

Join Our Email List

Subscribe to the U.S. Ice Drilling Program



The U.S. Ice Drilling Program (IDP) is a NS

funded facility. IDP conducts integrated planning for the ice drilling science and frontiers of climate and environmental

Requesting Field Support If you are preparing a NSF proposal that

includes any kind of support from IDP, you in the proposal. Researchers are asked to provide IDP with a detailed support reque three weeks prior to the date the Letter o strongly encouraged

MORE INFORMATION

Meeting Presentations, Reports, etc.

- Workshop Report U.S. Scientific Traverses on the Greenland los
- Sheet: Community Planning Workshop (2021)



Science Advisory Board

- Presentations: 2021 Science Advisory Board Meeting (2021



NSF Ice Core Facility (2020)

- . IDP Ice Core Working Group (IDP-ICWG): Alpine Glaciers and Ice Capi



VIEW MORE

Ice Drilling Technology Publications

- Glacier in the Nepal Himalaya (2021) Annals of Glaciology Modeling of hot-point drilling in ice (2021) Annals of Glaciolog
- Deep ice drilling, bedrock coring and dust logging with the Rapid Access Ice Drill (RAID) at Minna Bluff, Antarctica (2021) Annals of



Borehole Logging Working Group

- . Logging Tool Testing: An Informational Guide Logging Tool Equipment Testing at IDDO (2017)
- Intermediate Depth Logging Winch Science Requirements (



Subglacial Access Working Group

- Subelacial Access Working Group (SAWG): Access I



IDP Education and Outreach

Virtual Field Labs

Education and Outreach products designed for students from late middle school to college. Virtual Field Labs are designed for takes students along with a climate scientis as they collect and analyze data to answer



development workshops for faculty from Minority Serving Institutions, training and training to acquire the skills necessary t bring this exciting inquiry into new and



free teaching resources on topics of ice cor science program efforts with data that is

Teaching Resources



Visit the IDP Education and Outreach website for activities and resources for educators, students, and the interested public.

VISIT IDP'S EDUCATION AND OUTREACH WEBSITE

WEBSITE https://icedrill.org

About Equipment Fieldwork Resources News Library Publications Education Q Contact Us

Pageviews 155.0 k

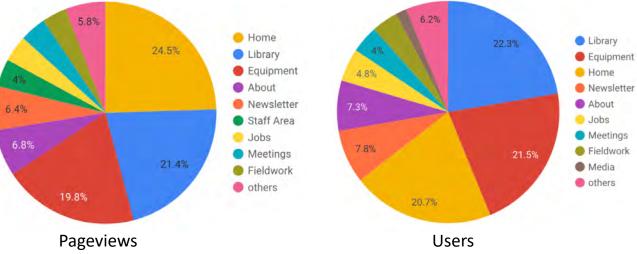
Number of times any pages on the site were viewed. Includes repeated page views by individual users.

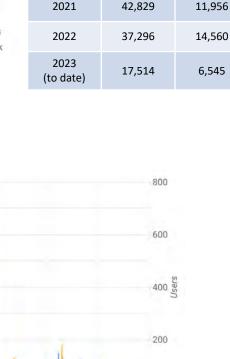
Users 48.5 k

Approximation for the number of users/visitors to the site.

Sessions 67.8 k

Number of sessions on the website, not individual users/visitors. A session occurs when a user visits the site. Users can have multiple sessions in a day.





Program

Year

2019

2020

Pageviews

26,620

30,726

Users

7,147

8,340

Sessions

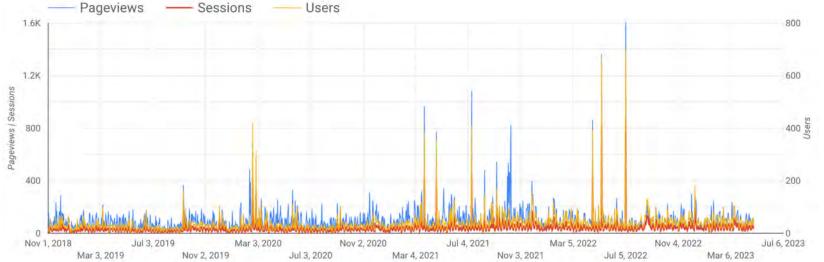
10,093

11,981

17,086

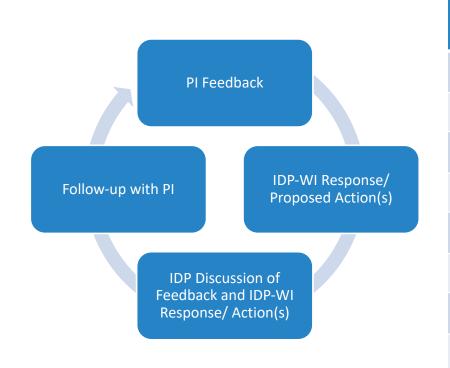
19,643

9,024



PI FIELD PROJECT FEEDBACK

(1 Poor; 2 Fair; 3 Good; 4 Very Good; 5 Excellent)



| | Overall rating | Instructions and Training | Personnel (if applicable) | Equipment | Pre- deployment planning | Feedback Return Rate | | |
|------------------------|---------------------|---------------------------|---------------------------|-----------|--------------------------------|-------------------------|--|--|
| 2022-2023 Antarctic | 4.67 | 4.50 | 4.78 | 4.50 | 4.67 | 3:3 | | |
| 2022 Arctic | 4.57 | 4.70 | 5.00 | 4.86 | 4.86 | 7:7 | | |
| 2021-2022 Antarctic | 5.00 | 5.00 | 5.00 | 4.67 | 5.00 | 1:1 | | |
| 2021 Arctic | 5.00 | 4.50 | 5.00 | 4.83 | 4.75 | 2:2 | | |
| 2020-2021 Antarctic | COVID; no fieldwork | | | | | | | |
| 2020 Arctic | 4.47 | 4.00 | 5.00 | 5.00 | 5.00 | 3:3 | | |
| 2019-2020 Antarctic | 4.80 | 4.50 | 5.00 | 4.53 | 4.60 | 5:5 | | |
| 2019 Arctic | 4.40 | 4.00 | 5.00 | 3.80 | 4.80 | 5:5 | | |
| 2018-2019 Antarctic | 4.60 | 4.50 | 5.00 | 4.45 | 5.00 | 5:5 | | |
| AVERAGE | 4.71 | 4.46 | 4.97 | 4.58 | 4.84 | 100% | | |

PI feedback guides decisions on repairs and upgrades to equipment

QUESTIONS

