## Task Force 1 Update
### May 2017

### Membership

<table>
<thead>
<tr>
<th>Champion</th>
<th>Contact</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marcia Isakson</td>
<td><a href="mailto:misakson@arlut.utexas.edu">misakson@arlut.utexas.edu</a></td>
<td>Chair, ASA President-Elect</td>
</tr>
<tr>
<td><strong>ASA Officials</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Matt Kamrath</td>
<td><a href="mailto:kamrath64@gmail.com">kamrath64@gmail.com</a></td>
<td>Education in Acoustics</td>
</tr>
<tr>
<td>Andrew Morrison</td>
<td><a href="mailto:amorriso@jjc.edu">amorriso@jjc.edu</a></td>
<td>Chair, Musical Acoustics</td>
</tr>
<tr>
<td>Josh Gladden</td>
<td><a href="mailto:jgladden@olemiss.edu">jgladden@olemiss.edu</a></td>
<td>Chair, Physical Acoustics</td>
</tr>
<tr>
<td>Laura Kloepper</td>
<td><a href="mailto:laurakloepper@gmail.com">laurakloepper@gmail.com</a></td>
<td>Chair, Acoustics Today Editorial Board</td>
</tr>
<tr>
<td>Andrew Piacsek</td>
<td><a href="mailto:piacsek@cwu.edu">piacsek@cwu.edu</a></td>
<td>Public Relations, Chair</td>
</tr>
<tr>
<td>Michael Vorländer</td>
<td><a href="mailto:mvo@akustik.rwth-aachen.de">mvo@akustik.rwth-aachen.de</a></td>
<td>Chair, CIRE</td>
</tr>
<tr>
<td><strong>ASA Staff</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dan Farrell</td>
<td><a href="mailto:dfarrell@acousticalsociety.org">dfarrell@acousticalsociety.org</a></td>
<td>ASA webmaster</td>
</tr>
<tr>
<td>Keeta Jones</td>
<td><a href="mailto:kjones@acousticalsociety.org">kjones@acousticalsociety.org</a></td>
<td>ASA Education Coordinator</td>
</tr>
<tr>
<td><strong>Members</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carr Everbach</td>
<td><a href="mailto:ceverba1@swarthmore.edu">ceverba1@swarthmore.edu</a></td>
<td>Education in Acoustics</td>
</tr>
<tr>
<td>Kurt Fristrup</td>
<td><a href="mailto:kurt_fristrup@nps.gov">kurt_fristrup@nps.gov</a></td>
<td>National Park Serv.</td>
</tr>
<tr>
<td>Kevin Haworth</td>
<td><a href="mailto:haworth@ucmail.uc.edu">haworth@ucmail.uc.edu</a></td>
<td>Public Relations</td>
</tr>
<tr>
<td>Traci Neilsen</td>
<td><a href="mailto:tbnbyu@gmail.com">tbnbyu@gmail.com</a></td>
<td>Public Relations, WIA</td>
</tr>
<tr>
<td>Lawrence Norris</td>
<td><a href="mailto:lnorris@lnorris.org">lnorris@lnorris.org</a></td>
<td>Member</td>
</tr>
<tr>
<td>Andrew &quot;Pi&quot; Pyzdek</td>
<td><a href="mailto:atp5120@psu.edu">atp5120@psu.edu</a></td>
<td>Public Relations</td>
</tr>
<tr>
<td>Brigitte Schulte-Fortkamp</td>
<td><a href="mailto:Bschulte_f@web.de">Bschulte_f@web.de</a></td>
<td>CIRE, PoPP, Public Relations</td>
</tr>
<tr>
<td>Bonnie Schnitta</td>
<td><a href="mailto:bonnie@soundsense.com">bonnie@soundsense.com</a></td>
<td>Noise, Physical Acoustics, WIA</td>
</tr>
<tr>
<td>Suzi Wiseman</td>
<td><a href="mailto:smwiseman15@gmail.com">smwiseman15@gmail.com</a></td>
<td>Public Relations, Education</td>
</tr>
</tbody>
</table>
Objectives

Goal 1. Awareness of Acoustics
ASA engages and informs members of industry, educational institutions, government agencies, and consumers to recognize important scientific acoustics contributions

Objectives
- Expand the promotion of ASA activities and resources through emerging media and online content
- Increase awareness and dissemination of ASA Standards
- Improve the image of the ASA through a strategic branding initiative
- Advance cyber presence via web, and social media development
Action Items

1. Accelerate implementation of online presence through ExploreSound.
2. Video Challenge for ExploreSound
3. Expand YouTube Channel
4. Host online educational materials on ExploreSound site as a participant in a proposal to NSF.
5. Participate in ComSciCon.
7. Participate in International Noise Awareness Day
8. Develop methodology to implement National Soundscape Data Collection
9. Investigate possibility of coordinated outreach activities with National Park Service (400 million visitors/year) to promote acoustics.
10. Graduate School Directory
Expand Online Presence

• Champions: Dan Farrell and Keeta Jones
• Background: ExploreSound is the main online presence of the ASA for educational resources
• Progress:
  – Completed template with the Web Advisory Committee to standardize all 50 TC, SC and Admin websites.
  – Redesigned website
• Status: Action ongoing.
Technical Committee Online Outreach Coordinator

Description:

Representative chosen from each Technical Committee to review and curate online content specific to their TC

Duties:

1. Keep TC website up-to-date
2. Curate and review content for ASA YouTube Channel
3. Add specific content for Twitter, FaceBook and LinkedIn
4. Judge upcoming student video competition

Resources:

Dan Farrell at ASA Web Development Office
Keeta Jones, ASA Outreach Coordinator
Video Challenge for ExploreSound

Showcase at Registration

• Champions: Andrew Morrison and Josh Gladden

• Background:
  – Develop TC videos for hosting on ExploreSound
  – Student video competition with prizes
  – Can be used/hosted on YouTube Channel

• Progress: New Effort

• Status: On-going

  - Prizes: 1) $1000
        2) $750
        3) $500

  - Criteria
    - Between
    - What is your TC

  - Audience

  - Examples

  - Timeline: Due by Minneapolis

  - No more than 5 minutes
  - Content? What is your TC?
  - Point to example

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Expand YouTube Channel

- Champion: Kevin Haworth and Matt Kamrath
- Background: Curated YouTube channel with member submission. Require monthly original content for better visibility.
- Progress:
  - It is Live!
  - Hot Topics Videos Posted
  - Use student videos produced from Video Challenge
  - Need vetting procedure
  - Dan Farrell and Keeta Jones working on hosting Architectural Acoustics (Carl Rosenberg) Lectures
- Status: On-going
Host online educational materials on ExploreSound site as a participant in a proposal to NSF

- Champions: Andy Piacsek, Traci Neilsen, Andrew Morrison and Laura Kloepper
- Background: ASA will host an educational website via ExploreSound emphasizing careers (Day-in-the-Life-Of) using findings from NSF-ITEST grant
- Progress
  - Proposal deadline - August
- Status: On-going
Participate in ComSciCon

Champions: Laura Kloepper and Andy Piacsek

Background:
- ComSciCon is an organization of graduate students that puts on workshops to improve the science communication skills of grad students. (comscicon.com)
- Recently awarded a grant from the AIP Venture Partnership Fund to foster increased involvement of AIP member societies for recruitment, engagement, and retention of grad students, in addition to improving science communication skills.
- Paid for Laura Kloepper to attend a recent workshop to discuss the goals and implementation strategies of their VPF

Progress:
- Andy will attend a ComSciCom workshop as an observer to determine whether we will include this as an add-on to ASA

Status: Action ongoing.
Participate in AIP Venture Find

• Champion: Keeta Jones
• Background: AIP has a fund of $100,000 pre annum for outreach in member societies
  – Expected size of proposals: $20-40K
• Progress: AAPT wishes to produce video with outreach kit on waves with ASA and OSA, AAPT contact Gordon Ramsey, gpr@anl.gov
• Status: Started **In progress**
Participate in the International Noise Awareness Day

• Champions: Brigitte Schulte-Fortkamp, Vic Sparrow

• Background:
  – The International Noise Awareness Day occurs every April and is spearheaded by the Center of Hearing and Communication (CHC).
  – INAD will took place worldwide April 26, in the U.S. on April 22, In Germany, April 20
  – Over 400 participated at the Noise Congress in Brussels at April 24th
  – Websites
    • https://euracoustics.org/INAD2017/AboutNoise.html - EuroNoise
    • http://www.euconf.eu/noise-conference/ - INAD Europe
    • http://chchearing.org/noise/day/ - U.S. Noise Day
    • http://www.tag-gegen-laerm.de/ - German Noise Day

• Progress:
  — Request official letter from ASA to request participation since unofficial requests have been ignored

• Status: On going
Define a methodology to implement nationwide soundscape data collection

- **Champions:** Brigitte Schulte-Fortkamp, Andrew Morrison

- **Background:**
  - A recent study by Fiebig et al. reported data collection through citizen participation of noise soundscapes across Germany. ASA should provide feedback on the model used, to define a methodology that can be provided to other countries.

- **Progress:**
  - App in development
  - Being brought up to Noise TC.

- **Status:** On going
Investigate possibility of coordinated outreach activities with National Park Services to promote acoustics

- Champions: Kurt Fristrup (National Parks Service), Jay Bliefnick, Suzi Wiseman, Brigitte Schulte-Fortkamp
- Background: A subcommittee will discuss possible ways that NPS and ASA can collaborate
- Progress: For various unanticipated reasons, no progress has been made but it is hoped that work on this action will proceed shortly.
- Status: Delayed
Graduate School Directory.

• Champions: Matt Kamrath and Keeta Jones

• Background:
  – Inaccurate information
  – Difficult to use

• Progress:
  – Updating directory information
  – Acoustics version of GradSchoolShopper

• Status: On-going