

# Outreach and recruitment

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# Outreach (according to Wikipedia)

**Outreach** is an effort by individuals in an organisation or group to connect its ideas or practices to the efforts of other organizations, groups, specific audiences or the general public. Unlike marketing, outreach does not inherently revolve around a product or strategies to increase market share. Typically non-profits, civic groups, and churches engage in outreach.



# On the Internet



- 80 % of all information on Internet have a position
- My belief is that this will increase, GPS everywhere (mobile phones, digital cameras ...)
- 70 % of all searches on Google have a relation to a position.
- OK, not talking about mm here but still! Geodesy is present! Who knows that beside us?



# Why do we need Outreach?

In the long run;

- We need funding
- We need competent staff



I believe that we have a lot to deliver to others, but are they aware of that? Or the opposite, they e.g. would need a homogeneous reference frame, but do they know that they should address us?



Geodesy was previously regarded as something that some people were dedicated to but few others understood.

Today, Geodesy is more visible, more people are aware of us (*GPS-effect?*). But still regarded as something strange.

In the future, we need to have more people to understand how we can contribute to their work. It can be “decision makers” within our own organisations but of course also others.

To do that, we need to join forces, both nationally but also at least in the Nordic area.

We need to define what we should focus on and why. We can not be running everywhere. We need to find the starting line, the route and the goal.

Focus on the benefit for others from our work. Skip the details in the beginning, focus on painting the picture.

I believe that there are a lot of scientific discussions that are necessary but that we need to find a way to describe of necessity of Geodesy for others without focussing on our more "internal discussions".

We need to do this “in-house” as well. Very important! We need to address the Director Generals in the various countries so that they do not forget our importance.

We also need to address research councils, governmental agencies, scientific journals (perhaps not the traditional ones...), and so on.



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# Future co-workers

We need to attract students to undertake the higher education in Geodesy.

But that is not the only solution.

We need to have staff ranging the whole scale (shorter education -> dr in Geodesy).

Need to reach out to students very early to describe where geodesy fits in.





We are not doing Geodesy  
for ourselves, we are doing  
it for others!!!!

