

## NEWSLETTER Nº 1 of 2009

True to the honorary nature of INEA, the organization's activities were limited in 2009 and moved at a deliberate pace. Through the planning done in 2009 we are preparing for a more vigorous 2010. Based on Chair's reports from 2008, the Executive Committee focused on viability and sustainability issues during 2009. Appropriate activity and broader recognition are at the heart of these. The AGM in September 2009 backed the line the Executive Committee suggested that the Academy should explore in 2010.

### Viability

The viability concerns have to do with identity, recognition, and robust membership. With so few members, and fewer active members, there is scant awareness of the Academy. We have identified several actions for consideration, some more difficult to implement than others.

- *Identify ourselves with the INEA* . Many of us have frequent opportunities for public speaking or writing. It is a simple thing to include INEA in our introduction when it is appropriate to do so. This has worked well for the Chairman in some large speaking engagements as well as in testimony to the US Senate.
- *Call a responsible member of the media and volunteer to speak on the record about nuclear news*. We encourage all members to consider taking this action as individuals associated with the Academy.
- *Improve internal communication* (discussion, arguments, paper exchanges...). We are looking at various electronic options to help improve internal communication.
- *Seek means of improving our web site* without increasing cost
- *Start an INEA blog* . This requires further investigation, but it could be a useful communication tool.
- *Establish a Facebook page* . This is under investigation.
- *Use social media to link INEA members, such as Linked-In and Twitter* .
- *Increased member papers and position statements*.
- *Membership* . We elected 13 new members last fall. We made a call for further nominations in January.

### Sustainability

The Academy membership is being maintained at near its chartered level. We aim to hold membership elections at least twice a year to reduce waiting time for prospective candidates. During the Annual General Meeting we discussed the importance having backups for key positions, e.g. Secretary and web content manager. Strategic planning will be elevated on the Executive Committee's agenda for 2010.

During the Annual General Meeting, Yanko Yanev of the IAEA made an excellent presentation about connecting with the younger generations, particularly in the context of knowledge management. Several of the suggestions on communications alternatives came from him.

Subsequently, Dr. Baldev Raj made suggestions for member activities that would help with outreach to younger generations. Of particular note:

- Publish on the web site 200-300 word summaries by interested members on why they became interested science, engineering or nuclear energy and how that led to their career. This has been done successfully for the Third World Academy of Sciences. We will provide some examples and encourage each of you to provide our Secretary Gerald Clark a short write-up along with an optional picture or two.
- Encourage each member to name an associate member—a promising younger person with whom he or she could jointly engage in future Academy activities. This would require a change in the By-Laws.

There have been several suggestions regarding education. These seem both logical relatively easy to implement. First, since we have a broad global network, promulgate information about high-level international workshops and short schools targeted toward young professionals: for example the World Nuclear University , the Frederick Joliet/Otto Hahn school in Europe, the MeV school in the US , and several new schools that target the Asian market where nuclear growth is being most realized. We can transmit the information about these educational opportunities via our mailing lists and ask members to distribute it appropriately.

Secondly it has been suggested that we identify the Academy as a source of volunteer lecturers at such schools and other significant events. Acceptance would be up to individual members.

We wish you a healthy and prosperous 2010.