



### Recent Actions on Increasing Awareness of Acoustics

The Fall 2018 Acoustical Society of America (ASA) Meeting in Victoria, BC, Canada, held in conjunction with the 2018

Acoustics Week in Canada, was a resounding success! Many thanks to Stan Dosso (general chair), Roberto Racca (technical program chair), the local organizing committee, the ASA staff, and the leadership of the Canadian Acoustical Association for their efforts in making it so.

As usual, the Executive Council of the ASA met several times to conduct the business of the Society. Among the items that were approved by the Executive Council were the selection of several recipients for assorted Society medals, awards, prizes, and special fellowships (see page 62 in this issue of *Acoustics Today* for the list); the election of new Fellows of the Society ([acoustic.link/ASA-Fellows](http://acoustic.link/ASA-Fellows)); a new five-year publishing partnership between the ASA and the American Institute of Physics Publishing; improvements to the budgeting process of the Society; and changes to the rules of the Society with regard to (1) the new elected treasurer position and (2) establishing a new membership engagement committee. The latter three items, in particular, are outcomes of strategies from the 2015 ASA Strategic Leadership for the Future Plan ([acoustic.link/SLFP](http://acoustic.link/SLFP)).

In the past two From the President columns in *Acoustics Today*, I've discussed recent actions related to two of the four primary goals from that strategic plan: membership engagement and diversity and financial stewardship. In this column, I'd like to summarize the progress we've made on one of the other main goals dealing with the awareness of acoustics: "ASA engages and informs consumers, members of industry, educational institutions, and government agencies to recognize important scientific acoustics contributions." A task force of ASA members has worked diligently with the ASA leadership and staff toward this goal, increasing the impact of the outreach activities of the Society. The efforts have successfully led to

- 1) expansion of the promotion of ASA activities and resources through emerging media and online content;
- (2) advancing the web and social media presence of the ASA;

- (3) improving the image of the ASA through a strategic branding initiative;
- (4) fostering members' ability to communicate about science;
- (5) considering how the Society should engage in advocating for public policy related to science and technology through government relations; and
- (6) increasing awareness and dissemination of ASA standards.

I won't be able to expound on all these initiatives in great detail here, but I will highlight some of the achievements to date.

One of the first items completed shortly after the Strategic Leadership for the Future Plan was released was the hiring of ASA Education and Outreach Coordinator Keeta Jones. Keeta has done an outstanding job championing and overseeing many ASA outreach activities. Visit [exploresound.org](http://exploresound.org) to find a current compilation of available resources, including the updated Acoustics Programs Directory. If you teach in an acoustics program that isn't already represented in this directory, please be sure to submit an entry at [acoustic.link/SubmitAcsProgram](http://acoustic.link/SubmitAcsProgram). Keeta also reports regularly about ASA education and outreach activities and programs in *Acoustics Today* (for examples, see [acoustic.link/AT-ListenUp](http://acoustic.link/AT-ListenUp) and [acoustic.link/AT-INAD2018](http://acoustic.link/AT-INAD2018)).

Another team member who has played a large role in improving the impact of the outreach activities of the ASA is Web Office Manager Dan Farrell. Our updated ASA webpage is a wonderful modern face for the Society along with the new ASA logo that was rolled out in 2018. Both Dan and Keeta have worked together to increase the presence of the ASA on social media as well, summarized in a recent *Acoustics Today* article ([acoustic.link/AT-ASA-SocialMedia](http://acoustic.link/AT-ASA-SocialMedia)). I admit that I personally was not an early adopter of social media, and even now I am reticent about posting personal items on social media. However, I participated in a workshop in 2011 that taught me how social media can be leveraged to communicate our science more effectively to the broader public. I now believe strongly that having an active presence online and on social media (e.g., Twitter, Facebook, LinkedIn, YouTube) is a good tactic for the Society to spread the word about the remarkable work done by the Society and its many members. Please consider joining one or more of the ASA social media groups to help us increase dissemination further.

There's no doubt that videos are an increasingly popular way of engaging the public, and our YouTube channel ([acoustic.link/ASA-YouTube](https://www.youtube.com/channel/UC8wv8v8v8v8v8v8v8v8v8v8)) is helping our Society to do just that. Here you can find videos that the ASA has produced or curated on a broad range of topics, from, for example, discovering the field of acoustics, what an ASA meeting is like, and celebrating International Noise Awareness Day. Additionally, recordings of meeting content starting with the Fall 2015 Meeting, procured as part of the pilot initiative of the ASA to broadcast and record meeting content, may be found at this site.

Science communication is a skill like any other, and I encourage all of us to become better at it. The ASA has been investing in strategies to improve science communication by our members and staff, from hosting a science communication workshop for graduate students at the Spring 2018 Meeting to improving the efficiency of the process by which the ASA responds to media inquiries. Most recently, the ASA has also begun engaging more with the American Institute of Physics (AIP) government relations staff to understand how the Society may communicate better with government groups about the importance of acoustics research and science. Soon ASA members will be receiving a questionnaire to assist the Society leadership with learning what members' priorities are with government relations so that we can develop appropriate strategies toward advocating for public policy related to acoustics. Thank you in advance for responding to that survey.

Last, I'd like to commend the ASA Standards Program for its continued major role in how the Society disseminates and promotes the knowledge and practical applications of acoustics. Please see the *Acoustics Today* article by ASA Standards Director Christopher Struck to learn more ([acoustic.link/AT-Standards-Fall17](https://www.acousticsociety.org/asa-standards-fall17)). If you prefer watching a video instead, a new one on the ASA Standards Program has been posted to the ASA YouTube channel recently. Christopher has also authored a 2019 article in *The Journal of the Acoustical Society of America* with former ASA Standards Manager Susan Blaeser on the history of ASA standards ([doi.org/10.1121/1.5080329](https://doi.org/10.1121/1.5080329)). Many thanks to Christopher, Susan, and the many members engaged with the ASA Committee on Standards for their laudable work in leading the development and maintenance of consensus-based standards in acoustics.

I hope that my From the President columns and recent articles by Editor in Chief James Lynch in *Acoustics Today* to date (for example, see [bit.ly/AT-PubsQuality-Sum2018](https://bit.ly/AT-PubsQuality-Sum2018)) have given you a sense of the significant progress that the Society has made since the 2015 Strategic Leadership for the Future Plan. We are now about to embark on the next

phase of planning for the future of the Society, with a focus on considering what role the ASA should be playing in furthering the profession of acoustics. My last column in the Summer 2019 Issue of *Acoustics Today* will summarize discussions from a strategic summit to be held in the spring of 2019. Please continue to check my online "ASA President's Blog" at [acousticalsociety.org/asa-presidents-blog](https://www.acousticalsociety.org/asa-presidents-blog) and feel free to contact me with your suggestions at [president@acousticalsociety.org](mailto:president@acousticalsociety.org).

I can't believe that my year as ASA President is already more than halfway over. It's been such an outstanding experience; thanks to all of you who have helped to make it so. The Spring 2019 Meeting in Louisville, KY, will mark my last days as ASA President as well as the 90th anniversary of ASA meetings since the first one convened in May 1929 ([acoustic.link/ASA-History](https://www.acoustic.link/ASA-History)). I look forward to celebrating the occasion with many of you in Louisville. Please consider submitting a gift to the Campaign for ASA Early Career Leadership ([acoustic.link/CAECL](https://www.acoustic.link/CAECL)) in honor of this special anniversary to help ensure the prosperity and success of our Society for at least another 90 years to come!

## *Acoustics Today* in the Classroom?

There are now over 250 articles on the *AT* web site ([AcousticsToday.org](https://AcousticsToday.org)). These articles can serve as supplemental material for readings in a wide range of courses. *AT* invites instructors and others to create reading lists. Selected lists may be published in *AT* and/or placed in a special folder on the *AT* web site to share with others.

*If you would like to submit such a list, please include:*

- Your name and affiliation (include email)
- The course name for which the list is designed (include university, department, course number)
- A brief description of the course
- A brief description of the purpose of the list
- Your list of *AT* articles (a few from other ASA publications may be included if appropriate for your course). Please embed links to the articles in your list.

Please send your lists to the *AT* editor, Arthur Popper ([apopper@umd.edu](mailto:apopper@umd.edu)).