

Communications Team Report

1) SPS National Website—Highlights from 2006-07

- ☞ SPS launched its new website on October 31, 2006. Some of the features of the site include:
 1. Improved navigation;
 2. Increased screen “real estate” and better page layout;
 3. A new “Meetings” section to highlight SPS Zone Meetings and SPS Research Sessions at national society meetings;
 4. A new “Partnerships” section to provide information on the many partnerships SPS has forged with AIP member societies and other societies and organizations
 5. A new “Governance” section that provides comprehensive information for SPS chapters, zones and the national council;
 6. A Google-provided search application, making the site fully searchable.
- ☞ The SPS website has experienced significantly higher traffic this year, with an average of 7,700 visitors per month, compared to 4,500/month in 2006 and most previous years. There are several factors which are likely affecting the increased usage. These include:
 1. The national office’s frequent electronic and print communication with SPS members, SPS leaders, and other physics societies, which point to the site.
 2. Interest in the new website, increased number of pages, and ease-of-use of the site.
 3. Interest in the "Absolute Zero" campaign which is highlighted on the site.
 4. Migration of the *Careers Using Physics (CUP)* website into the SPS site.
- ☞ SPS staff has successfully overhauled the process for receiving and maintaining SPS and Sigma Pi Sigma chapter information. A new on-line, dynamic database was created to store and track historical information. Chapters can update and view their officer/contact information at any time through the SPS website. This feature went live in April.
- ☞ Information and applications for the new *Student Fellowships in Physics and Society*, Sponsored by the APS Forum on Physics and Society and the APS Forum on Graduate Student Affairs, was posted on the SPS website.
- ☞ During the summer, we migrated the *Careers Using Physics (CUP)* website to the SPS website and added new functionality and content. The *CUP* section of the website now includes physicist profiles, career advice, career resources, links to Summer Job Opportunities on *The Nucleus* website, and undergraduate job openings from the Physics Today Career Network.
- ☞ SPS Interns – The experiences of the 2007 SPS national interns were documented and posted on the website. All of their journal entries are online, along with bios & photos, photo galleries from their fieldtrips & tours, and their final presentations. The Intern pages are located in the “Programs” section.
- ☞ SPS Programs – Recipients of the annual SPS scholarships and awards programs such as the Marsh White Award, Undergraduate Research Award, Outstanding Student Research Award, Outstanding Chapter Advisor, etc. were listed online, along with photos, bios, program reports, and links to the corresponding program information.
- ☞ The national website continues to house articles detailing SPS’s presence at physics society meetings. Gary White selects several members to be “SPS Reporters” at various meetings of the AGU, AAPT, AAS and APS. The reporters provided SPS with an overview of the meetings, highlighting SPS research sessions and other SPS activities. They also conducted interviews with the presidents of the societies, and provided photos from the meetings.

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- ☞ The website has recently highlighted several partnerships and programs SPS is involved with, including MentorNet, Tutor.com, and Teach For America.
- ☞ The *Journal of Undergraduate Research in Physics (JURP)* has been revived. *JURP* is SPS's peer-reviewed, online journal. In keeping with the SPS mission of being a professional society, *JURP* is devoted to archiving research conducted by undergraduate students in physics and its related fields, and is a vehicle for the exchange of ideas and information by undergraduate students. Over the last several years, *JURP* transitioned from print to an online publication, while SPS searched for a new editor. Earlier this year, Dr. Dwight E. Neuenschwander, Professor of Physics at Southern Nazarene University, agreed to serve as acting *JURP* Editor, and he has shepherded the first new paper through the peer-review process and to publication. To coincide with the revival of *JURP*, the website has been redesigned. Check out the new research and website at www.jurp.org.
- ☞ The sixth summer issue of the SPS Observer was posted online: URL is www.spsobserver.org. We also post PDF versions of the three printed SPS Observer issues on the site.

2) Sigma Pi Sigma Website—Highlights from 2006-07

- ☞ The Sigma Pi Sigma website has averaged 1,280 visitors per month in 2007, compared to 1,150 visitors/month in 2006. The increased traffic is likely due to consistent email communication with Sigma Pi Sigma members, the popularity of the online version of *Radiations* magazine, and special events that have been promoted on the site.
- ☞ Meeting dates and preliminary information on the 2008 Quadrennial Congress has been posted online, along with a form enabling visitors to sign up for the Congress mailing list.
- ☞ A new page listing all the Sigma Pi Sigma regalia, insignia items, and clothing was posted online, with the option to print/mail an order form or buy online in real-time at the I-Store.
- ☞ The recipients of the inaugural *Sigma Pi Sigma Chapter Project Awards* were posted online. All program information, along with an application form and project guidelines, is housed on the site.
- ☞ Information on Sigma Pi Sigma's partnerships with MentorNet and Tutor.com has been posted online.
- ☞ Recent induction photos from several chapters have been posted online.
- ☞ Online versions of *Radiations Magazine* for 2006 & 2007 have been posted.

3) Mass E-mails

- ☞ During the past year, Gary White has written and distributed a mass e-mail to SPS members and advisors each month, highlighting upcoming programs and deadlines, research presentation opportunities at zone and national meetings, and highlighting new or interesting material on the SPS website. He has also continued sending occasional e-mails to members of Sigma Pi Sigma.

4) SPS Website Statistics Chart

- ☞ See Table on the following page.

Journal of Undergraduate Research in Physics (JURP) Revived



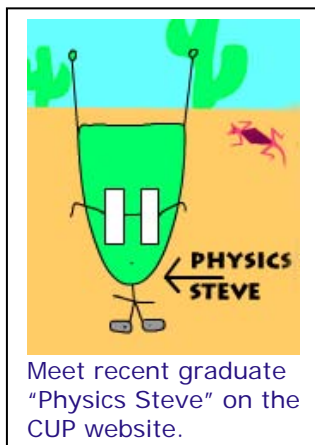
The *Journal of Undergraduate Research in Physics (JURP)* is a peer-reviewed, online journal of the Society of Physics Students (SPS). In keeping with the SPS mission of being a professional society, *JURP* is devoted to archiving research conducted by undergraduate students in physics and its related fields, and is a vehicle for the exchange of ideas and information by undergraduate students.

Over the last several years, *JURP* transitioned from print to an online publication, while SPS searched for a new editor. Earlier this year, Dr. Dwight E. Neuenschwander, Professor of Physics at Southern Nazarene University, agreed to serve as acting *JURP* Editor, and he has shepherded the first new paper through the peer-review process and to publication. To coincide with the revival of *JURP*, the website has been redesigned. Check out the new research and website at www.jurp.org.

Careers Using Physics (CUP): It's not just equations anymore!



SPS created the *Careers Using Physics (CUP)* web site as a stand-alone site in 2002. The site, while somewhat off-the-radar for SPS staff, has consistently received high traffic. During the past year, the national office decided to update and upgrade the CUP site and fold it in to the new SPS website. The integration of CUP with the SPS site was completed in July.



CUP still contains the interesting physicist profiles & videos that made it so popular, great job-hunting resources, and sound advice on career-related issues. New features include all the recent "Hidden Physicists" profiles from *Radiations* magazine, links to the popular book "How to Land Your First Job, A Field Guide for Physics Students," links to summer job opportunities on *The Nucleus*, and a "Featured Bachelors Degree Job" module from the Physics Today Career Network. See it all at: www.spsnational.org/cup/

SPS & Sigma Pi Sigma--Unique Web Visitors 2001 - 2007

Society of Physics Students	2001	2002	2003	2004	2005	2006	2007
January		2,989	5,285	5,972	9,675	5,623	7,680
February		2,453	5,217	5,244	7,764	5,289	6,836
March	1,728	1,956	6,074	4,140	8,837	3,994	9,150
April	1,924	2,712	6,163	3,202	9,861	5,100	7,864
May	2,022	2,716	6,229	5,067	6,611	4,669	6,852
June	1,440	2,215	5,091	4,837	6,148	3,562	6,678
July	1,519	2,058	4,458	4,067	5,906	3,297	7,812
August	1,816	4,852	4,873	3,722	6,295	4,250	10,076
September	1,910	7,643	5,092	4,816	8,223	5,341	
October	3,707	6,317	4,612	7,007	8,530	6,602	
November	2,768	5,659	5,198	6,624	8,049	6,103	
December	1,942	4,489	5,117	5,857	10,636	4,493	
YTD Total	20,776	46,059	63,409	60,555	96,535	58,323	62,948

Monthly Ave.	2,078	3,838	5,284	5,046	8,045	4,860	7,869
<i>Daily Average:</i>	68	126	174	166	264	160	259

	2001	2002	2003	2004	2005	2006	2007
January		892	715	538	1,236	1,147	1,026
February		738	742	876	1,203	1,286	1,086
March	724	939	969	492	1,582	1,367	1,518
April	801	828	900	388	1,729	1,654	2,004
May	950	653	708	774	1,189	1,204	1,418
June	586	602	536	671	733	860	1,035
July	689	790	406	858	692	762	999
August	426	378	543	888	832	956	1,050
September	504	457	475	1,379	1,006	1,093	
October	930	704	417	1,448	1,088	1,309	
November	684	420	633	1,166	1,089	1,081	
December	636	659	371	731	894	912	
YTD Total	6,930	8,060	7,415	10,209	13,273	13,631	10,136

Monthly Ave.	693	672	618	851	1,106	1,136	1,267
<i>Daily Average:</i>	23	22	20	28	36	37	42

SPS Observer Online	2004	2005	2006	2007
January	-	128	184	123
February	-	132	182	92
March	-	185	216	127
April	-	186	159	98
May	-	148	138	135
June	206	154	132	97
July	185	173	125	89
August	165	204	175	139
September	120	201	171	
October	144	230	158	
November	108	143	123	
December	97	115	103	
YTD Total	1,025	1,999	1,866	900

Monthly Ave.	146	167	156	113
<i>Daily Average:</i>	3	5	5	4

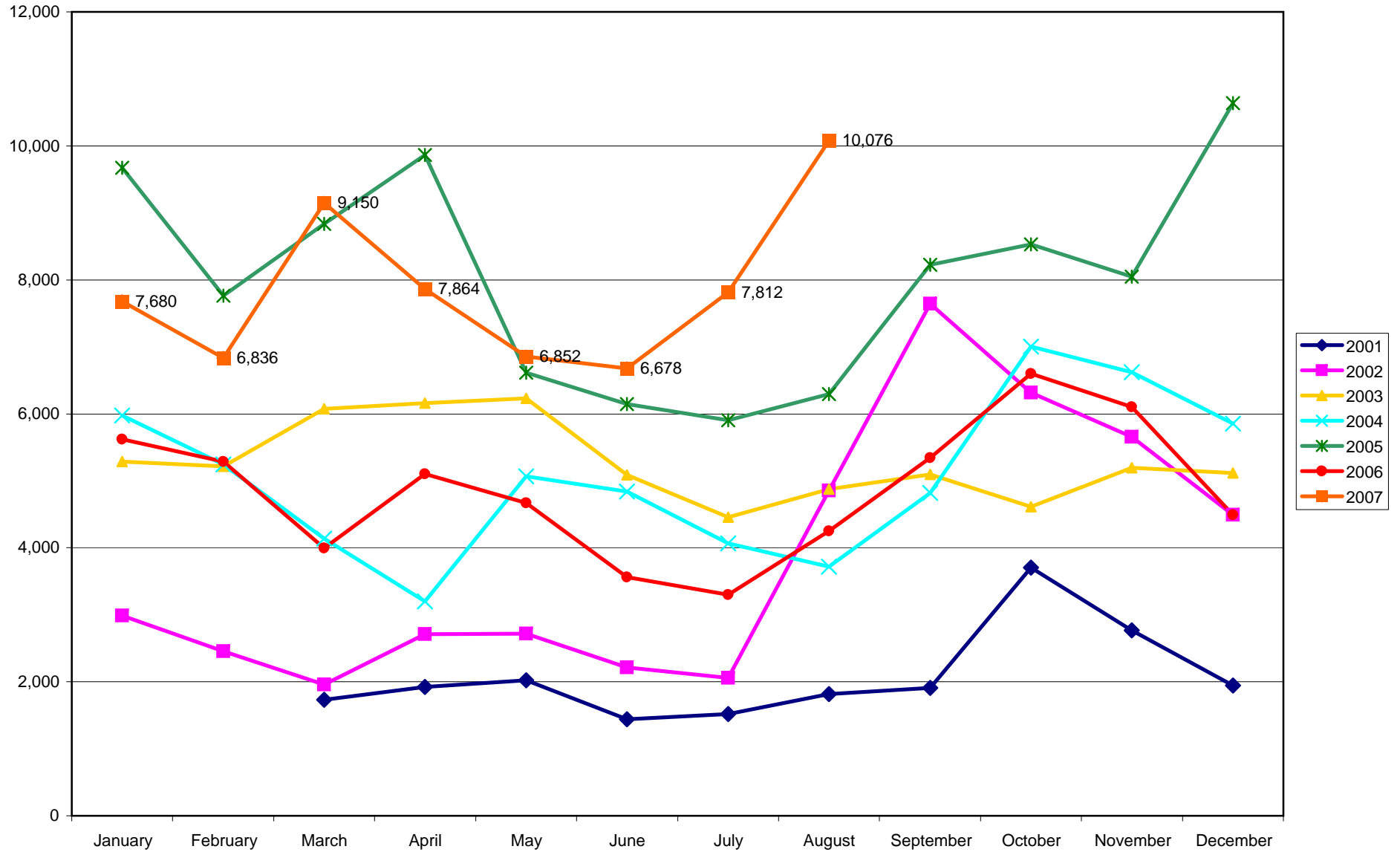
2004 Congress	2004	2005	2006	2007
January		892	258	195
February		350	299	194
March	724	613	318	303
April	801	491	353	338
May	950	388	267	169
June	338	238	198	115
July	413	240	213	120
August	617	288	234	110
September	1,176	327	263	
October	1,255	318	273	
November	406	245	254	
December	348	264	225	
YTD Total	7,028	4,654	3,155	1,544

Monthly Average	703	388	263	193
<i>Daily Average:</i>	23	13	9	6

JURP Online	2004	2005	2006	2007
January	-	326	291	364
February	-	325	355	270
March	-	332	374	252
April	-	298	357	249
May	-	235	303	247
June	180	260	299	317
July	251	305	309	274
August	261	332	286	373
September	281	335	336	
October	276	361	374	
November	332	299	272	
December	252	268	262	
YTD Total	1,833	3,676	3,818	2,346

Monthly Ave.	262	306	318	293
<i>Daily Average:</i>	6	10	10	10

SPS National Website: Unique Visitors per Month



RADIATIONS MAGAZINE

OBJECTIVES

- ◆ Role of Radiations in Sigma Pi Sigma as the closest thing we have to a physics alumni association.
- ◆ Keep people with a physics background connected with physics;
- ◆ Develop friends of physics and physics appreciators;
- ◆ SPS Development, providing readers with an opportunity to assist students;
- ◆ Maintain a member's identity with physics

DONE VIA

- ◆ "Hidden Physicists"
- ◆ Readers and Contributors
- ◆ Physics articles
- ◆ Recurring themes: physics and culture and larger society

RECENT ISSUES:

FALL 2005 RADIATIONS

"The Nuclear Non-Proliferation Bargain Under Siege," by W.K.H. Panofsky; "A Look Inside the Society of Physics Students," contributed by Gary White; "Neutron Counters, Plutonium Hemispheres, and Welder's Glasses: Reminiscences of the Manhattan Project," by L. Worth Seagondollar; and "Elegant Connections in Physics: On the Electrodynamics of Moving Bodies (Part A: Kinematics) by Albert Einstein," by Dwight Neuenschwander. "Sigma Pi Sigma Initiates List 2003-2004," and "SPS Leadership Scholarships Awarded," were featured as well. Forty pages, ~25,000 copies printed. ~18,000 copies distributed in circulation run to opt-in Sigma Pi Sigma members. Printer was Fry Communications, Inc., Mechanicsburg, PA. *Radiations'* full issue will also be available online at the Sigma Pi Sigma web site.

SPRING 2006 RADIATIONS

"Benjamin Franklin: Natural Philosopher, Statesman, and America's First Physicist"; also "A Gallery from *Quantoons*, Physics Art by Tomas Bunk"; and "Elegant Connections in Physics: On the Electrodynamics of Moving Bodies (Part B: Electrodynamics), and its Corollary, $E=mc^2$, by Albert Einstein" by Dwight Neuenschwander; "Spotlight on Hidden Physicists"; and "2005 Alumni Contributors." Thirty-two pages, ~25,000 copies printed, ~18,000 copies distributed in circulation run to opt-in Sigma Pi Sigma members. Printer is Fry Communications, Inc., Mechanicsburg, PA.

FALL 2006 RADIATIONS

"Pliers, Pulsars, and Extreme Physics" by Jocelyn Bell Burnell. She looks back at the discovery of pulsars in her Presidential Address of 2003 to the Royal Astronomical Society; also "Elegant Connections in Physics." Thirty-two pages, 38,000 copies to be printed, ~35,000 copies distributed in circulation run to Sigma Pi Sigma members. Printer is Fry Communications, Inc., Mechanicsburg, PA.

SPRING 2007 RADIATIONS

"Weapons in Space: Should Anyone Care"; also "The Threat of Weapons in Space," by Nina Tannenwald, Brown University; "Chadwick and the Discovery of the Neutron," by B. Cameron Reed, Alma College; and "Elegant Connections in Physics: Absolute Zero and the Third Law of Thermodynamics" by Dwight Neuenschwander; and "2006 Alumni Contributors." Thirty-two pages, ~25,000 copies to be printed, ~18,000 copies to be distributed in circulation run to opt-in Sigma Pi Sigma members. Printer is Fry Communications, Inc., Mechanicsburg, PA.

FALL 2007 RADIATIONS

Articles to be printed include: "The Art of Physics Communication" by Dwight E. Neuenschwander. Also the list of Sigma Pi Sigma new initiates and "Hidden Physicists" will be included also "Elegant Connections in Physics." Thirty-two pages, ~ 25,000 copies to be printed, ~18,000 copies to be distributed in circulation run to Sigma Pi Sigma members. Printer will be Fry Communications, Inc., Mechanicsburg, PA.

THE SPS OBSERVER

TWO AUDIENCES AMONG ITS READERS

- ◆ Physics majors (undergraduate physicists, help introduce them to the field and profession) and
- ◆ Non-physics majors (friends of physics, physics appreciators).

OBJECTIVES

- ◆ Build Community.
- ◆ Professional Development.
- ◆ Develop physics appreciation.
- ◆ Dialog with senior physicists (e.g., recent articles by Ford, Dyson, about Wheeler, Weart, Tisza);
- ◆ Teach some physics
- ◆ Highlight relation of physics to other fields (let's have a life with our physics; physics meshes with the larger culture & society).

RECENT ISSUES

Summer 2006 SPS Observer & JURP Online: 4-Page Web Issue

"Absolute Zero and the Conquest of Cold"; science ethics articles "Taking Einstein's Ethics Into the 21st Century: 'Remember Your Humanity,'" "Sir Joseph Rotblat: A Legacy of Peace," and "The Russell-Einstein Manifesto"; Elegant Connections in Physics, "Quantized Angular Momentum, 'g-factors,' Precessions, and Exchange Symmetry"; "It's Good to be in DC" by Melissa McClure, University of Rochester; "The AGU: Fall Meeting 2005" by Mika McKinnon, former SPS Intern. Four pages, 6,500 copies printed and circulated to 4,831 SPS members. Printer was Harris Lithographics, Landover, MD.

Fall 2006 SPS Observer

"A Gallery from Quantoons, Physics Art by Tomas Bunk"; AAPT Barbara Lotze Scholarships Announcement; "ICPS Romania Trip," by Kasandra Jorgensen, Lewis & Clark College; "2006-07 SPS & Sigma Pi Sigma National Council"; "Physics News Update"; "2006 Blake Lilly Award Winners"; "Elegant Connections in Physics: Engine Efficiency and Refrigerator Performance" by Dwight Neuenschwander. Sixteen pages, 7,500 copies printed, ~4,900 copies distributed in circulation run to Society of Physics Students members. Printer was Harris Lithographics, Landover, MD.

Winter 2006 SPS Observer

"Society of Rheology 78th Annual Meeting Report," by Rebecca Perry, Bowdoin College; "Report from the 90th Annual Meeting of the OSA," by Kristin Beck, Univ. of Rochester; "About the SoR"; "Check out www.physicstoday.org/jobs"; "2006 Outstanding SPS Chapters"; "Physics News Update"; "Elegant Connections in Physics: Guest Comment: A Simple Model for Determining the Critical Mass of a Fissile Nuclide," by B. Cameron Reed, Alma College. Sixteen pages, 7,500 copies printed, ~4,900 copies distributed in circulation run to Society of Physics Students members. Printer was Harris Lithographics, Landover, MD.

Spring 2007 SPS Observer

"Chadwick and the Discovery of the Neutron," by B. Cameron Reed, Alma College; "Today we are all Hokies," by Mark Malloy, Virginia Tech; 2006-07 Marsh White Award Recipients; Physics News Update; 2006-07 Undergraduate Research Award Recipients; "Elegant Connections in Physics: Absolute Zero and the Third Law of Thermodynamics," by Dwight Neuenschwander. Sixteen pages, 7,500 copies to be printed, ~4,900 copies to be distributed in circulation run to Society of Physics Students members. Printer will be Harris Lithographics, Landover, MD.

Summer 2007 SPS Observer & JURP Online: 4-Page Web Issue

"SPS Council Speaks Out on Professional Conduct"; "The Threat of Weapons in Space," "Seen Around SPS..."; and "Spotlight on SPS Outreach." Elegant Connections in Physics, "'Time' [Absolutely] Does Not Exist"; "At the March 2007 APS Meeting" by Steven Zech and Paul Cummings, SPS Reporters, Embry-Riddle Aeronautical University; "Outstanding Student Research Awards 2007"; and "Thousands View Research Jobs on The Nucleus"; and Call for Papers for *JURP Online*. Four pages, 6,500 copies printed and circulated to ~4,600 SPS members. Printer was Harris Lithographics, Landover, MD.