

Sample Math Awareness Month (MAM) Timetable

JPBM organizations: AMS, AMSTAT, MAA and SIAM

updated 5/27/14

Below offers a *guideline* for each year's organizing society to develop materials and web content *before* early January—when the MAM theme is officially announced on the web and posters are available at the Joint Mathematical Meetings, and in time for advertising deadlines for the spring issues of the 4 organizations' member journals, and so that mathematics departments have time to organize their own events prior to April. See www.mathaware.org for examples of past posters and content. Content for the website should be sent to the AMS Public Awareness Office (paoffice@ams.org), who coordinates the prep and posting of the pages.

April

JPBM meeting late April: members approve theme proposed by organization in charge of MAM the following year

June-August

Organizing Society:

- Confirm contacts to communicate questions, status, deliveries of materials:
 - * AMS (also for the MAM website): Annette Emerson and Mike Breen (paoffice@ams.org)
 - * AMSTAT: Ron Wasserstein (ron@amstat.org)
 - * SIAM: Jim Crowley (crowley@siam.org)
 - * MAA: Michael Pearson (**need email**)
- Select Advisory Committee chair
- Explore underwriting and corollary materials (*optional*)

AMS: input budget for Mathematics Awareness Month next year expenses

September

Organizing Society:

- Determine poster print run (approx. 8,000 if the poster is done in time to give away at JMM, but depending on how the society wants to fulfill orders and whether any additional mailing lists are used) get printing cost quotes for mailing and stock.
- Get printing cost quotes for mailing and stock. Specs (guideline): 4-color, 100# white glossy text with varnish, 17 1/2" x 21 3/8" (to fold twice and fit in 9x12 envelope)
- Establish how poster requests will be fulfilled by host org. customer services dept.: Charge \$?

If so how much? (In past some charged \$5 to cover postage.) State a maximum number allowed per order?

Advisory Committee Chair:

- Provide brief theme summary and images to organizing society/poster designer.

NOTE: Remember that it is important to get permission from image creators/copyright holders and credit them if necessary on the printed poster and on the MAM website (use sample Image Permission Form or keep a written record)

October

Organizing Society:

- Solicit from Advisory Committee chair the draft poster text, news release, theme announcement, **and potential theme essay authors**
- Solicit from committee and also research, solicit and gather clippings, websites, and publications to list w/ links on MAM "Related Resources" web page
- Design poster and circulate poster, **and have commitments of theme essay authors** by the late October JPBM meeting for input/approval by JPBM members.

- Establish mailing lists for bulk MAM mailing in Jan. The AMS can provide the list of approx. 3,000 chairs of math, comp sci and statistics depts. at U.S. institutions granting Bachelors, Masters and Ph.D. degrees. Request from **paoffice@ams.org**.
- Contact **meet@ams.org** re putting a flyer in the Joint Math Mtgs registration packet (*optional*)

November

Organizing Society:

- Finalize, print and deliver poster and printed announcement/news release and deliver non-bulk-mailing stock to contacts at AMS, AMSTAT, MAA and SIAM
- Send **theme** announcement to editors of SIAM News, AMSTAT news, MAA Focus, AMS Notices **so they can include the announcement and commission their own theme-related articles, Op-Eds, journal cover graphics, etc. for April issues to help “celebrate” MAM (the latter optional)**
- Order 9x12 envelopes
- Adapt poster to 8.5 x 11” pdf version for website users to download/print and send to other orgs
- Create small downloadable theme icons based on poster
- Adapt poster design for postcard or bookmark (*optional*)

Advisory Committee Chair:

- Solicit Proclamation letters from VIPs to post on web (*optional*)

NOTE: Let AMS paoffice@ams.org know in early November if any special programming for the website is needed.

Early December

Organizing Society:

- Send bulk quantity of posters (about 500) to each of the other 3 JPBM orgs
- ****Send all content for the following web pages to **paoffice@ams.org**.****
 - o Theme Announcement
 - o Sample news release
 - o Theme Essay(s)
 - o Related Resources (with links)
 - o Pdf of poster for home page and order page
 - o Linking icons that others can put on their MAM web pages
 - o MAM Committee members' info (name, position, affiliation, email, photo)
 - o Email address of the individual who will read poster order emails to fulfill

Other JPBM orgs: Prep and ship MAM poster, signs, press kit for booths at Jan. Joint Math Meetings

January

AMS: Launch MAM website

Organizing society:

- Mail MAM poster and announcement/sample news release to:
 - o Math Dept chairs, all levels U.S. (order list of approx 3,000 from **paoffice@ams.org**)
 - o Advisory Committee
 - o Math-science writers/journalists as appropriate
 - o Assn of Science and Technology Centers journal editor
 - o Any other specialty lists organizing society chooses

Each JPBM organization:

- Announce theme on home pages
- Mail MAM info to VIPs, special contacts
- Create display ad and/or reserve cover of April or earlier issue of member journal (Notices of the AMS, AMSTAT News, MAA Focus, SIAM News) based on 8.5 x 11 pdf of poster (*optional*)

April

Organizing Society:

- Send copies of printing, mailhouse, mailing list and postage invoices for the main bulk mailing of the poster to Sue Olson, Fiscal Dept., AMS, 201 Charles Street, Providence, RI 02904 (email **wpo@ams.org**). The AMS then charges out those costs equally to each JPBM society.

- Track poster orders for following year print run

- Let other orgs know of any local or national media coverage of MAM