

AAAS MemberCentral

MemberCentral reached out to the AAAS member community and the public with a revamped Web site offering interesting and inspiring podcasts, live chats and webinars on science-related topics. MemberCentral also held a member event in London that was the first of an international series. To visit MemberCentral, go to membercentral.aaas.org.

REDESIGN: MemberCentral

The MemberCentral Web site got a new look and feel in 2012, with a redesign that made the site easier to use and more accessible to the public. The redesigned site upholds the AAAS mission of engaging the public around scientific issues by highlighting the work that AAAS members do in the laboratory, in the field and in the classroom and community.

New blogs and long-form articles appeared on the site in 2012, and the Cutting Edge video series featuring AAAS members giving short lectures grew to include the topics of biofuels and energy from waves, wind and the sun. The site also hosted live chats with the AAAS R&D Policy Analysis group and the AAAS Science & Technology Policy Fellows. The site's new series of webinars included “Hollywood and Science: Bringing accurate science to TV and film” and “Education Renovation: Overhauling undergraduate STEM programs.”

Traffic to the redesigned Web site increased by more than 50 percent over the previous year.

AAAS MEMBER EVENT IN LONDON

AAAS members at a special event at the Royal Society in London enjoyed a lecture by Nobel laureate Elinor Ostrom in one of her final public appearances before she died in June 2012. Ostrom, who won her Nobel Prize for groundbreaking research demonstrating that ordinary people can create rules and institutions to allow sustainable and equitable management of shared resources, spoke about

climate change. The event, which included a member reception, is providing the model for a series of similar events to be produced globally in 2013.

Turn to page 30 for information on *Science Careers*, the association's comprehensive online site for science job seekers and employers. See www.sciencecareers.org.

