

## International Year of Statistics Newsletter – November 8, 2012

### **Mexican Groups See Unique Opportunities to Promote Statistics2013**

Our colleagues in Mexico are trying a couple of interesting ways to promote the International Year of Statistics. Those are:

- 1) Approach a symphonic or chamber-music orchestra, or a soloist in your area and propose an International Year of Statistics Commemorative Concert, with a possible short conference before the concert. Approaching music departments or schools is another possibility.
- 2) Some countries have old-style legal lotteries where print-lottery bills are still used. Ask officials to include a commemorative bill for the International Year of Statistics. This promotional idea is usual for many commemorative events (at least in Mexico). In addition, one could prepare some explanation about probability and expectation for the public as promotion of the lottery drawing.

### **The Université de Moncton will celebrate the International Year of Statistic in style**

The Department of Mathematics and Statistics at the Université de Moncton in Canada will use Statistics2013 to showcase the strong relations between Statistics and other disciplines of study. An inter-faculty committee, chaired by Dr. Thu Pham-Gia, professor of the department of Math-Stat, began its work last summer, with Prof. Paul Deguire, chair of the department, and Donald Violette as advisors.

Celebrations will begin this month and will consist of two parts:

- 1) Local Celebrations: Ten conferences/presentations are planned for 2013 in Moncton, with speakers coming from Biology, Computer Science, Statistics, Civil Engineering, Environment , Pedagogy and Linguistics .
- 2) International Celebration: A conference, titled “Statistics and Its Interactions with Other Disciplines”, will be held in collaboration with four Vietnamese universities in Ho Chi Minh City, VietNam, on June 5 to 7. Nine professors from the Université de Moncton will be on different scientific committees, which include more than 25 world experts. The conference has received the support of several organizations, including ISBIS, ISBA, Minitab, Pfizer, Sanofi-Pasteur et TD Bank, and speakers of international reputation will be at the conference.

Registration is now open [here](#).

### ***Amstat News, Significance Magazine to have Features & Posters***

The International Year of Statistics will be featured in upcoming issues of the American Statistical Association’s (ASA) *Amstat News* and *Significance* magazine, a joint publication of the ASA and the Royal Statistical Society in Great Britain.

The January issue of *Amstat News* will feature a Statistics2013 kick-off article by ASA Executive Director Ron Wasserstein as well as a special pull-out promotional poster. Additionally, Editor

Megan Murphy will be promoting Statistics2013 throughout next year with special articles each month.

In February, *Significance* magazine will spotlight the International Year of Statistics with a special the cover. Inside the commemorative issue readers will find a poster of the cover that they can pull out and post in a public area.

We encourage you to check out each magazine, pass the issues around your offices, and use the pull-out posters to promote the International Year of Statistics.

### **Help Make Statistics2013 Website Global**

The International Year of Statistics Steering Committee is seeking content contributions in several subject areas from participating organizations for the Statistics2013 public website. Those areas and a brief explanation of each are:

1. *Statistic of the Day*—A series of four or five brief, informative statistical facts about your country, for example, its population, economy and education system; the health of its citizens; and similar social, economic, government and other relevant topics.
2. *Around the World in Statistics*—A short 150 to 200 word article about how statistics makes life better for the people of your country.
3. *Statistician Job of the Week*—A short 150 to 250 word article written by one of your organization's members talking about his/her job as a statistician and how he/she is contributing to improving our global society.
4. *Statistics in Action*—A photo with a brief caption that shows how statistics improves the quality of life of your country's people.
5. *Careers Information*—The hyperlink to the statistics career information that is posted on your organization's website.
6. *Educational Resources*—The hyperlink to the primary and secondary school statistics education resources that are posted on your organization's website.

Your contributions will help make the International Year of Statistics website a worldwide representation of the reach and impact of statistics. The Statistics2013 public website will be launched soon, so send us your content or links as soon as possible.

To contribute, email the items to [Jeffrey@amstat.org](mailto:Jeffrey@amstat.org).

### **U.S. Government Agencies Promoting Statistics2013**

Numerous U.S. government statistical agencies are promoting Statistics2013 on their websites. Here's a sampling:

- [Bureau of Economic Analysis](#)
- [National Center for Education Statistics](#)
- [Bureau of Labor Statistics](#)
- [National Center for Health Statistics](#)

A special thank you goes out to these agencies for a job well-done in helping to spread the word about the International Year of Statistics to the public and to their internal audiences and raising awareness of statistics to their industry's key stakeholders.

### **Statistics Cloud Image Available**

We have posted the popular statistics cloud artwork (the graphic with the word "statistics" in various languages) online at [www.statistics2013.org](http://www.statistics2013.org) where you can download and use it in your promotional materials.

You could use it on your website, on printed materials and banners to name a few ideas. Get creative and share your ideas with us at [Jeffrey@amstat.org](mailto:Jeffrey@amstat.org). We will pass them on to the more than 1,200 other participating organizations around the world.

To access and download the graphic go [here](#).

### **New Language-Specific Logos Available**

The International Year of Statistics (Statistics2013) logo is now available in 17 languages: Amharic, Arabic, Bulgarian, Catalan, Czech, Dutch, English, Farsi, French, German, Greek, Hindi, Italian, Lithuanian, Mandarin, Portuguese and Spanish. On each version the phrases "International Year of Statistics" and "Participating Organization" are presented in the appropriate language. If you need one of these language-specific logos to post to your organization's website or use in your promotional campaign, you can download it [here](#).

To have a version of the Statistics2013 logo created for your country's language, please email the following information to [Jeffrey@amstat.org](mailto:Jeffrey@amstat.org):

1. The interpretation of "International Year of Statistics" in the appropriate font in this format: International Year of Statistics="The interpreted phrase"
2. The interpretation of "Participating Organization" in the appropriate font in this format: Participating Organization="The interpreted phrase"
3. A high-resolution PDF document or a .tif file of the interpretations of the "International Year of Statistics" and "Participating Organization". (This file will be used to compare against the font to ensure it was transmitted properly. If it doesn't compare accurately, we will use the image of the interpretations from the PDF or .tif in the logo instead. This step will ensure accuracy of your custom logo.)

Once your language-specific logo is created it will be posted to the Statistics2013 website [here](#) and we will send you an email to let you know the logo is available for download.

### **Share Your Logo with Us**

If you already have created a version of the Statistics2013 logo in your country's language, please email a jpg file to [Jeffrey@amstat.org](mailto:Jeffrey@amstat.org) and we'll post it to the website so others can use

it. A special thank you goes out to Josep Sort of the the Statistical Institute of Catalonia for forwarding the Catalan-language version of the Statistics2013 logo to us.

**ASA Launches *Significance* Gift Subscription Program**

In observance of the International Year of Statistics, the American Statistical Association (ASA) has created a new *Significance* magazine high school gift subscription program for its members.

Through this special program, ASA members can give a tax-deductible gift subscription to *Significance* magazine to the high school of their choice—either a local school or their alma mater.

The ASA will promote this unique gifting program throughout 2013 and beyond to its members as an excellent way to introduce high school students—and possibly the next generation of statisticians—to the in-demand and rewarding careers in the statistical sciences field.

**Participation continues to increase**

As of Nov. 8, 2012, there are 1,123 organizations participating in the International Year of Statistics. Thank you all for your participation!