

NYSGISA Communications Committee Meeting Minutes – March 10, 2011 Meeting

Carol Goodman Zollweg, chair

Committee Members: Sheri Norton

Don Meltz

Jake Needle

Danielle Bargovic

Announcement

We have added a new member to our committee. Welcome to Danielle Bargovic. Danielle works for CHA and has agreed to manage our LinkedIn account.

Action Items

1. Newsletter
 - a. Sheri will work with Eagle Scout to get article written
 - b. Carol will talk to Mike Ross (GIS/SIG) about finding someone to write an article about the 20th anniversary conference for GIS/SIG happening on April 12th.
 - c. Sheri will include an article about the upcoming NEARC conference
 - d. Sheri will have a draft of the newsletter completed by the end of April.
2. LinkedIn – our newest member, Danielle Bargovic, will be handling this method of communication for NYSGISA. She will document how the management gets transferred for future assignment to someone else.
3. Website
 - a. Carol will talk to Cattyann about interest and skills in developing a new website for NYSGISA.
 - b. Carol will write down history of website development and recommendations.
4. Jobs – Jake will get the jobs from the listserve to post, Carol will not need to list jobs in excel document anymore.
5. Don: Use website/Facebook/Twitter to encourage people to blog, offer help in getting started and then once people are blogging disseminate the links to those blogs. Periodically, update blog links – maybe have a blog link page? This is dependent on website development.
6. Encourage committee chairs to send us items to post on website. This has been brought up informally during board meetings, a letter needs to be sent out to the board/committee chairs encouraging this.

Action Items Completed

1. Facebook/Twitter – these are active
2. Website updates – these is being done as soon as information is received (home page and jobs [Jake Needle take care of the jobs]).

Discussion

Action items listed above were discussed and we are on track with our yearly plans except for the pace that website is taking in getting developed. There were quite a few ideas about the upcoming newsletter and this is shaping up nicely. Quite a bit of our discussion was about the

website and the fact that it is not fully developed. All committee members are in agreement that we need to move forward with another website developer. Carol will write down all ideas and circulate to committee members for development.

Previous Action Items

1. Carol: develop brief workflow for updating website pages, high-level. **DONE**
2. Carol: Train Don and Sheri on website update. **DONE**
3. Carol: Add Don to NYSGISA website and send username and password. **DONE**
4. Don: Use website/Facebook/Twitter to encourage people to blog, offer help in getting started and then once people are blogging disseminate the links to those blogs. Periodically, update blog links – maybe have a blog link page?