

NYS GIS Association Communications Committee Meeting Minutes – 1/27/2012

Attendees: Sheri Norton, Jake Needle, Don Meltz, Carol Zollweg

Absent: Danielle Bargovic

Submitted by: Carol Zollweg

Our goals:

*“To manage and disseminate information that represents part of the public face of the New York State GIS Association (NYSGISA). These public faces include, but are not limited to,
A website,
A Facebook page,
Twitter,
Newsletters, and
Listserv*

To this end we will maintain a professional and visually interesting website, a professional Facebook page that is updated on a timely bases, professional tweets that are output on a timely basis, and a professional looking newsletter, ensure that listserv content is professional and use of listserv is not abused.”

Action Items from last meeting:

1. NYSGeo@gmail.com is being monitored by Julie Tolar, secretary NYS GIS Association

Action items for this meeting:

1. Jake will develop out goals and milestones list
2. Sheri will put together the winter newsletter
3. Carol will get a general Communications Committee password and will begin showing committee members how to update the new website.
4. Jake will take on the responsibility of updating the jobs table.
5. Sheri will write a letter that explains to everyone with a username and password how to log on and check whether they are current members and how to join.
6. Carol will develop a list of committee expenses.
7. Don Meltz will create a new member map from the latest member data.

Agenda:

1. The Communications Committee members will remain the same as last year: Don Meltz, Jake Needle, Sheri Norton, Danielle, Bargovic, Carol Zollweg (chair).
2. One thing to keep in mind is that the Communications Committee is responsible for dissemination information not for developing it. The board is completely behind this separation of responsibility.
3. Jake Needle will use the strategic planning list to compile a list of our goals and milestone for this year. A few details that may not be on list are:

- a. Website will have a page of resumes submitted by current members; resumes will stay active for six months.
 - b. Members will get an email when their membership is updated in the database. The secretary has a draft of this – will need to add a paragraph about logging on to site. The secretary will be responsible for sending out the letter, we will provide her with the email addresses of people who have had their membership information updated.
4. Winter newsletter - Sheri will begin putting together the winter newsletter. Ideas:
 - a. There is an article about Annual Meeting on nysgis.net.
 - b. Sheri will talk to Larry Spraeker about an article about NEARC.
 - c. We can have an article about the new website, content and membership portion
 - d. Interview with someone working for a non-profit
 - e. Have a biography and picture for each board member and picture.
 - f. Student section
 - g. Get a board member to write an article, possibly about new website
 - h. An article about how to stay in touch (Listserve information, Facebook, Twitter, LinkedIn) .
5. Website - content
 - a. The website has moved to hostMonster due to slowness of iPage – it is much quicker and consistently loads at 8 seconds/per page or less.
 - b. The website is now using the original and is looking very nice.
 - c. The website content structure is complete.
 - d. News and Association Blog is updated most easily with LiveWriter. Once website is live and everyone is trained, we will have just one person in charge of updates who can delegate if necessary. That way we won't be duplicating each other's work.
 - i. One person will be in charge of updating news and calendar
 - ii. One person will be in charge of updating calendar
 - iii. One person will be in charge of updating minutes.
 - iv. One person will be in charge of updating jobs table.
6. Website - online membership database – Join section (no login) is complete and tested.
7. Website - online membership database – When website goes live we will send out an email to everyone in the database. This email will explain how to check and see whether you are a current member, what to do if there are any issues, and introduce the new website.
8. Website – online membership database – this is under test; the last few items for development are password encryption, forgot password email, some back buttons on pages.
9. A list of committee expenses will be developed for presentation to the board.
10. Idea - have pages available for regional groups. Is there any chance to get some money for this? Maybe \$50/year? One caveat is that the Communications Committee would actually update the pages; we will not be allowing many people access to the backend of the website. Maybe we could offer one page free. This idea has been added to our marketing committee list (below) to be reviewed periodically.

Marketing Committee Feedback (keep with agenda and review when necessary)

- Website: list of completed projects in NYS by consultants, by municipalities – to show what kind of GIS work is going on in the state
- Website: meetings that are recorded and post video or audio recording ...
- Website: list of people, regionally or nationally, that are willing to present at a conference – contact information and subject
- Website: Jobs webpage – links to other well known jobs websites – **this has been done, any more links are welcome**
- Marketing Committee: vendor portal – with login and password -- open list of vendors/consultants – who does this work – can specify who is on state contract list. How do we get this information? Some kind of database. Maybe work with membership committee to find this information. Could look at state contractor list and ESRI business partner list.
- Making website more of a resource for all gis people.
- Website: Have a page where members only can post resumes – these will stay up for six months.
- Website: have pages available for regional groups. Is there any chance to get some money for this? Maybe \$50/year? One caveat is that the Communications Committee would actually update the pages; we will not be allowing many people access to the backend of the website. Maybe we could offer one page free.