

NYS GIS Association Communications Committee Meeting – 4/20/2012

Attendees: Sheri Norton, Don Meltz, Vijay Sambandhan, Danielle Bargovic

Unable to attend: Jake Needle

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.”

News

1. Association secretary is monitoring email account.
2. Communications Committee work plan and budget have been approved.
3. Gift for database developer has been ordered
4. Final payment for website developer has been sent, plus a bonus.
5. Sheri has now been trained in LiveWriter, backend website updating and jobs table updating (includes uploading via FTP).
6. Member map updated every time new members added to database. Workflow worked out between Don and Carol – takes only a few minutes.
7. Everyone likes the idea of providing a resume page for members. Need someone to develop a message to users about this and be responsible for sending out once a quarter or so.
 - a. Need a nice concise descriptive message to go out to members, news, listserve, what else to detail:
 - i. Member only benefit – tell how to become a member
 - ii. Post resume for 6 months
 - iii. To post in email include name, 255 characters describing most important points about yourself, PDF version of your resume.
 - iv. Show a few examples:
 1. Jane Smith – GISP. 20 years experience GIS Analyst. Python programmer.
 2. Alex Newell – Graduating Dec. 2013, MS Urban Planning, specializing in small village redevelopment.
8. Backup is taken care of by HostMonster. Carol will also backup via Access frontend on her machine.

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9. Carol and Vijay will meet in May to document database backend. Vijay will check backup procedure (via Access) at that time.
10. OK to post jobs in NE regions at least for now, as there are not that many jobs in NY.
11. Newsletter – waiting for content, we will publish without waiting any long and make smaller. Need recap of last meeting (Julie/Carol). Carol will get to Sheri. Publish next week.
12. Ideas on where to find local news:
 - a. We will task someone with writing a small request and instructions to members on submitting news to us (via nysgeo@gmail.com). – how to get members to supply news. Where to find local news. Other organizations newsletters –
 - b. Contact Sam Wear and put nysgeo@gmail.com on newsletter list.
 - c. DOT/DEC website or newsletter.
 - d. Talk to Rich Q. about getting news or if he knows someone who is interested in new gathering.
 - e. Get someone else on committee who will be responsible for sending notes out to membership to request information (news) or explain member benefits (post resume). Sheri will ask colleague.
 - i. This person will keep track of how often we send something out to members to act as reminders but not be annoying.
 - ii. Information will go out via Facebook, Twitter, ListServe, and email blast.

Action Items

1. Send final work plan to group. – Carol
2. Every month backup database on my drive - Carol
3. Send Don full database and time series of members - Carol
4. News to members about posting resumes – Sheri will talk to George Hilton to see if interested otherwise Danielle. Periodic communication out to members.
5. Carol send Danielle Directions Magazine.
6. Send Julie's article about NYS GIS Association winter meeting.
7. Next newsletter will be published by end of July (goal).
8. Carol will forward Jim's address to Sheri.
9. Danielle –will talk to intern for article
10. Sheri will talk to regional groups to get meeting notices
11. Don will look at where members are located vs. the regional groups as full database and over the years.
12. Contact Sam Wear and ask him to put nysgeo@gmail.com on newsletter list.
13. Talk to Rich Q. about getting news or if he knows someone who is interested in getting news for organization.