

NYS GIS Association Communications Committee Meeting – 7/17/2012

Meeting held via conference call 12:30 – 1:45

Attendees: Carol Zollweg, Chair; Don Meltz; Sheri Norton; Danielle Bargovic; Jake Needle; Vijay Sambandhan

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 Completed Since Last Meeting:

1. Send final work plan to group. – Carol -- DONE
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. – CAROL WILL DO THIS.
5. Carol send Danielle Directions Magazine – DONE
6. Send Julie’s article about NYS GIS Association winter meeting. -- DONE
7. Next newsletter will be published by end of July (goal). - DONE
8. Carol will forward Jim’s address to Sheri -- DONE
9. Don will look at where members are located vs. the regional groups as full database and over the years. – DONE
10. Contact Sam Wear and ask him to put nysgeo@gmail.com on newsletter list. - DONE
11. Talk to Rich Q. about getting news or if he knows someone who is interested in getting news for organization. – DONE

Action Items to Be Completed

1. **Don** will create a map with regional groups and members – updated every 3 – 6 months. **Carol** will post on website.
2. **Danielle** will talk to intern about writing an article for the NYS GIS Association website and/or newsletter.
3. **Sheri** will talk to regional groups to get meeting notices
4. **Vijay** will look into how we can make a chart from our membership data, for example, the top 5 schools with the most student members.
5. **Carol and Sheri** – map of colleges with IIS programs and student members
6. **Carol** will talk to the board about the Wish List page and, if approved, will develop the page.
7. **Carol** will change resume page to location(s) and make it clear when people submit that they can specify several locations.
8. **Carol** will update website top-level menu by moving Site Map under About and adding a Sharing menu – the App Store, Wish List, Member Resume pages will go under this new Sharing link.
9. Continue discussion of certification information, beyond GISP, to collect about members.

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Topics

1. Don created a map of regional groups and members. He found an area where there are many members and they are split between Finger Lakes and Utica-Rome user's group. Don will create a map with regional groups and current members that we can post on site. This map will be updated every 3 – 6 months, not as often as the current member map. This map will be very useful to the regional groups.
2. Kudos
 - a. Jake – Jobs are getting updated regularly with news/FB/Twitter going out each time
 - b. Danielle – News is getting updated very often and is making page very lively
 - c. Don – Member map is updated quickly – membership stands at 199! Ended year with 409!!
 - d. Sheri – Beautiful job on newsletter
 - e. Vijay – Updates to join pages with notes to be patient about time it takes for membership information to be posted online and various technical issues that came up during last membership drive.
3. Ideas:
 - a. A member suggested adding GISP information to current member list – suggested that these be in a different color/font. This would not be very hard. Carol will bring this up at board meeting, if board wants to do this Vijay will implement.
 - i. Further – we spoke about where we should track ESRI certifications or other certifications, should we use free form fields or pick-lists? If we use pick-lists, where do we get the items in the list from? How will people want to use this information? If there's an emergency would we want to search for certain certifications? What sort of search tools should we provide.

We will continue discussing this.
 - ii. Would it make sense to have a business directory with list of qualifications instead of on a person basis? Should we have this instead of or in addition to member information? NY Planning Federation has an example:
<http://www.nypf.org/editable/planningProf.html>
 - b. A member suggested that it would be nice to have a chart of academic institutions with most students. It would be nice to know what type of charting tools we have available to show any member data. Vijay will look into this.
 - i. We spoke about how it would be nice to have a map of colleges with GIS program + student members – Carol/Sheri – also talk about later. Reach out to education committee for layer of higher education – talk to Alex Chaucer. Check clearinghouse/look at who's who to see what institutions academics are from.
<http://gis.ny.gov/gisdata/inventories/details.cfm?DSID=415>
4. We are developing an App Store Page. This will be for anyone in GIS community to share information about applications that find useful in their organization. NYS GIS Association will *not* host the application, just provide contact information

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- a. Idea – have a wish list page where people can post applications they'd *like* to have. It would be nice if this had voting associated with it like the way ESRI has for ideas
5. We are developing a resume page where members can post their resume. Suggestion was to make it clear that people can specify locations, not just one location, for desired position. Carol will get board approval for page and will write up an announcement to all members to solicit resumes. Once there is at least one resume, an announcement will be made on web page to GIS community that page exists.
6. Website will be updated – a sharing menu will replace Site Map, Site Map will go under About. The App Store, Wish List, and Resume pages will go under the sharing link.
7. Develop short bulletin to send to members to alert them about NYS GIS member news:
 - a. Resume page
 - b. App store page
 - c. Staying connected – email to committee for review.
8. Original logo file cannot be found so board is considering creating a new logo. We discussed that this is no easy task as there are lots of opinions about this. Technically, as far as website is considered, a new logo and new colors, if new colors are required, is not a problem.
9. It has been suggested that the NYS GIS Association provide the regional groups with website of some sort. We discussed this as follows:
 - a. Each regional group has a webpage – we could update as they send us information.
 - b. How active are these regional groups? How many updates are we talking about.
 - c. Instead of making a website for them we could give guidance and options on how to make a website – they should just make their own and send us the link.
 - d. There is a Wordpress plugin to embed a whole website on a page, we'd need to talk to Cattyann about this. Initially we could put a link on page. They are responsible for their own site.
 - e. <http://www.weebly.com/> is an example of a place where you can make a free website.