NYS GIS Association Communications Committee Meeting – 12/6/2012
Meeting held via conference call

Attendees: Carol Zollweg, Don Meltz, Sheri Norton, Danielle Bargovic

Not able to attend: 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. **Don** will created a map with regional groups and members and noticed that regional groups don't line up with member populations well. Further activity on this will be postponed because Julie Tolar, president-elect, and Dale Morris, chair, regional groups committee will be connecting with each regional group and will get updated regional group names and boundaries. When this task is complete, we will use this information for the regional group section of the website.
2. **Carol** changed resume page table heading and instructions to location(s) to make it clear that people can specify several locations.
3. **Carol** updated website top-level menu by moving Site Map under About and adding a Sharing menu – the App Store, and Member Resume pages went under this new Sharing link.

Current Action Items

1. The **intern** that was working with **Danielle** now has a permanent position at her company and will write an article about his various work experiences
2. **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.
3. **Vijay** will investigate linking PayPal payment directly to our database.
4. Should we have some time of forum for members to discuss applications they like? Other topics? Any topic?
    a. Ask Cattyann about what is available technically to do something like this. Forum? Comments? Like button? Turning on comments?
5. **Committee**: retweet, repost on Facebook, articles and information from NYS GIS Association Facebook and Twitter accounts to generate more interaction.
6. **Carol** will gather statistics for website/facebook/twitter/email followers. Carol will ask **Don** for number of tweets sent out for a particular period, and **Danielle** for number of posts on Facebook
7. **Carol** will ask committee chairs <u>why</u> they are not sending updates to be posted on site.
8. **Don** will start come up with some new ideas for reorganizing top-level menu and circulate to **committee**. Once this is complete, **Carol** will present to the board.

9. ***Sheri*** will contact John Borst at OCS about allocating a page in the NYS OCS newsletter (comes out twice a year)? We should think about what to include on this page and in newsletter in general avoiding reiterating what we've already discussed through other means.

Accomplishments

1. Bulletin #1 has gone to members over the summer
2. Bulletin #2 went out week ending 12/7/2012.
3. A president's letter went out to all members via email week ending 12/7/2012
4. Geospatial Summit photos posted on Facebook
5. Geospatial Article posted on website
6. NYS GIS Association annual meeting article posted on website
7. Sponsor logos updated
8. News articles being posted on a regular basis
9. Jobs being updated on a regular basis

Topics

1. Carol spoke with board about a wish list page – no one has come forth with any information for this so the page has not been put on the website yet. We decided that may this is not the right format for someone looking for an application and that a forum type format would be better. We will ask Cattyann what is available technically for this type of thing for our site.

   In addition we talked about using Facebook to generate some interaction by posing a question like: "How do you feel about the new survey legislation?" We realized that articles posted on Facebook don't generate any discussion right now. We also realized that many people do not interact with an organization but will interact with a person and so it's worth retweeting and reposting articles.

   Another idea was to post a question and then ask people to interact on forum set up on website.

2. In addition, no one has come forward with an application to share for the App Sharing page.

3. Resume page not very active.
    a. Just got one today!

4. We will gather statistics as follows:
    a. Number of page hits? *Cattyann,*
    b. Email followers.
    c. Twitter followers – on page
    d. FB Likes – on FB
    e. Number of posts on Facebook (Danielle)
    f. Number of tweets sent out (Don)

5. Danielle will monitor these list serves and post original information to Clearinghouse and GIMSO
    a. Clearinghouse (already monitoring, need to post)
        i. http://gis.ny.gov/outreach/listserv/index.cfm.
    b. GISMO (needs monitoring and posting)
        i. http://tech.groups.yahoo.com/group/gismonyc/message/2724

      c. Vermont (monitoring)
         i. http://www.vcgi.org/commres/?page=./vgisl/default_content.cfm
      d. Connecticut
         i. http://ctgis.uconn.edu/listserve.htm

6. New Board – president: Alan Leidner, president-elect: Julie Tolar, board member: Carol Zollweg
   a. President's ideas for our committee
      i. Website essential
      ii. Will push to make money available to keep updated
      iii. Push publicity of past summit

7. We need to have other committee chairs own their web pages, suggested that we ask them why they are not sending use information for posting.

8. Big push for definition of regional groups – location, name; Once this is sorted out we will use this information on website.

9. Discussed possible redesign of home page:
   a. Have a third middle section for NYS GIS Association news, i.e. news we originate, that's about our organization as opposed to general GIS news.
   b. This new NYS GIS Association news blog would take the place of the newsletter and articles could be published here. We are wondering if this makes more sense and will use people's time more wisely than publishing the newsletter.
   c. Keep the featured item at top of sidebar.
   d. Feature committees on menu bar or sidebar.
   e. Don will start come up with some new ideas for reorganizing top-level menu and circulate to committee. Once this is complete, Carol will present to the board.

To keep on the radar

1. Keep track of certifications other than GISP.
2. Business directory with list of qualifications
3. Chart showing which schools have the most student members
4. Map of colleges with GIS programs