

NYS GIS Association Communications Committee Meeting – 2/13/2013

Attendees: Carol Zollweg, Sheri Norton, Don Meltz

Unable To Attend: Vijay Sambandhan, Danielle, Bargovic, 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.”

Current Action Items – No Progress

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 type 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 ask committee chairs **why** they are not sending updates to be posted on site.
7. **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.

Current Action Items – New

1. **Sheri** will get some new testimonials.
2. We will discontinue publishing newsletter and will instead publish articles on the Association blog. Initial goal will be one article a month. **Sheri** will spearhead this effort and will create a schedule of monthly articles. **Carol** will write an article for July about the World Conference held at Brockport and her class’s posters/maps. Other ideas: member spotlight, encourage education committee to get students to submit.
3. **Don** will look at SlimStat on website (measure page hits, etc.) and will report bottom line numbers for board meeting.

4. **Sheri** will create a contact information sheet to be used as paper handout at meetings, downloadable PDF on website and content will be put on a page on website. **Carol** will resend document to committee.
5. **Carol** will send out a member bulletin (website updates/ webinars happened or happening/how to keep in touch).
6. **Carol** will write up yearly expected expenses:
 - a. \$30 for nysgis.com domain registration
 - b. ~\$150 for website costs
 - c. \$600 website maintenance
 - d. And...
7. **Carol** will remind Conference Committee to send us PR – mailing members, featured items, posts.

Accomplishments

1. Nysgis.com is now on our GoDaddy account along with nysgisa.com, nysgisa.org, nysgis.org
2. **Don** came up with some new ideas for reorganizing top-level menu and they were circulated to **committee**, presented to the board and implemented. More refinement over time > Feature Items menu.
 - a. New left side bar with general GIS News, middle section is Association News
 - b. Featured section at top of middle section – two items
 - c. Website is looking better on mobile devices
3. Statistics for Facebook/Twitter/LinkedIn are great for board meeting. Carol will continue to ask (who?) each month for these.

Topics

1. Conference – branded as NYGeoCon2013.
 - a. These will be pages on our website
 - b. Delaney will edit – will be given username and password with editor privileges (unless this is unworkable then they'll get admin privileges). They will sign agreement that they will only edit the conference pages.
 - c. Skeleton pages set up for them to work with. Trying to keep our involvement to a minimum.
2. Newsletter
 - a. Should we continue with it?
 - b. Different format?
 - c. Sheri would like to resign from editor duties? What will she do instead?
 - d. (Don) We might want to discuss how to incorporate what we were doing with the newsletter into the website/blog. It's really just a different format for the same content. I know we've discussed the "news" vs "Blog" thing before, and what's the difference between GIS news and NYSGISA news, but I think it's still a bit muddled. A little more clarification might be in order.
3. Information PDF about how to keep in touch – see example from NSGIC – I think this would be great for our organization – email to listserve, hand out at meetings, post on website.
 - a. Who wants to do this?
4. Next member bulletin? Who wants to do this?
 - a. Vijay sends out – someone just needs to write. I can give you previous ones as examples.

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5. Education committee has been very busy gathering contacts – no word yet on what they'd like to have posted. We had talked about charts of some sort.
6. Expenses for year

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