

**NYS GIS Association Communications Committee Meeting – 6/5/2013**  
**Telephone Conference 12:00 PM – 1:00 PM**

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

Unable To Attend: 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 Complete**

1. Chris Morris wrote a wonderful blog article.
2. Forum investigation – see topics for discussion.
3. **Sheri** contacted John Borst at OCS about allocating a page in the NYS OCS newsletter but this newsletter is no longer active. No further action on this required.
4. **Sheri** was going to work on a contact sheet but now that the membership committee is active (she is also a member of that committee) and is working on outreach materials we will leave this to that committee.
5. **Danielle** will be in charge of sending out member bulletins every 6-8 weeks. She will develop content and will send to **Carol** who will generate list of current members and forward to **Vijay** for distribution.
6. **All committee members** should renew their membership by June 30.

## **Current Action Items**

1. **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.
2. **Vijay** will investigate linking PayPal payment directly to our database.
3. **Committee:** retweet, repost on Facebook, articles and information from NYS GIS Association Facebook and Twitter accounts to generate more interaction.
4. **Carol** will ask committee chairs **why** they are not sending updates to be posted on site.
5. **Sheri** will get some new testimonials.
6. **Carol** will remind Conference Committee to send us PR – mailing members, featured items, posts.
7. **Sheri** will speak with an archeologist/GIS professional about her work – for blog article.
8. **Danielle** will write member bulletins every 6 – 8 weeks. These will keep members informed about NYS GIS Association activities and benefits. One example: writing an article for association blog as a way to get GISP points.
9. **Carol** will send Danielle previously sent bulletins.
10. **Carol** will send Don all NYS GIS Clearinghouse pages for archiving.
11. **Don** will figure out what we will do with NYS GIS Clearinghouse pages for archiving.

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12. **Don** will look at featured item section and make suggestions to organize more clearly

## Topics for Discussion

1. **Board meeting information:** The board is pushing for 500 members, we are currently at 442 – you will see featured items and emails about this. Professional development webinars have been happening monthly and featured items have been displayed on home page. After webinar is over there is a Featured Item menu/page where these go as a list of what has happened in organization. NYGeoCon is coming up in the fall and pages are being put together by consultant. Official release of them will be soon – coordinating with conference committee. Marketing committee is putting together business sponsorships for conference and for organization. Once documents are complete they will be available on website.
2. **Communication with members via email:** It was decided that we would stay with our current method of email communication via our association email account and not use lists on Google+ because that does not suit our needs as our list is changeable and Google+ is just not catching on. We are coordinating with membership committee for messages about renewing membership. Danielle will take on project of sending out member bulletins ever 6 – 8 weeks. Sending a set of steady emails throughout the year, that is not too frequent, will allow us to remind members of value of organization by explaining upcoming events and constant benefits without becoming annoying.
3. **Online Forum:** Carol looked into online forums and the bottom line is that this takes software setup and maintenance, which our consultant can do, and, more importantly, needs someone who is interested in overseeing the topics, and generating and monitoring the conversations. No one on the communications committee is interested in this and no one else in the organization has come forward who is interested in this. In addition, the committee wonders whether this is duplicating what goes on the NYS GIS Clearinghouse listserve and it might be better to think of using an online forum if the listserve is no longer active. It was also suggested that we could survey the membership about this however there is concern that even answers in favor might not indicate how active an actual forum will be.
4. **Next Blog Articles:** Instead of writing a newsletter once or twice a year we will put out more frequent articles on the blog. We had a wonderful article by Chris Morris. Next article, July 1, Sheri will speak with an archeologist/GIS professional about her work. Sep 1, Sheri will write an article about green storm water infrastructure project. Nov 1: Carol will write an article about SUNY Brockport students map projects on the “Politics of Food.” Danielle will also provide opportunity to write articles to membership in member bulletins.
5. **NYS GIS Clearinghouse:** They are removing their calendar because NYS GIS Association’s is much better. They are removing a set of pages and have offered them to us to have/archive/make available. Carol has copied the pages and Don will take a look and figure out where they fit best in our website structure.
6. **ESRI K-12 :** Pages have been posted – under featured items.
7. **Featured Items List:** All featured items get put here to “archive” them. Don will take a look at this and make suggestions to improve organization.
8. **Webinar dilemma:** Two issues with webinars sponsored by NYS GIS Association: (1) Who’s intellectual property is it? That is, who is allowed to redistribute, (2) If NYS GIS Association redistributes then how do we do this. Using our YouTube channel is, by far, the easiest way. Putting on our own website page requires a lot of video editing and is only partly secure anyway.
9. **Site statistics:** Danielle has been providing for board meetings. Thank you.

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10. **Conference sponsorships available:** Work being done on association sponsorships that do not conflict with conference sponsorship. Web page > Events > NYGeoCon 2013 > Sponsors and Exhibitors (<http://www.nysgis.net/wp-content/uploads/2013/04/NYGeoCon-Sponsor-Brochure-A.pdf>)
11. **Membership:** Western NY might want to be like GISMO and have membership fee wrapped up with GISMO fee. This will require some changes to database.

**To keep on the radar**

1. Keep track of certifications other than GISP.
2. Business directory with list of qualifications- talk to Mike Zoltek about this – different designation. – Carol will send.
3. Chart showing which schools have the most student members
4. Map of colleges with GIS programs