



SUBJECT: Membership Committee Meeting Summary

DATE: March 18, 2011

LOCATION: Teleconference Call

The teleconference meeting began at 10:00 AM.

Meeting Purpose

Website update, student outreach, and membership drive

Attendance

Sheri Norton, Carol Zollweg, Deborah Parker, Christa Hay, Razy Kased, Katherine Barnes

Website Update

Carol Zollweg provided a brief summary of the website issues to date and how these difficulties specifically impact administration of the membership database. Deborah Parker inquired how members will be able to identify what years they were active in the Association and whether their status was current. When the database is uploaded to the website members should have the ability to view this information via their personal profile.

The Communications Committee has prepared a document reviewing the status of the website and recommendations for the Board. After some discussion of the ongoing problems working with the website contractor, IDS, the Membership Committee unanimously approved the option to switch to a different vendor to re-create the Association website and serve as professional webmaster. Carol Zollweg will update her recommendation document to include comments from the Communications Committee as well as advocacy of their decision by the Membership Committee.

Google Mashup

The Association Board requested a Google mashup showing the locations of all current membership which could be posted the NYSGISA website. Christa Hay will send the list of recently registered members to Carol Zollweg for integration into the database, and then Carol will send the new current list to Deborah for preparation of the mashup.

Student Outreach

Razy Kased indicated he had prepared a list of 20-25 higher education institutions in New York State that had some GIS integration in classes offered. Katherine Barnes added that she had compiled a similar list previously which she will email to Razy for integration with the current list.

The group discussed what steps to take next now that the contact list had been generated. Sheri Norton recommended sending each contact a "welcome packet" to include the general association flier, list of regions and respective contact information, GISP flier, Galileo Award submission request, and new flier targeting students. The Committee would encourage each contact to inform their students about the Association, post the respective fliers on department bulletin boards, and provide links to the documents digitally via the department's webpage for the university. Sheri Norton will prepare a new student-oriented flier with information detailing Association benefits, and then provide this and the other welcome packet documents to Razy Kased. Razy Kased will contact each university over the next few weeks, to be followed up in the fall as colleges start up again.



Sheri Norton suggested adding a new "Internship Opportunities" page to the Association website. She envisions this to include both resume/contact postings by students interested in finding a opportunity as well as internship details. Carol Zollweg recommended, once the page is set up, sending Facebook and Twitter messages directing recipients to the page since most students are not likely to be registered on the NYS GIS Email List Serve.

Membership Drive

Sheri Norton re-visited the list prepared by Deborah Parker in December 2010 dividing the NYS GIS Clearinghouse Who's Who list into roughly equal "chunks". Sheri will allocate a chunk to the committee members. Each person will compare their subsection to the current list of members and contact non-members by phone or email to encourage registration in the Association. Status updates will be sent to Sheri Norton in mid-April.

The meeting was adjourned at 10:55 AM.