

**MINUTES OF THE  
ARIZONA GEOGRAPHIC INFORMATION COUNCIL  
OUTREACH COMMITTEE**

A Public meeting of the Arizona Geographic Information Council (AGIC) was convened on Wednesday, January 18 at 1pm WebEx only due to COVID-19 health precautions. Present at the meeting were the following members or designees of the AGIC Public Safety Committee

**Table 1: Committee Voting Members (16)**

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Jenna Leveille, Co-chair	AZ State Land Department	Yes, phone
Patrick Whiteford, Co-Chair	AZ Dept of Transportation	Yes, phone
Cheryl Thurman, Co-chair	TerraSystems Southwest	Yes, phone
Brandon Barnett, Secretary	Republic Services	Yes, phone
Aryn Musgrave	Phoenix Botanical Gardens	Yes, phone
Sage Donaldson	AZ Dept of Transportation	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
Paul Minnick	AZ Commerce Authority	No, with notice
Mariah Modson	AZ State Land Department	Yes, phone
Lucas Murray	AZ Dept of Transportation	Yes, phone
Aparna Thatte	Self	Yes, phone

**Table 2: Public at Large**

<b>Name</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Bill Nye	Self	Yes
Nahide Aydin-Reynolds	WestLand Resources	Yes
Seth L. Franzman	Self	Yes
Shaun Perfect	ADOT	Yes

The Committee discussed and acted on the following items.

I. Call to Order and Introductions

**Meeting was called to order at 1:03 PM. Introductions were made, and quorum was established.**

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II. Approval of November Meeting Minutes

**Changes were suggested by Bill Nye, to which Jenna Leveille motioned and Patrick Whiteford seconded. Changes were passed unanimously with no further discussion.**

III. Monthly Topics of Discussion

- Announcements/General discussion
  - AGIC Annual Leadership Workshop | Feb 2, 2023 | 10a – 12p | Hybrid | ADOT Training Facility ([community feedback survey](#))
  - AGIC Council Meeting | Feb 2, 2023 | 1p – 3p | Hybrid | ADOT Training Facility

**The annual AGIC Leadership Workshop on February 2, 2023 is open to everyone as a facilitated discussion. The attached community feedback survey is utilized to support and create the agenda of the outreach committee, which also impacts the strategic business goals and direction of the committee. The outcome of this workshop will be a one-page deliverable that outlines both strategic directions for the year. This hybrid meeting will take place at the ADOT Training Facility as well as on Google Meet. The same day will feature the first AGIC Council Meeting, also located at the ADOT Training Facility and Google Meet, which will have been decided to remain hybrid moving forward. No questions or concerns were brought up on this topic.**

- AGIC Website Activity Update
  - Org Chart
  - ArcGIS Online Student Competition
  - AZGeo AGIC Pages

**Lucas informed the group that a discussion was started on the upcoming changes that will need to be made to the website and organizational chart. Changes to the website will be discussed and implemented following the February meeting when it is official, and organization chart changes include council member updates and changes as well as redesigning to be housed on the hub site. Jenna added that since work plans will not be approved until May, that the website will not feature the work plan until after that meeting. Jenna also shared an addition to AZGeo, which includes the AGIC Mentorship Program under the AZGeo Community tab. The Resources tab on the AGIC website now houses a live link for the 2023 ArcGIS Online Student Competition and already has one school registered. News articles and relevant information for AGIC is**

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regularly uploaded and maintained by Lucas, as it had been previously. Jenna and Lucas mentioned that some volunteers are welcomed as it relates to website updates, which will be included in the list of volunteer opportunities that Jenna has created. No additional comments or questions were raised on the subject.

- Professional Development
  - Mentor Program Updates/Activities

Patrick Whiteford led the discussion on the Mentorship Program updates, starting with the increased number of participants; this year's 38 pairs compared to last year's 20. The mentors met the night before and went through expectations, resources, and familiarities. Tonight, there will be a meeting with the mentees to introduce the program heads, set expectations, and answer any questions they might have. A meeting will be held tomorrow to let the mentors and mentees officially meet and discuss their personal preferences with meeting frequency.

Two new programs were introduced by Patrick, the first called the Mentor Boot Camp. In this program, mentors can attend two sessions during the year to discuss best practices and challenges they may be having during the year. This can facilitate discussions with new and old mentors alike, as well as provide a space to review current mentee pairings and experiences with those mentees. The second program, designed for the mentees, is called the Mentor in Training program. With this 5-part training program, mentees can train to learn how to become mentors for the following year. There will be more discussions on this program in future meetings. Quarterly meetings will be administered where mentees can bring their project ideas and become comfortable discussing it, developing and submitting an abstract for it, and get feedback from other members regarding their ideas.

The AGIC Mentorship Program Hub page has been updated from last year and includes numerous new sections. The Resources tab includes information on the new programs within the Mentorship Program as well as a timeline for the participants to reference when needed.

Jenna mentioned that there is a waitlist for the mentees, showing the increase in popularity of this program. With applicants from three different countries and ten different states, Jenna and Sage had to create a methodology for the selection process. This process started

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with reviewing those that were within the State of Arizona, then those going to school, then the rest as they apply. Sage mentioned that this year does have Slack channels for mentors and mentees to converse with each other outside of the quarterly meetings as they see fit. No questions or comments were brought forward on this subject.

- Quarterly Social Network Planning

Sage led the discussion on the Social Network Planning, where she shared that Yuma was added to the groups that meet up. Tucson, Phoenix, and Flagstaff have been seeing regular attendance and have been meeting in different locations each time to help those on opposite ends of the cities to give those that can't commute the opportunity to meet when it's closer. Jenna added a task in the list of volunteer opportunities to assist Sage in setting up these locations and dates.

IV. AZGeo WG Outreach Activity Update

Patrick went over the two tasks that the AGIC Council gave the AZGeo Work Group, which were to develop best practices in data discovery and what constitutes authoritative data. The group met in December to discuss the content for the authoritative data white paper, which is currently being built out. During their meetings, the group also went through some resources for those that are trying to understand nuances with authoritative data. The data discovery best-practices were decided to be developed on a single-page informatics flyer. Patrick did share some concern on the flyer being text-heavy, but this is still under development. Once these two deliverables have been formalized, they will be brought to the Council for review before being featured on the AZGeo and AGIC websites. Sage included that research is still being done on different aspects of data discovery within AZGeo, an example being the importance of tags and other aspects of data as it relates to discoverability. Jenna brought to attention some research that has been done from the back-end with searching and discovering data that has been put together in an informative format for the sub-group to review at their next meeting.

V. 2022 Accomplishments

The accomplishments of 2022 started with recognition of the group's impressive ability to grow all platforms with their outreach methods.

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This was followed by review of the work plan to see progress and decide on changes for the following year.

The first goal starts with increasing conference attendance, which was a difficult measure to track considering the 2020 and 2021 conferences were held online, but the 80 new attendees that were present at this year's conference was impressive and telling of the reach that AGIC grew. Outreach to rural and tribal communities, non-GIS savvy organizations, students, and educators was successful in at least two of those groups. The amount of outreach within academic circles has increased, which also impacts those numbers of new attendees at the conference. Increasing visibility of the benefits of GIS as well as actively recruiting new members for AGIC Committees and Work Groups have been met for 2022 and can be seen through participant increase in each group and special events such as the presentation series and conference. The numbers for 2022 in engagement and participants by group will be gathered and reported during the next Outreach meeting. Facilitating and supporting GIS Day activities and participation was successfully met in 2022 and was apparent during the events that transpired through National Geography Awareness Week activities with Green Drone and the middle and high schools that were interested in learning about GIS. Another event was held virtually through AZGeo and featured a scavenger hunt. Participation in, and promoting of, GIS events and User Group meetings were met with the highlighting of user groups in AGIC's social media with the monthly geospatial spotlights and the collaboration between PhxGeo and AGIC. The six social networking events that took place through 2022 exceeded the goal of planning and facilitating quarterly social hours for participants.

The second goal includes updating and maintaining AGIC social medias and the AGIC webpage, which was successful in growth and increase of posts. There will be discussion with the Council to help decide on social media management platforms to maintain success through 2023.

The third goal touches on outreach materials, which was discussed through 2022, but can be improved through 2023. Improvements can be made specifically with marketing materials for AGIC, but there was success with research for opportunities to market AGIC.

The last goal was to support professional development opportunities, which was exceeded in 2022. With the mentorship program being a great success, and looking very optimistic for 2023, many participants will see an increase in outreach, success, and growth. Coordination with other committees and work groups in creating, organizing, and

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advertising educational workshops was also very successful, as can be seen through the numerous programs throughout the year.

VI. 2023 Goals Discussion

The Work Plan was reviewed by Jenna to assess 2022 goals that were met and to implement some for 2023. To increase outreach to rural and tribal communities, it was suggested to leverage private partners and projects to improve outreach to those communities, which was not as successful as the outreach for other groups in 2022. The visibility of the benefits of GIS for 2023 need to be reviewed with new administration of the State of Arizona in order to assess appropriate bandwidth. Active recruitment of new members for committees and workgroups has been listed as an action item for Sage and Jenna to get numbers on participation and engagement to compare to previous years. Updating and maintaining the social medias and website for AGIC will continue to be a goal for 2023, which will include the research for social media management platforms that came with the price increase of the current one, Hootsuite. Outreach material, as it relates to marketing materials and merchandise for AGIC will be tackled this year, as only discussion on those things happened in 2022. Professional development support will be continued through 2023 and is already starting out successfully with the AGIC Mentorship Program. The goals for 2023 will also be discussed in the February outreach meeting.

VII. Social Media WG

- SM Activity Update
- SM Guidelines
- Geospatial Spotlight

Aparna shared with the group that all social medias continue to grow, with the largest being 400 followers on LinkedIn, showing a 257-follower increase. The YouTube channel has 67 subscribers, showing a 56 subscriber increase from 2021. The Geospatial Highlight for January will feature a year-at-a-glance to showcase what will come this year. February will spotlight posts for the different holidays of the month, including Arizona's Birthday, Valentine's Day, Library Month, and Black History Month. Maps of Arizona as well as the love of maps are the anticipated themes for February. Hootsuite will remain a discussion for the next few months regarding comparison with other social media management platforms. Cheryl shared the updated guidelines that the group has been working on the last few months. The members of the

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**Social Media Committee will vote next meeting on these guidelines and then the Outreach Committee will vote for approval of these guidelines.**

- VIII. Comments, requests, and items for future agendas and meeting dates. The working group may discuss matters of procedure relative to its meetings. Committee members may also wish to direct staff to study areas of concern and/or place such items on future agendas and to discuss and schedule future meeting dates.

**Patrick mentioned to include a section on brainstorming on AGIC flair for the next meeting. There were no other comments.**

- IX. Adjourn

**Meeting adjourned at 2:17 PM**

Upcoming 2023 Meeting Dates (Monthly):

- January 18
- February 15
- March 15
- April 19
- May 17
- June 21
- July 19
- August 16
- September 20
- October 18
- November 15
- December 20