

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

A Public meeting of the Arizona Geographic Information Council (AGIC) was convened on Thursday, October 19 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)

Member	Agency/Company	In Attendance
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	No, with notice
Brandon Barnett, Secretary	AZ State Land Department	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	Yes, phone
Mariah Modson	AZ State Land Department	Yes, phone
Lucas Murray	AZ Dept of Transportation	No, with notice
Aparna Thatte	Self	Yes, phone

Table 2: Public at Large

Name	Agency/Company	In Attendance
Bill Nye	Self	Yes
Nahide Aydin-Reynolds	WestLand Resources	Yes
John Reynolds		Yes
Seth L. Franzman	Self	Yes
Ryan Blum	Works Consulting	Yes
Shaun Perfect	ADOT	Yes
Erin Murphy	ASU	Yes

The Committee discussed and acted on the following items.

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I. Call to Order and Introductions

Meeting was called to order at 1:04 PM. Introductions were made, and quorum was established.

II. Approval of October Meeting Minutes

Approval was motioned by Kasey Green and seconded by Patrick Whiteford. No additional discussion on meeting minutes and they were passed unanimously.

III. Monthly Topics of Discussion

○ Announcements/General discussion

- ESI SWUC Debrief
- Happy GIS Day! General activity/opportunity discussion
- NRWG Presentation Series |Dec 8, 1P-3P | Virtual | [Registration](#)

The Esri Southwest User Summit was held in Phoenix this week and conversation on experiences and takeaways from the event was opened. Jenna Leveille expressed her thoughts on it being a valuable experience that featured great presentations, and an opportunistic atmosphere for networking. Post conference was a networking social held close by with AGIC members, which she also expressed enjoyment for. Patrick Whiteford supported Jenna's statements and also wanted to add that he was very excited to see so many new faces from people that are just getting into the industry or are just transitioning into the social space that includes these conferences. Patrick was very pleased to hear and see some of the new functionality that will be available in the future, including already thinking of how they will be implemented in the workspace. Some other members expressed how interesting some of these solutions can be used in different ways for their clients and by their project managers. A last takeaway was the ability to be able to meet people in an in-person environment rather than through meetings virtually. There was a question on whether any presentations would be available for those that were unable to attend, to which the answer is that only a presentation on enterprise datasets will be available at an undetermined date on the Esri forums.

GIS Day [Trivia Competition](#) available until 11/17/2022. Those who get 80% or more of the answers correct will be placed in a raffle for AGIC Swag! This application was created by AGIC's own Kasey Green, Sage Donaldson, and Shaun Perfect as a fun way to celebrate the day. Another application that was mentioned for GIS Day is one that

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was put out by WestLand Resources in the form of a scavenger hunt.

The Natural Resources Work Group is having a Winter Presentation Series that is about water conservation and drought mitigation. Three presenters are lined up for this series and it will be available virtually. There will be both technical presentations as well as updates on their efforts within the state. Registration is required and is linked above.

- AGIC Website Activity Update
 - ArcGIS Online Student Competition

Lucas has continued to post relevant news articles to the website as well as maintenance to the website. The ArcGIS Online Student Competition links will be updated to the AGIC site shortly after this meeting is adjourned. The competition will feature a student winner in each category advertised and is ever-growing in population as time progresses. Anyone that is interacting with students and teachers are encouraged to inform them of the ArcGIS Online Student Competition so they can enter accordingly.

- Professional Development
 - 2022 Wrap-up and final drop-in meeting – Dec 15, 2022 | 5:30 PM
 - Mentor Program for 2023

The 2022 inaugural session of the mentoring program will be coming to an end on December 15th at 5:50 PM. A virtual meetup will be held to allow individuals to express their takeaways from the program and discuss possible improvements for the next group of pairings. Applications for the next group of mentors and mentees are open and all that are interested are encouraged to sign up, both past participants and newcomers. If any group members know people who may be interested, or even offer a different type of skillset, they are welcome to share the details of the application for the program. Fliers that include updated program information are anticipated to be sent out shortly. The application has been shared with students at ASU, as well as on social media pages for ASU. It was raised as a question on if past participants are as welcome as new ones, to which the answer is absolutely! There have been mentors that now want to be mentees and vice versa, which shows how the flexibility of the program can support any wants that may arise.

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The link to the application for the Mentor Program is:

<https://agic-mentorship-program-agic.hub.arcgis.com/pages/application>

- Quarterly Social Network Planning

The last Quarterly Social Network Planning was held after the Esri SW User summit and was a huge success. Next year's socials are still to be determined and will be shared once decided upon.

IV. AZGeo WG Outreach Activity Update

The AZGeo WG has been working to develop a best practices document around a variety of different tasks within AZGeo's Data Hub. This was best sectioned into two deliverables. The first of these is how to decide what constitutes authoritative data and was developed in the form of a white paper. This document was developed over the course of independent work as well as two separate meetings and includes defining the problem, guidance and best practices, and implementation of data. This discussion will be continued within the subgroup during a meeting tomorrow. The second document is an informative data discovery and best practices flyer that is a descriptive representation of the white paper previously mentioned. Anyone interested in being involved within either of these activities, they are urged to contact either Jenna or Patrick via email.

V. 2023 Goals Discussion

The Work Plan for the Outreach Committee for 2023 is due to the council by May of next year which includes goals and required evaluation of what the time in these meetings will accomplish. Jenna led the group in reviewing the Work Plan, where the structure of work plans was gone over. This includes the Mission, meeting dates, members of the committee, and the goals. The goals are the pieces of the work plan that will be looked through in detail here.

The first goal, increase AGIC awareness and participation, includes seven parts, which start with increased attendance to the annual AGIC conference. This year, the conference had around 290 attendees, which was very successful and will continue to be a goal for this next year. The second point was to increase outreach to rural and tribal communities, non-GIS savvy organizations, students and educators, highlighting the resources available within AZGeo. This is something that the committee will continue to work on, with recognition of

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progress this year in the form of data use within rural communities and the outreach that Green Drone AZ has been able to offer for students and teachers within Arizona. The next two points are to increase visibility about the benefits of GIS and to actively recruit members for AGIC Committees and Workgroups, both of which were successful this year and will stay the same for next year. Facilitate and support GIS Day activities and participation in rural and tribal communities is also within this goal, where the group has been successful and even growing interest within, so it will be included in next year's as well. Participating in and promote Arizona GIS events and User Group Meetings will only continue to increase awareness and participation, which will be included in next year's goals, given the success that was seen this year. The last portion of the first goal is to plan and facilitate quarterly social hours for AGIC participants, which was a large success this year and will continue with the next. Discussion was opened for thoughts on the pieces of this goal, and it was agreed upon that keeping this goal the same would be appropriate. Nahide mentioned that there have been tribal engagements for GIS within tribes and offered to extend an invite to their coordinator to be included in this group.

The second goal is the update and maintenance of the AGIC webpage and social media. Jenna noted that there has been continual increase in engagement and followers across all outlets the last year, with expansion across other platforms being a possibility. With possible platform expansion came the idea of creating how-to videos and explanatory videos that can both help the industry and inform people in Arizona what AGIC is and what events that AGIC holds looks like. There was mention of an evaluation of other sites that utilize the multi-platform posting that Hootsuite offers, to which will be an open discussion. There was mention of the consistency of following accounts, to which suggestions were encouraged to be emailed to Mariah. A portion that can be included in this goal is to go through and identify improvements to the site and our social media.

The third goal includes all outreach material. Within this goal, there are finalizing marketing materials, creating and revising materials, and researching and identifying opportunities for distribution of materials. This was successful this year and will continue to be included in this goal to continue exposure of AGIC. Erin of ASU suggested including AGIC's events and announcements in their On the Map newsletter, to which the group was very interested in. Patrick mentioned exploring a branding program that could include more materials with the AGIC logo,

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such as stickers, banners, and other brand-centric items. The group did agree that this would be beneficial for AGIC.

The last goal is to support professional development opportunities. This last year, opportunities have been expanded through the mentoring program, networking activities, and work with other groups that support GIS opportunity growth. This goal was exceeded this year, and the group plans to keep this goal with the mindset that next year will be just as successful.

- VI. Social Media WG
- SM Activity Update
 - SM Guidelines
 - Geospatial Spotlight

Aparna informed the group that the last meeting on November 8th included reviewing the social media activity, which was still increasing in engagement and following. The next portion of the social media guidelines were reviewed, where they went over rules on accounts to follow and the behavior expected when following people. The geospatial spotlight for December will include an end of the year review for everything that occurred across all AGIC workgroups this year. The next meeting will cover what content to share as well as evaluating Hootsuite usage. The group will create another StoryMap this year that will include two elves and their adventures through the world that will extend through the month of December.

- VII. 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.

There were no comments.

- VIII. Adjourn

Meeting adjourned at 2:15 PM

Upcoming 2021 Meeting Dates (Monthly):

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