

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

A Public meeting of the Arizona Geographic Information Council (AGIC) was convened on Thursday, September 29 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

Table1: 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	Yes, phone
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	Yes, phone
Aparna Thatte	Self	Yes, phone

Table 2: Public at Large

Name	Agency/Company	In Attendance
Wanmei Liang	ASU	Yes
Bill Nye		Yes

The Committee discussed and acted on the following items.

I. Call to Order and Introductions

Meeting was called to order at 1:01 PM. Introductions were made, and quorum was established.

II. Approval of August Meeting Minutes

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

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

III. Monthly Topics of Discussion

- Announcements/General discussion
 - Green Drone GIS & UAS Career Day | Nina Mason Pullian Rio Salado Audubon Center | Oct 28 11a-2p | Free
 - STEM event with a focus on middle/high school students
 - Want to host a table? Complete [this](#) survey
 - AGIC Symposium highlights
 - Orientation
 - Requests for next year: regional networking
 - NSGIC Annual Meeting Key Takeaways
 - National Level Efforts
 - AGIC/AZGeo Sticker Idea

Green Drone is group that contributes to the AGIC UAS Work Group as well as conservation efforts. They have developed GIS curriculum for middle and high school students and teaching materials that are meant for teachers of those classrooms that do not have GIS backgrounds. There are 900 students enrolled in the Green Drone program this year from various schools across the state. With this steady rise of student participants, a GIS and UAS career day was put together for these students to learn more about STEM, GIS, and drone use. This event details are listed above, but they are requesting volunteers for involvement in this day, whether it is assistance or interest in hosting a table. Those interested can complete the survey linked above, which also can include interest in teaching students about their professions in GIS (mentioned in the appropriate section below as well).

Patrick commented on how the representatives for Green Drone are truly amazing advocated for geospatial technology. There was a question on how the curriculum was broken up, on whether it was by grade level, age level, or just general. Patrick urged to reach out to find out specifics, but that the curriculum is currently split up in a self-paced manner between both middle and high school students. It was a point made that regular support is provided to the teachers enrolled in the program. There are also student ambassadors appointed by Green Drone's partner SciTec, which allows for progress spotlights and recognition.

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

Orientation for newer attendees at AGIC had a great turnout! This group will work on ways to elevate the experience at the orientation for next year, as well as how to get the best out of orientation for those newer attendees. The realization of how many new people are also the younger generation of professionals was a takeaway of the symposium, which came with a suggestion of recognizing those that have achieved professional milestones at a younger age. Surveys were submitted with ideas on what some participants would enjoy seeing next year. One of the suggestions is to connect people by region they are attending from to connect with geospatial professionals from that same area.

Another idea was inclusion of stickers or label of the regions. Patrick suggested including the region of the attendee in the registration for the conference to help connectivity. He also suggested utilizing a similar tactic to rearrange by interest in the geospatial workspace. A thought on a social activity would be hosting one during the week for those that can only attend a part of the week to gain the same experience as those that were able to attend the Thursday night social night.

A comment was made that was brought up an inclusive aspect of how those that submitted maps were able to have theirs displayed without having to provide them printed out. This allowed for those that may have constraints in printing still be represented.

NSGIC is compiled of the different geospatial councils that come together and talk about national-level activities related to geospatial technology and was incredibly informative and inclusive of all aspects of GIS. The networking at this event was exceptional, with so many opportunities to expand your network. It was a very network-heavy conference, even with the immense amount of information presented there, which was perceived by those that went as extraordinary. There was a decent amount of federal engagement and exposure at this conference, which lead to meaningful discussions on representation and data sharing between states. The last takeaway from NSGIC that can be applied to a suggestion for AGIC would be the stickers that are passed out as a sort of contest between organizations. Cost and feasibility are still being researched, but there were no objections to the idea.

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

○ **AGIC Website Activity Update**

Lucas included new articles and updates on the website, including an employee of the year story that can be attributed to work with AGIC. The organization chart and website are updated with the different name changes that have been made within the organization.

There was a story included on the volunteer of the year for David Enriquez who taught himself GIS to support the Red Cross. The amount of exposure this individual has gotten from this act is incredible and has gotten the Red Cross interested in AGIC as well.

○ **Professional Development**

- **AGIC Symposium Presentation Takeaways**
- **Mentor Program for 2023 – timelines and promotion**

Patrick expressed his pleasure with how the mentorship sessions were and how much people have gotten from them. From meaningful conversation to important connections, the whole meeting between all participants of the mentorship program was enjoyable.

The applications for the 2023 Mentor Program open in October 2022 and urges anyone that is interested in either the role of mentor or mentee. The next generation of mentors is an important aspect in developing the program for next year, which was made apparent with the number of mentees that signed up this year. The program's subgroup is going great but may need assistance in the pairing process depending on the number of applicants this year. Exposure through word of mouth is also something that was mentioned as a need for next year's program. There was a mention of materials that may be needed for the program, or even more information on the process in general. Suggestions are always welcome and can be communicated to either Jenna, Sage, or Patrick. A topic to be discussed for later would be looking at the number of participants to decide if group mentoring would be a feasible option.

○ **Quarterly Social Network Debrief and Planning**

The last quarterly network socials went really well, with all locations excluding the Prescott location. The next meetup in Prescott will be paused for the time being, given the turnout from the last few. Some feedback from the Phoenix area meetup was a change in the area of the valley. This has given some insight and that it will take place on the other side of the valley next time to give an opportunity to those that

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

could not make it to the east valley one. There was a survey put out to recommend new places to attend the meetups, to which numerous responses were recorded and will be considered. A new meet up location in Yuma was mentioned, to which Sage will investigate. A question was raised on if there were any virtual meetups currently, to which there are not, although they will be considered.

IV. Q3 Newsletter Content Discussion

Lucas put together a newsletter that is released for the third quarter. Included are announcements with the AGIC and NSGIC symposiums, the YouTube channel, the Job Board, upcoming meetings, award winners, Arizona winning at the Esri User Conference, Mark Christiano's award, and Red Cross' interest in AGIC. Comments for additional sections include the mentor program, maps and apps winners from AGIC, Camp NACO's recognition, Green Drone's involvement, and links to the AGIC website. A note on extending the newsletter to three pages was also made.

V. National Geographer Awareness Week/GIS Day activities

- Green Drone volunteer opportunities [survey](#)
- Other activities? Interactive app?

Green Drone is asking for geospatial professionals to go into the school that are partnered with them to teach the students about the details of their careers.

In the past there were well-received games and apps for this week, and comments were open for suggestions for other ideas. The state-based GIS trivia from a few years ago was mentioned to be fun and inclusive and Bill Nye volunteered to assist in creating this. There will be some research to see if any virtual involvement in the sense of a mini conference was being put together to celebrate. This can include lightning talks, networking hours, and anything in-between. Patrick suggested that someone come and perform some outreach in his class at ASU's MAS-GIS program during GIS week, which was received well and will be decided in the future.

VI. AZGeo WG Outreach Activity Update

Patrick is a part of a two-part subgroup that goes over what constitutes authoritative data and best practices around data tagging. There is a white paper being developed around authoritative data, which will be

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

brought to the committee for approval. The data tagging efforts resulted in creating a list of tags that currently reside on the data hub and how to build standardization around that. That can range from best practices within tagging phrases to if a certain tag is deemed necessary to include.

VII. Social Media WG

- SM Activity Update
- SM Guidelines
- Geospatial Spotlight

Aparna updated us on the current state of the Social Media workgroup and informed us that there has been a large increase of activity on LinkedIn, bringing our total follower count to over 300. The other social channels, FaceBook, Twitter, Instagram, and YouTube are also experiencing continual growth. The geospatial highlight of the month of September was NSGIC and the highlight for October will be the various groups within AGIC. They discussed if any other platforms would be utilized in the future, such as TikTok, and different content options for them as well. There was discussion on the guidelines on how to decide on following different organizations as well as a guide on how to decide on who to follow across all social medias. Any person that wishes to be involved in any of these processes are encouraged to join and are welcome to make an appearance in the next meeting.

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.

GIS Day/Week was mentioned earlier and will be looked into in the next meeting. An education subgroup was mentioned in another group that would be well-facilitated in this group and can be discussed next month to gauge bandwidth. The idea with creating AGIC/AZGeo stickers will be brought up next meeting, as well as creating an AGIC banner for events.

IX. Adjourn

Meeting adjourned at 2:24 PM

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

Upcoming 2021 Meeting Dates (Monthly):

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