Outreach Committee
2020 Work Plan

Mission (from statutes):

- Serve as a forum to facilitate informational exchange between federal, state, tribal, regional and local governments, the private sector and professional associations.

- Collect information on user requirements on matters related to geographic information systems, technologies, products, services, standards, programs and activities

2020 Meeting Dates:

- This committee plans to meet on the third Wednesday of each month from 1 - 2:30 PM.

Outreach Committee:

- Co-Chairs: Jenna Leveille, Cheryl Thurman, Patrick Whiteford (Interim)
- Members: Humberto Aceves, Cheryl Begay Mizell, Sage Donaldson, Mike Hilstrom, Paul Minnick, Lucas Murray, Eric Shreve
- Public-at-Large: Saba Asefa, Crystal Carrancho, Jay Corum, Shuana Evans, Seth Franzman, Kasey Green, Arron Lee, Aryn Musgrave, Ben Sher, Julian Sodari, Aparna Thatte

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Goal 1: INCREASE AGIC AWARENESS AND PARTICIPATION

- Increase annual AGIC conference attendance
- Increase outreach to rural and tribal communities, non-GIS savvy organizations, students, and educators
- Increase visibility about the benefits of GIS
    - Actively recruit new members for Outreach Committee

Goal 2: UPDATE/MAINTAIN AGIC WEBPAGE AND SOCIAL MEDIA

- Maintain AGIC news and Resources sections of the AGIC website
- Increase social media presence
    - Enable or create new Twitter and Linkedin accounts
    - Link social media accounts and website to deliver information efficiently
- Create standard work documenting website and social media activities
    - Coordinate with Admin and Legal Committee to incorporate documentation into the AGIC Manual
- Coordinate with other AGIC Committees and Work Groups as needed for website and social media content

Goal 3: OUTREACH MATERIAL

- Acquire AGIC marketing materials for participation at conferences and events

- Create and revise AGIC Outreach materials as needed
- Research and identify additional opportunities for distribution of AGIC Outreach materials

Goal 4: SUPPORT PROFESSIONAL DEVELOPMENT OPPORTUNITIES
- Facilitate Statewide GIS Day activities and participation
- Inventory, participate in, and promote Arizona GIS events and User Groups Meetings
- Support social networking and promote professional mentoring
- Coordinate with other AGIC Committees and Work Groups in the creation, organization & advertising of AGIC Educational Workshops