

NYS GIS Association Marketing Committee

August 15, 2007 Meeting Report

Attendees: Julie Tolar, Ben Houston, Bruce Oswald

Discussion:

A general overview of the Committee was provided to initiate the discussion. Subsequent to that, the group went through the agenda items:

Define committee purpose

General discussion of committee purpose pursued. Concern was noted regarding the potential overlap of committee scopes. As the discussion concluded, it became clear that the Marketing Committee was to find the best ways to let others know what the Association was doing (as opposed to doing what other committees were charged with). The one exception to that was what the group considered as “marketing the profession” to other professions and the public.

Goals of the committee should be to assist in the growth and relevancy of the profession as a whole and, specifically, the Association as its work leads to that goal.

Define “Who the NYS GIS Assoc is?” and “What they are?”

The group also spent time discussing the actual membership of the Association and what its purpose was. That led to a brainstorming of ideas for the three target areas. The group agreed to establish a work plan for itself prior to the GIS Conference.

- Professionalism through certification, award, and other recognition
 - Ideas developed included encouraging folks to obtain GISP or ASPRS certifications, educating them on the importance of obtaining some sort of certification to advance the idea that GIS was, indeed, a profession. Developing a campaign to educate people on how to become certified. Placing that material or links to those sources on our website. Recognize GIS professionals who are Association members on the website as well as by sending e-mail out on them on a list serve. Set up a system whereby the association could get notified of people receiving awards and make announcements on those awards. Put a survey to find out which members are certified as GIS professionals and do it in a way that encourages them to look into doing it.
- Capabilities of geospatial technology demonstrated to other professional groups (e.g. engineers, economic development)
 - This was defined as marketing to professionals on the fringe of the GIS profession. This included making presentations to engineers, surveyors, landscape architects, as well as professionals in real estate, insurance, transportation and retail sales. The group decided to concentrate on the PE Society, NYSAPLS, ASLA, and the APA to start with. As part of this, it needs to identify when and where their meetings are and who would be good to do a presentation to them.
- Legislative issues – providing a sounding board for discussion
 - We need to capture what the Legislative Committee is doing and what legislation they are impacting to be able to explain the importance of joining the Association is to prospective members.

The group also discussed the role of providing current information for the website to be posted by Paul. Julie Tolar expressed an interest in working on it. The group recommends that it be put in charge of that function. Another question that arose during the discussion was what are the real benefits of having a listserve separate from the NYS GIS listserve on the Clearinghouse? The group couldn't see any benefits and recommends that the Association abandon having its own listserve. Bruce Oswald will discuss this with the Board.

Next Steps:

- Bruce to contact Scott Sherwood on purpose of Business Committee to ensure that there is no overlap between committees.
- Bruce will discuss the Committee's recommendations on the website updating and the listserve.

Next Meeting: August 29, 2007 at 9 a.m.