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|  | Outreach Committee  2023-24 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

2023-24 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
* Secretary: Brandon Barnett
* Members: Sage Donaldson, Kasey Green, Paul Minnick, Mariah Modson, Lucas Murray, Aryn, Musgrave, Aparna Thatte
* Public-at-Large: Nahide Aydin-Reynolds, Bill Nye, Shaun Perfect, Keean Bloomfield

Workgroups:

Social Media Workgroup – the purpose of this group is to support and facilitate AGIC’s social media presence

Website Management Workgroup – the purpose of this group is to facilitate regular updates and maintenance of the AGIC Website, including GIS & AGIC news

Mentorship Program Workgroup – the purpose of this group is to facilitate, support and provide leadership to the AGIC Mentorship Program

AZGeo Advisory Committee support – the Outreach Committee has partnered with the AZGeo Advisory Committee to develop guidelines and best practices for authoritative data and data discovery



# Goal 1: INCREASE AGIC AWARENESS AND PARTICIPATION

Related Activities

* Increase annual AGIC Symposium attendance
* Increase outreach to rural, tribal communities, non-GIS savvy organizations, students, and educators
  + highlighting the resources available through AZGeo

# Increase visibility about the benefits of GIS

# Engage in career day activities across the state, particularly at public universities

# Facilitate and support GIS Day activities and participation, particularly in rural and tribal communities

* + Participate in, and promote Arizona GIS events and User Groups Meetings
  + Plan and facilitate quarterly social hours for AGIC participants
  + Actively recruit new members for AGIC Committees and Workgroups

# Goal 2: UPDATE/MAINTAIN AGIC WEBPAGE AND SOCIAL MEDIA

* Maintain AGIC news and Resources sections of the AGIC website
* Support the activities of the Social Media Workgroup
* Maintain standard work documenting website and social media activities
  + Coordinate with other AGIC Committees and Work Groups as needed for website and social media content

# Goal 3: OUTREACH MATERIAL

* + Finalize and acquire AGIC marketing materials for participation at conferences and events
  + Create and revise AGIC Outreach materials as needed; making certain to include appropriate file formats for use on social media channels
  + Research and identify additional opportunities for distribution of AGIC Outreach materials

# Goal 4: SUPPORT PROFESSIONAL DEVELOPMENT OPPORTUNITIES

* Continue to support, facilitate and develop the AGIC mentoring program
  + Support and promote social networking and professional development opportunities
  + Coordinate with other AGIC Committees and Work Groups in the creation, organization & advertising of AGIC Educational Workshops

2022-3 ACCOMPLISHMENTS

Related to Goal #1: Increase AGIC Awareness and Participation

* Supported AGIC Symposium attendance by promoting registration and Symposium awareness through social media, newsletter announcements and agic-l posts
  + The Symposium had over 80 new attendees
* Provided information and education on AGIC activities and AZGeo functionality to rural communities and tribal nations
  + Provided Springerville with contact information for contractors who leverage AZGeo to build GIS systems
  + Met with San Carlos and White Mountain Apache tribal nations on AZGeo resources and functionality
* Supported increased awareness and visibility of the benefits of GIS through quarterly newsletters, regular GIS and AGIC news additions to the AGIC website and social media, and agic-l posts
* Facilitated GIS Day virtual activities leveraging AZGeo
* Promoted Arizona GIS user group meetings through social media channels and agic-l posts
  + Promoted and participated in PhxGeo meetings
  + Promoted and participated in Esri SW User Summit
  + Promoted and participated in Arizona Women in GIS meetings and activities
  + Promoted NAZ GIS User Group and Tucson GIS Coop meetings
* Facilitated quarterly social networking meetups across the state

Related to Goal #2: Update/Maintain AGIC Website and Social Media

* Maintained AGIC news, Resources and Participate sections of the AGIC website
* Updated the Social Media Guidelines
* Supported Social Media Workgroup Activities by participating in regular meetings and providing guidance and support for holiday and geospatial spotlight posts

Related to Goal #3: Outreach Materials

* Supported AGIC Committees and Workgroups by creating event fliers and announcements
* Maintained and updated the AGIC Mentorship Program Hub site and related surveys

Related to Goal #4: Support Professional Development Opportunities

* Promoted and facilitated the first year of the AGIC Mentorship Program
  + Successfully paired 20 mentees/mentors
  + Held quarterly check-in meetings and feedback surveys
  + Facilitated Mentorship Program sessions at the AGIC Symposium
  + Promoted year 2 applications
  + Coordinated and supported the development of 2 new Mentorship Programs for 2023: Mentor in Training and Mentor Bootcamp
* Facilitated quarterly social networking meetups across the state