tThursday June 21, 2018 at noon EDT
Call information: 1-800-944-8766 Code: 66836

AGENDA

Present: Dave, German, Wendy, Dianne, Christina, Allen, Shoreh, Stephen, Carol, Leslie
Regret:
Approval of [May Minutes](#)
- Motion: Dianne
- Second: Carol

Christina Boggs - URISA Marketing Committee - Drafted a marketing plan for GC. Will add it to Podio for review. Marketing would help with items for CC to review:
1. Outreach (custom outreach for individuals) - existing vols, new agencies, Gates Fnd., new vols, additional PMs/vols for more clerical side tasks, donors
   a. Existing vols - maybe do an update your records "marathon"?; Invitations to the GISCorps ESRI UC SIG.
2. Publicity (more generalized outreach that goes out into the universe) - "stories of winning", how we make a difference, improving on how we share these information and clarity of message, TOOT TOOT
3. Fundraising - How to reach out to big groups? What is the money for? What are the accomplishments? Endowments/Martin Roche - Stephen will reach out? Need to tailor flyers/'asks' by level of donation (individual user, corporations/foundations, middle ground)
   a. Page 1 - About Us, the organization
   b. Page 2 - Our Ask, and how we plan on putting the money to use
   Carol - send the Google Group email to Christina for her to invite all of us.

Monthly Financial Report
End of April 2018 Financial Report:
- Total expenses in April 2018: $28.76. YTD: $2,973.93 since 2003: $116,937.38.
- Total [contributions](#) in April 2018: $75,200.00. YTD: $75,200.00 since 2003: $220,405.92.
- Total balance as of end of April 2018: $103,468.54.

Esri's donation of $75,000 is reflected on this month's total contribution (accounted for 2017).

Marketing activities: Allen/Stephen/Wendy - Christina Boggs - guest
- 1-page awareness flyer into GISP - *Dianne will get update from Stephen on status. Allen will talk to Bill Hodge next week.*
- Digital investment package (brochures, testimonials, …) 3-year ask, 5-year ask…? What is sustainable? Where is money going?
- BOD: Other URISA committees could help with GISCorps operations. Fundraising/outreach by Marketing Committee.
  - Quarterly pushes via email/social.
  - "Ask" package for matching/larger donations.
  - Non-geospatial partners who would support humanitarian aspects (i.e. Whole Foods).
  - Sustaining members with recurring donations.
  - URISA fee +$5, opt out to not contribute.

- Freshen up CafePress (Shoreh, German, Wendy) Brandme option not feasible. Will update CafePress site new styles, stickers, magnets, water bottles...??
- *Auction 100% for GISPro.*
- *Maybe a monthly auction, more promotion of completed projects, social media*

Dianne - has gotten in touch with Christina Boggs but needs to follow-up with her. (For silent auction at the conference and she is co-chair of URISA marketing committee.).
Stephen - says he could bring up the URISA fee opt out option for consideration on the URISA board. (Wendy says there is a field on the members to add a contribution to GISCorps or other charity. Maybe about 2000 members in URISA currently.) *BOD end of June*
Shoreh - suggested idea to seek out corporate members and see if their opt out could be higher.
Wendy - suggests that we need to have a clear use for the ask.

Committee Updates

- **Website**: Carol:
  - Outstanding issues:
    - The "access your account" page is still not working. Recover your password not working either, going to 404 page. Derek is working on that page.
      Carol - Set up requested redirect for the page but haven't heard any updates. Sent email to Derek this morning to follow-up.
      Derek emailed - He should be ready for more testing this coming Friday and possible launch over the weekend.
    - Potential security issue:
      - **Carol** - Created draft of new welcome letter. Do I need full CC approval to forward to Derek for him to update the database email reply?
      - **Carol** - We will need to revisit the "access your account" when Derek completes it. Most likely CAPTCHA.
    - Do we need training from Mary? How should we thank her?
      - **Carol -** Emailed Mary and haven't heard back. Will try again when I know more from Derek.
- **GIS Service Pledge (GSP)**: Leslie:
  - [Link to documentation/meeting notes](#)
  - Public [dashboard](#) of approved recipients
  - A[dmin dashboard](#) for easier CC review (requires AGO login).
  - Troy has updated the map with the lastest info (24 applicants): https://giscorps.maps.arcgis.com/home/webmap/viewer.html?webmap=9f461796d3e9479ab781ac5dee2498de: Map has been embedded on web page. - *Troy working on script to make workflow easier*
  - Are we losing some applicant data? Needs investigation. Required fields should never come in blank. German will email Adam with question.
- Report from **Mission Coordinators**:
  - OSM: Emmor/Leslie: Emmor replied and said that he has nothing to report because he's been on vacation. In July Leslie will be doing another presentation for Colorado College and a one hour presentation to the Penn State GEOG 589: Emerging Trends in Remote Sensing class. German has posted some HOT tasks to Slack and sent out a request to our volunteers to assist. (Ebola, Sri Lanka, and Japan/Osaka)

- ○ AGO: German/Jeff: no activity. Need a new lead. *Hopefully find someone at UC*
  - ○ DHN: Shoreh/Leslie: nothing this past month.
- **Publication:** For August edition: Harris Co and KidWorks? are possibilities.

Deployment news (launched, ongoing, new): [Volunteer/Project List](#)

1. **Puerto Rico project/FEMA?:** met with Heather and Dick Kotapish earlier this month. Heather said that she'll meet with locals and get back with us with more specific details on volunteers' skills and funding arrangements to get 20+ volunteer onsite.
2. **SAR-Topo?:** Dave: No news. No response. *If no reply, will remove.*
3. **Train Campaign (229): Shoreh/Leslie:** Two volunteers are working on the project. Volunteers have been busy collecting data and have also created a web map showing rail lines and corresponding bus stops and Amtrak stations.
4. **Harris County Dept of Ed (228):** Shoreh/Allen: Training sessions are set for the end of July and beginning of August.
5. **WWF-CAR (226):** Shoreh/Leslie. William left on 6/15. He emailed back and reported that everything went well, He is at the destination and will start working shortly. He also said that he'll be blogging and sending us photos as well.
6. **In 1968 (224):** German: *requested update, no response (http://www.in1968.com/)*
7. **KidWorks (227):** Dave will enter notes here.:
8. **Animal Safe Migration (221):** Shoreh: The PA said that the volunteer is not responding quickly.
9. **Tanzania Development Trust (218)**: Leslie/Shoreh/Emmor: Emmor replied and said that he has nothing to report because he's been on vacation.

Other business

- [Part time employee job description](#). Met on May 30th. Need to finalize the JD and decide to whom we should send it. Shoreh to resend to CC for review with comments due in a week.
- Possible new CC members: Troy Wirth, Kevin Mickey, Wincy Poon
- Esri UC 2018:
  - ○ Shoreh, German, Curtis, Allen will be there. German and Curtis will coordinate volunteers
  - ○ Lunch on Wednesday confirmed 11:30-12:30 (Allen and GC, half and half)
  - ○ Need an updated slide deck, who will present? We can use the one Shoreh used for the recent recorded presentation.
  - ○ 20 potential vols for staffing kiosk. Sent them info to review and ask questions.
  - ○ Do we need a Skype?
  - ○ German will send out reminder/signup calendar by early next week.
  - ○ Flyer highlighting GIS Service Pledge - German to do.
- What is the best way to setup the initial call with the PA to increase CC's participation? Shoreh added some details in the SOP. Has anyone reviewed it?
  - ○ After that Carol will contact Derek about separating email notifications.
    - ■ Can we have a shared Google calendar? Carol will look into that. **GSuiteSync** Google Sync can sync up Google/Outlook calendars. German/Carol will try to get a shared calendar set up.
- Google Drive restructure: Just a reminder that this is important and needs attention sooner than later. (Carol can start planning for this as soon as the website is done.)
- URISA Strategic Plan/Committee Coordinating meeting: Dianne: Next meeting is July 3.

- Wendy: silent auction at the Pro with proceeds going to GISCorps. Contact Wendy if you want to donate anything.
- Leslie is doing a GISCorps presentation "Volunteering GIS Services to Underserved Communities Worldwide" to the Penn State Emerging Trends in Remote Sensing class on July 24th - https://psu.instructure.com/courses/1888721/assignments/syllabus
- Shoreh gave a presentation last month and it was recorded (for URISA Continuing Education). *German sent link to UC vols to review before conference.*
- Carol's conversation with CEDR - CEDR trying to re-organize and formalize their process/structure. How can we collaborate to help each other during emergency response.
- URISA board/Committee report update - Dianne/German - *Dianne submitted final to URISA on June 8 including this Strategic Vision Response.*
  - **Strategic Vision:** In one or two brief paragraphs, describe what the vision for this work area will look like in 5 years. How do you see it functioning within URISA and what role will it play in the future of the profession?
  - *"GISCorps has been designed as a means for GIS Professionals to give back to the community by providing GIS services/expertise to those in need who otherwise could not afford these services. We do not see that changing. Over the past few years we have added Crowdsourcing projects to our list of project types; this enables us to get more of our volunteers involved in missions. We do not envision the vision/mission of GISCorps changing although we do continually look at incorporating new technologies to assist us with the work we do. We are also keen to increase our funding and hire part time help to assist with many of the day-to-day activities of GISCorps administration. We are actively looking to recruit more qualified Core Committee members to help disperse the workload of current Core Committee members to allow for future growth.*
  - We need a formal strategic plan and have a separate call about it.
  - Other thoughts on 5-year plan?
    - Volunteer base (skills, numbers, training?)
    - Projects (outreach, numbers, type)
    - Internal Structure (Board of Advisers, Exec Director, CC, Paid asst., Chapters, Subcommittees...?)
    - Funding (where is the money going to go?)
    - Technical (GDrive,website, vol database, AGO)
    - See also: long term to do list

Next call: Thursday July 19, 2018 at noon EDT
  -Hopefully bring Troy on CC
  -German probably won't make the 19th.