

Outreach Committee

Work Plan date:

January 18, 2021

Chair

Nick Meyers, Chair

Esri

612-597-7027

nmeyers@esri.com

Link to committee/workgroup charter:

https://www.mngeo.state.mn.us/committee/outreach/Outreach_Committee_charter.pdf

Accomplishments from 2020

- Set promotion of free and open data as our priority, based on GAC number one priority.
- Worked with other GAC Committees to increase collaboration and coordination to promote outreach efforts.
- Continued collecting testimonials on the importance of GIS and free and open data from GIS experts and policy makers.
- Established relationship with League of MN Cities to help disseminate the importance of open data to all the Cities within MN.
 - Article Published Spring of 2020 and included element for COVID and digital transformation
- Partnering with GIS/LIS Consortium to setup an ArcGIS Hub as a centralize portal for sharing and disseminating information.
 - ArcGIS Hub final draft will be available the end of Q1 2021 to share with GAC and GIS/LIS Boards

Work Plan for 2021

Planned activities and deliverables:

- Establish ArcGIS Hub for centralized portal with GIS/LIS Consortium
- Work with other GAC Committees to increase collaboration and coordination to promote outreach efforts
- Look for presentation opportunities to promote free and open data
 - League of Minnesota Cities article
 - Association of Minnesota Counties
- Look for newsletters, blogs, and other forms of media to promote free and open data
- Identify ways to partner with Hackathon events
- Continue to collect success stories and share with stakeholders
- Develop branding for the resources we create, create one-page documents on the value of GIS and free and open data for stakeholder use

Roles and responsibilities:

Active Committee Members

- Nick Meyers (Chair)
- Andrew King-Scribbins
- David Kramar

- Brad Anderson
- Victoria Reinhardt
- Cory Richter
- Gerry Sjerven

Resources:

- Equipment - none
- Software - ArcGIS Hub through GIS/LIS – Will be used as a destination for GIS outreach, success stories, and information. No cost for the GAC
- Data - none
- Other – Additional Committee Members

Committee/workgroup needs:

- The Committee will be working with GIS/LIS staff to identify an appropriate centralized portal for the committee and other stakeholder.
- A co-chair

Dependencies and interrelationships:

We expect this year to increase our working relationships with the other GAC committees, GIS/LIS Consortium, and the GIS community stakeholders.

Risks:

With membership down to about 3-4 members there is risk that key objectives will not be met.

Additional Comments:

The Outreach Committee needs a renewed sense of purpose and new members to function beyond basic outreach about open data. The ArcGIS Hub page will be a great way to extend the GAC's outreach to include GIS/LIS reach. Tools built into the Hub will allow self service ways for the GIS community to upload success stories, share open data sites, and integrate social media platforms (twitter, youtube, etc.) into the page as well.

Date approved by the Geospatial Advisory Council: March 3, 2021