UCGIS Communications Committee Report

June 7th 2019
UCGIS Symposium, 2019 (Washington D.C.)
by Paulo Raposo

This annual report briefly reviews activities by the Communications Committee for the annual period preceding the 2019 UCGIS Symposium.

Membership

Paulo Raposo (The University of Tennessee, Knoxville).

Webinars

The main focus of the committee in the past year has been to recruit presenters for UCGIS's webinar series using GoToWebinar (a benefit to member institutions). Several invitations were made to speakers; given talks resulting from these invitations have included those from Yingjie Hu (SUNY Buffalo, Jan 29th), and Daniel Strebe (Tableau Software, June 18th, in the near future).

Reflections

The role of the Committee seems unclear. While there has been some discussion around the Committee assuming responsibility for managing email, social media, and website functions, this has not materialized, and these functions have remained the work of the UCGIS Executive. The role of the Communications Committee should be re-evaluated; perhaps the committee ought to be either dissolved, or given the explicit role of technical communications management (i.e., website development and maintenance, listserv management, press release authorship, etc.). In the case of the latter, a clear protocol for how communications (e.g., event announcements) are made to UCGIS members and/or the public after broader UCGIS Board or Executive decisions are made would be be beneficial.