

# UCGIS Communications Committee Report

## May 16, 2014

### Leadership and Membership:

Donna Genzmer, University of Wisconsin-Milwaukee, Chair  
Chen Xu, George Mason University, Vice Chair  
Jochen Albrecht, Hunter  
Tony Giarrusso, GA Tech  
Dan Goldberg, Texas A&M  
Stephen Hirtle, U of Pitt  
Jun Li, UIUC visiting scholar  
Jane Read, Syracuse  
Chuanrong Zhang, U-Conn

### Milestones:

#### Organizational Leadership

Diana Sinton came on board as UCGIS Executive Director on July 1, 2013. While Diana's main focus was on transition and fiscal matters, she also stepped in with an active role in the organization's communications.

### Identity/Branding and Leveraging for the Future:

#### Strategy:

While the Committee resolved to utilize UCGIS TeamworkPM to share resources and coordinate tasks, it has not. Donna G. uploaded resources to the TeamworkPM site to help create a strategy for communications: creating goals, identifying actions within an implementable plan. There was a limited response to prioritizing the May 21, 2013 Action List.

#### Technology Committee

A Technology Committee has been created although this doesn't appear to be documented. Membership includes Dan Goldberg. The Technology Committee has taken the lead on moving information/data from the legacy systems previously overseen by Jack Sanders and Dick Campbell, tasks previously associated with the Communications Committee. The Technology Committee has been in communication with the Executive Committee.

#### The website:

We need to discover and implement the new features available through the new website, as a value proposition to members. Create useful spaces for UCGIS Initiatives such as BoK, SLCN, shared teaching resources, and more, via forums and other functionality.

Ilya has been contracted for development for e-commerce and other content on the website and is in communication with the Technology Committee and the Executive Director.

The main content authors have expressed frustration with working in the site. Chen Xu has drupal expertise and agreed to serve as our support, but has not been called upon in recent months.

Areas were created with the site for BoK and SLCN. The SLCN site has since been moved to the University of Washington. It would be advantageous for it to have remained on the UCGIS site for visibility.

Some 2013 Symposium presentations were uploaded to the “members-only” section of the website as “value added” content for our members. This content is difficult to impossible to find, greatly reducing its value. Before 2014 Symposium presentations are uploaded, access should be revisited.

A process needs to be implemented that automates/eases the vetting of access levels/identification of visitors as members.

Issues with the new website were previously noted: old newsletters have not been transferred to the new site; John Wilson noted issues with searches. It appears that these matters are being addressed by the Technology Committee and resolved when possible.

To my knowledge Google Analytics data are not being tracked at this time. It is unclear whether the site is appropriately configured to take advantage of GA.

#### **Periodic communication:**

The listserv was migrated from the legacy system by the Technology Committee. The organization doesn't seem to be experiencing the listserv difficulties experienced in the late days of the legacy system.

Monthly email newsletter/e-blast began in January 2013, but has been sporadic since May 2013. Quarterly might be a better interval.

Possible content for a newsletter include: a presidential monthly column, a summary of the summer symposium with bit.ly links for further information, including BoK and Learning Communities. Articles focusing on BoK, SLCN, and other topics could rotate.

Donna Genzmer and Diana Sinton investigated “myemma”, “constantcontact” and “prlog” for better email communication with members. This needs further discussion before adoption.

Bit.ly was used briefly to link to stories on the website, driving traffic to the website and the potential for additional data.

The press release process needs to be refined, identifying discipline specific media outlets and contact mode. TeamworkPM could be utilized for this discussion.

Webinar has been purchased, Diana Sinton has been trained and has two lined up for fall. Webinars would be free to members and a low fee for non-members.

It was observed that other organization have a monthly column in ArcNews, and it was felt UCGIS should also have a presence there and Diana Sinton will follow-up.

#### **Social media:**

Communications Committee feedback gave social media a low priority ranking.

Social media shall be included in the strategy analysis. We can't do them all because to keep this all up to date takes too much time.

Diana Sinton created a **twitter** account for the organization: @ucgiscience. There has been minimal activity from that account. Strategies can be discussed to further leverage that account, perhaps by having several people actively post from it.

**Logo:**

There is a need for a new UCGIS logo design. The Communications Committee proposes that the board charge the committee to create a new logo for print and web. The Committee proposes a competition open to the membership and the public, with organization money for a prize. To date, the Committee has not been charged to move forward.

Respectfully submitted,  
Donna Genzmer