

Minnesota Geospatial Advisory Council

Outreach Committee (Proposed) Workplan

Work Plan Update: November 30, 2023

Chair:

Andra Bontrager, MNIT@MNDNR
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Committee Charter:

UPDATED CHARTER IS PENDING REVIEW 11/30/2023

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

Accomplishments from 2021-2023

Recent Accomplishments:

- Begin development of esri hub sites for the GAC and its committees, including:
 - [mnhub](#) (content hosting)
 - [GAC](#)
 - [Awards](#)
 - [Outreach](#)
 - [Success Stories](#)
- Begin guidance development for content management and maintenance of hub sites

From previous workplan:

- 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

Planned activities and deliverables:

- **Open Data Subcommittee**
 - Committee members identified as gac/foundational datasets workgroup point of contact

- Committee members coordinated outreach efforts and opt-in agreements with active engagements at county levels and as officially recognized as agreements with the GAC
- Clarification of outreach methodology and presentation of recent developments at the GIS/LIS conference
- **Success Stories Workgroup**
 - Workgroup is aiming to cataloging existing resources and create strategies to promote the work of the geospatial community to targeted audiences
 - Workgroup members identified sources for geospatial stories, clarification of target audiences, and methods for outreach
 - Identified a need for standardized story-sharing guidance and templates for deliverables
 - Began development of hub site for content sharing and story-linking

Roles and responsibilities:

Active Committee Members

- Andra Bontrager, MNIT@MNDNR (Chair)
- Heather Albrecht, Hennepin County (Co-chair, Open Data Subcommittee)
- Norm Anderson, MNIT@MNGEO (Co-chair, Open Data Subcommittee)
- Len Kne, UMN (Chair, Success Stories Workgroup)
- Sally Wakefield, MNIT@MNGEO

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 coordinate sharing of geospatial stories throughout the state.
- 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 low membership numbers, there is risk that key objectives will not be met.

Additional Comments:

The Outreach Committee has needed a renewed sense of purpose and new members to function beyond basic outreach about open data for several years. The pandemic post-poned the development of the GAC esri Hub pages and that initiative is being revived through this charter. Tools built into the Hub could 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: