

Outreach Committee Charter

Mission: Support MnGeo's mission by informing public policy makers about the value of GIS to the state of Minnesota

Duration: Permanent standing committee with annual review

Report Line: Directly to the state Geographic Information Officer. Regular communication with and advice from both the State Government Geospatial Advisory Council and the Statewide Geospatial Advisory Council.

Objectives:

- Find and document compelling Minnesota GIS stories where GIS has proven useful to state or local government, the private sector, or citizens of the state.
- Tell those stories in venues where they can inform policy makers and others looking to improve government operations, economic development, and quality of life in Minnesota.

Current Tasks:

- Write and publish at least one story per quarter.
- Identify key publications for this mission. Candidate government-focused publications include AMC's *Minnesota Counties*, LMC's *Minnesota Cities*, and *Minnesota Capitol News*. The popular media, both print and electronic, are also candidates.
- Identify key venues for public presentations and people who would be convincing presenters. Candidate venues include AMC and LMC conferences.
- Review Governor's Council's Communications Plan, looking for components that have value for the committee.
- Review GIS/LIS News looking for stories that may have broad appeal.
- Distribute appeals to the Minnesota GIS community for potential stories.

Membership: Members shall be drawn from the two MnGeo advisory councils and MnGeo staff, plus others. The committee shall define its rules for membership and admit new members who are interested and meet those criteria. The committee shall maintain a list of active members that will be reviewed and revised, as needed, at the first meeting after the start of each fiscal year. People need not be members of the committee to contribute a story.

Member Responsibility: Each member is responsible for finding or writing (or both) at least one GIS story a year. Members will be asked to assist with other tasks as listed above.

Meeting Schedule: Most work will be done via email. Face-to-face meetings will be held quarterly in conjunction with one of the advisory council meetings.