



Meeting Notes

ORURISA LEADERSHIP RETREAT

Meeting Date: February 23, 2012

Location: McMenamin's Edgefield, Red Fox Room

Participants: ORURISA Board of Directors - Dean Anderson, Eric Bohard, Dick Bolen, Paul Couey, Amy Esnard, Bob Haas, Colleen Miller, Bob Pool, John Sharrard, Cy Smith, Molly Vogt

Goal of the meeting: Convene in an effort to continue to chart the course for the Chapter's planning process involving its general membership and Executive Board of Directors. Common sense tasks will be identified, tracked and reported on over this period to ensure that the Goals and Objectives of this organization are successfully implemented.

The Board discussed the following agenda items:

- Chapter Relevancy
- Events
- Communications/Marketing
- Special Projects or Initiatives
- Sections Support
- Membership
- Financial Diversity
- ORURISA Organization

Action Items: *Provided below is a summary of actions/decisions reached during the course of the retreat*

1. Chapter Relevancy

- What distinguishes ORURISA from other organizations?
 - Legitimacy with other organizations, career support, authority of knowledge
 - Leadership development, Informative, promote communication and provide educational opportunities, support diversity in our community/strengthen community (standards, best practices, certification), support geographic diversity
- What can we do to become more relevant?
 - Update our mission statement (<http://www.orurisa.org/Default.aspx?pageId=466309>) with the above defined relevancy identifications. Amy to craft and post
 - Mentorship opportunities (internships, students, young professionals) – need to establish guidelines
 - Consistent and formal communications
 - Create more value for members (online resources, career development)

2. Events

The following events have been identified for 2012/2013

- ORURISA Annual GIS In Action Conference, 2013 (Dates TBD) – Portland State University
- URISA Annual GIS Professional's Conference, Sept 30 – Oct 4, 2012 – Portland Hilton
 - Amy is Associate Program Chair
 - Eric is PNW Chapters' conference participatory coordinator
 - Cy is the conference Sponsorship subcommittee lead
- LiDAR Workshop (ESRI/DOGAMI/Other Practitioners), July/August 2012 – Webcast (?): Dean Anderson and John Sharrard to coordinate the event
- Maps in the Cloud II (as part of a GIA 2013 workshop), March/April 2013: John, Bob H., Paul, Amy to coordinate
- Career Development/Networking/Mentorship Workshop (Potentially part of GIS Pro 2012), Oct 2012: Molly Vogt and Amy to coordinate with WiGIS/Young Professionals/PSU Student leadership
- PSU/ORURISA Cartography symposium, Dates TBD: John and Amy to coordinate

3. Communications/Marketing

The Board expressed need to reach out to community – improve relevance by initiating the following tasks.

- Website Improvements: need lead - Young Professionals (WiGIS or intern)
 - Calendar Integration: Integrate all regional/section calendars and announcements and embed into website; website and calendar updates notifications;
 - Interactive and dynamic communication (free-form? dynamic 'forum' via twitter, RSS – elgl.org is good example);
 - Public coordination for postings on ORURISA URISA;
 - Other resources access (documents, job postings, etc)
- Member Location map: Nels Mickaelson?/Dick Bolen?
- Newsletter: distribute quarterly? Content? (Related topics contributed from Sections, SIG's) Coordination? Need lead - YP's to coordinate?

4. Special Projects or Initiatives

The Board addressed the issue of how to support coordination of regional projects – how ORURISA can help support statewide special projects.

- OGISA (DOR-OGISA project) - Leverage existing ORURISA resources (website) for project forum, information base: Dean Anderson (and Bob Haas)

5. Sections Support

The following actions were suggested as tasks to improve the existing support-base for our Sections. Proposed new role for Past-President as Section (and SIG) Liaison to the Chapter

- Section Leaders Manual:
 - 'Retrofit' URISA's Chapter Leaders Manual for ORURISA Sections to use as a guideline: ORURISA Board to review and revise
 - Vet through the Section Leaders, via quarterly call or on-site training: Keith, Amy, Bob H. (To be discussed at future Board Meeting)
- Sections Support Forum – provide interactive website tools for sections; offer intermittent (quarterly?) Section Leaders training: Keith, Amy, Bob H.

6. Membership

The following ideas have been proposed to improve the value of our Chapter to both our existing and new members.

- New Member Drive – hold a separate session at GIA or upcoming PAGIS event (TBD): PAGIS Lead, Nels?
- Build Chapter member profiles – conduct a member survey: Amy to craft draft, review w/Board, final distributed by April, 2012
 - Purpose: build and reform the member contact list to better serve our members
 - Method: distribute via Survey Monkey and/or in conjunction with post-GIA
 - Content: collect information about needs, likes/dislikes, career/line of business, volunteer interests.
- Website as a valuable member resource:
 - New website tab for resources (career center, blog, etc.) – Bob H., Amy to coordinate
 - Member's only area for postings (industry questions, career-related postings, calendar postings) – need lead for this
- Potential for member 'fees' was discussed (option to pay annual membership in addition to discounted registration conference fee):
 - Benefits could include future discounts for registration fees for GIA conference, educational workshops, timing dependent on new URISA Int'l rate structure (Chapter Affiliation model)
 - To be further discussed in future Board Meeting

7. Financial Diversity

Message, similar to 2011 retreat outcome, was that we will need to reduce expenses and assure that revenues remain strong. Consensus was arrived in that we need to broaden revenue sources and consider the following:

- Corporate sponsorship – Sponsorship as a partnership (NSGIC, URISA Int'l, WAURISA models)
 - Discount on conference vendor booth fees
 - Advertisement
 - To be further discussed in future Board Meeting
- Donations – add a 'Donations Accepted' tab on the ORURISA website: Bob H.
- Consider Membership fees, as discussed in aforementioned 'Membership' topic

8. ORURISA Organization

Defined a need for visual representation of the Chapter framework (including Sections, SIG's). The value to the Chapter: distributing the Chapter vision, creating more formalized governance structure of the Board of Directors' responsibilities, a reference for Chapter members.

- Amy to craft a draft Organization Chart and distribute to Board for review – post final by April 15, 2012