



## 2011-2012 URISA Oregon & SW Washington Chapter Maturity Assessment



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## REVISION HISTORY

Date	Version	Description	Author
02.28.08	v1	2007-2008 URISA Chapter Maturity Assessment	Danielle Ayan
03.10.09	V2	2008-2009 URISA Chapter Maturity Assessment	Luke Boggess
02.28.10	V3	2009-2010 URISA Chapter Maturity Assessment	Karen Brandt
3.25.2011	V4	2010-2011 URISA Chapter Maturity Assessment	Tripp Corbin
5.1.2012	V5	2011-2012 URISA Chapter Maturity Assessment	Amy Esnard

June 5, 2012

Hello Chapter Leaders,

The time has come to complete the annual Chapter Maturity Assessment.

Please take the time to complete it in its entirety. The information compiled by the CRC and is used as a tool to help URISA Leadership better understand the current state of the local Chapters, the state of the GIS Profession and to define potential needs for URISA support. The Assessment is a great tool for both the Chapter - to reflect on historical activities and their successes - and for other chapters to glean new and fun activities from their fellow chapters.

The Maturity Assessment is also used to help chose the Chapter of the Year Award. The Chapter of the Year receives special recognition on the URISA Website and has bragging rights with the other chapters. Last year's chapter of the year was Ontario. This year it could be you! All chapters are eligible for consideration, regardless of the size or age of your Chapter. Outstanding Chapter award criteria include: Innovation, Education, Outreach and Community Impact. Did you reach your goals for the year? Has your Chapter expanded its membership? What has your Chapter engaged in to service the needs of your local GIS community?

As an added incentive all chapters that get the Assessment completed and submitted by the deadline (**July 30, 2012**) will receive a **free admission to the 2012 GIS Pro Conference** (<http://www.urisa.org/gispro2012>). During the URISA International Annual GIS-Pro Conference, URISA International sponsors a Chapter Leaders Forum (CLF). We ask all Chapters to send at least one representative from their Board to participate in the Forum - this year it will be held on the afternoon of **September 30**. The Forum gives Chapter leaders an opportunity to share experiences and gain valuable information about Chapter programs and administration. This is a great chance to meet other Chapter Leaders, discuss and share Chapter experiences and issues and to speak directly with members from the URISA Board of Directors. If there is a specific topic of interest that you would like to have addressed during the Forum, please forward it to me. Last year we committed the later portion of our meeting to discussion about the draft Chapter Affiliation Agreement. I expect we will do the same this year.

Again thanks for taking the time to complete the Annual Chapter Maturity Assessment. If you have any questions please contact your CRC Liaison or me. I look forward to seeing you at the GIS Pro 2012 Conference!

Sincerely

Amy Esnard GISP

Chair, Chapter Relations Committee - URISA International

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2011-2012URISA CHAPTER MATURITY ASSESSMENT: [CHAPTER NAME]

[Date]

Amy Esnard, GISP | URISA International Chapter Relations Committee (CRC)  
Chair, 2012

8/20/12

# 2011-2012 URISA CHAPTER MATURITY ASSESSMENT

## EXECUTIVE SUMMARY

### **Mission of this Document:**

The mission of this document is to develop a matrix for measuring the maturity of a single URISA chapter and the composite maturity of all chapters at a snapshot in time (annually) and over time. Although there will be many areas where individual chapters vary, the intention is that this assessment can be leveraged by URISA International and all chapters by targeting focus toward those chapters and those areas needing assistance.

## OREGON & SW WASHINGTON URISA PROFILE:

Chapter Mission/Vision/Overview:

Area served: Oregon and Southwest Washington

Active since: 1992

Current Lead Chapter Officer: Amy Esnard, President

Annual reporting period: 2011 - 2012

Total membership: 1,380 members currently signed up on our website

Membership fees:

\$ 0 Individual

\$ 0 Student

\$ 0 Sponsor

\$ 0 Corporate

\$ 0 Other (Identify organization membership category)

The Oregon & Southwest Washington Chapter does not charge any membership fees. We rely on Conference registration and sponsorship fees as our funding sources.

**(A)** Top three chapter goals for the upcoming year (3 points)

- I. To improve our Chapter's Financial Diversity: to reduce expenses and assure revenues remain strong.
- II. Section (Chapter Subdivisions) and SIG support: provide a version of Chapter Leader's Training to our Sections and SIGS to enable them to become stronger, more efficient and better aligned with the Chapter and URISA Int'l.
- III. Improve our Chapter's communication, outreach and general support to our members and regional GIS Community: focusing on website improvement, social media, newsletter and additional regional workshops.

**(B)** What three training and educational programs would you like URISA to develop over the next 5 years? (3 points)

- I. GIS Management and Program Development (complimentary to the ULA)
- II. URISA Leadership Academy – Part II
- III. GIS ROI – overview for non-GIS Executives

**(C)** Do you have a wish list for URISA International (i.e., areas where your chapter needs assistance, collaborative ideas that would benefit many chapters and URISA International, other)? (3 points)

**(D)** Why should your Chapter be considered as the URISA International Chapter of the Year? – Criteria: innovation, outreach, education, community service, and achieving last year's goals. (5 points)

Our Chapter has achieved the top three goals which were stated in the 2011 CMA. We have also maintained a healthy and sustainable Chapter by seeking out new opportunities to collaborate with existing groups and organizations in our community and continuing to support our existing member network.

The following top three goals stated in last year's CMA were achieved as follow:

[GOAL #1] To launch a Young Professionals Special Interest Group modeled after the Australian SSSI and URISA International YP group structures.

*The ORURISA Young Professionals commenced their kickoff meeting in May. They have continued to build momentum, forming their charter and liaising with the URISA Int'l Vanguard Cabinet to align with their mission and objectives as well as leverage URISA resource. Notes from the Kickoff meeting can be found here: [http://www.orurisa.org/Resources/Documents/ORURISA\\_YP\\_KickoffMtg\\_Notes\\_050712.pdf](http://www.orurisa.org/Resources/Documents/ORURISA_YP_KickoffMtg_Notes_050712.pdf)*

[GOAL #2] To continue to evolve the Virtual Teams that we created in the prior year to conduct the operations of the Chapter.

*We have since elaborated on the virtual team organization and responsibilities, reflected in the new ORURISA Organization Chart: <http://www.orurisa.org/OrqChart>*

[GOAL #3] To focus on defining our membership profiles and assure that we are aligned with the desires of our membership to assure our relevancy.

*In response to our membership survey results, we have offered an increasing amount of professional development and community networking. This was accomplished by improving our annual GIS In Action conference content/partnering with the PLSO for a broader knowledge-base; Partnered with WAURISA in providing a successful three-region virtual workshop, attended by more than 200 people in Seattle, Portland and Southern Oregon: <http://www.orurisa.org/MITC>; In compliance with our Chapter Bylaws, we have adopted our FIFTH SIG (in addition to the Young Professionals), and a new Section. The SIG, ArcGIS Server and API User Group, provides the special professional development, technical support and social networking in a unique technical facet. The new Section, Columbia Pacific GIS Users Group, represents five coastal counties, spanning from Oregon to Washington – increasing our Chapter's service area.*

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Amy Esnard, GISP | URISA International Chapter Relations Committee (CRC)  
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CHAPTER 2011 MATURITY ASSESSMENT CARD	5 – Fully Implemented 4 – In Progress – Fully Resourced to Complete 3 – In Progress – Partial Resources Available 2 – Planned – Resources Assigned 1 – Not Planned – No Resources Assigned 0 – Not Applicable	
5	1. The chapter is an established non-profit organization with an active Federal ID number. <u>Comment:</u> We have maintained this status for well over ten years	
5	2. The Board has filed its most recent year IRS Form 990 (if a non-profit organization) or other appropriate IRS form for the organization. <u>Comment:</u>	
5	3. The Board abides by chapter By-laws that have been updated within the last 5-years. <u>Comment:</u> We have adopted By-laws that are periodically reviewed. We have established a Business team that is charged with reviewing the by-laws and recommending amendments to the Board	
5	4. The chapter has regular Board and member meetings. <u>Comment:</u> The Board meets approximately every 2 months through virtual teleconference meetings and annually in person at our GIS In Action conference. Meetings are documented. We also conducted our second annual full-day Board Leadership Retreat in February	
5	5. The chapter offers an annual/biennial conference(s). <u>Comment:</u> We hold an annual GIS In Action Conference, in conjunction with ASPRS. This year's was a joint conference w/PLSO. We also hold meetings throughout the state that are sponsored by our many Sections and Special Interest groups. Information about the conference may be observed at: <a href="http://www.orurisa.org/GIS_In_Action">http://www.orurisa.org/GIS_In_Action</a>	
5	6. The chapter coordinates and collaborates with URISA International (including the CRC) or other allied organizations. Please elaborate with comments. <u>Comment:</u> Our Chapter has been aligning with URISA International in maintaining Chapter roles and new Young Professional/Vanguard Committee initiatives. One of our Board members, Cy Smith, is the Past-President of the International organization. Our current President, Amy Esnard, is the CRC Chair. Both of these contacts are valued as they provide a link to URISA International's larger mission.	
5	7. The chapter offers workshops and other educational opportunities. Please elaborate with comments. <u>Comment:</u> Our Sections and Special Interest Groups frequently conduct regional GIS user meetings throughout the state. A list of past events may be observed on our website at: <a href="http://www.orurisa.org/Events">http://www.orurisa.org/Events</a>	
4	8. The chapter offers communications (website, surveys, newsletters). Please provide links to online resources. <u>Comment:</u> We actively update a Chapter website that is based on the Wild Apricot solution. This CMS- based solution is used by all of our Sections and Special Interest Groups. We have also enabled on-line event registrations and epayment opportunities. We conduct follow-up surveys for conferences and events. We do not currently publish a newsletter but are looking at various opportunities to utilize social media to communicate with our membership base.	
5	9. The chapter has initiatives that positively impact our community. Please elaborate with comments. <u>Comment:</u> We held many technical workshops regionally throughout the state, participated in GIS Day activities, held educational conferences, and offer input upon request to state legislative committees on issues affecting the profession.	



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5	<p>10. The chapter actively recruits new members. Please elaborate with comments.</p> <p><u>Comment:</u> We rely on our website and its contacts database for membership promotions. A membership team, created last year, helped to recruit and the newly formed Young professional/Vanguard Committee. We have created a new position for our Past-President, as Outreach Coordinator, who is charged with actively recruiting members through our SIG's and Sections and improving general outreach and marketing.</p>
3	<p>11. At least 20% of chapter members are URISA International members.</p> <p><u>Comment:</u> As of October 2011, Oregon had 75 active URISA International members. Although this does not make up 20% of our online membership base, if we count our annual conference attendee average as our actual membership base, this number would reflect 37.5%.</p>
5	<p>12. The chapter collaborates with K-12 schools and universities and pursues outreach to students. Please elaborate with comments.</p> <p><u>Comment:</u> We participate in GIS Day activities at schools. We have a scholarship program and work with schools to promote our tuition reimbursement and research scholarships. We have Portland State University as a co-sponsor of our annual GIS In Action conference and have formed a Young Professionals SIG who have chosen University Outreach as one of their main objectives this year.</p>
5	<p>13. The chapter collaborates with local, state/provincial, or federal agencies. Please elaborate with comments.</p> <p><u>Comment:</u> Our membership has participants from these organizations and our Board of Directors has members from these organizations, with the elected officers representing City, County and State agencies. We also support the Oregon GIS Association (a chapter Special Interest Group) and the State GIS Council, which deals with issues pertinent to these parties.</p>
4	<p>14. The chapter's membership has increased over the last reporting year.</p> <p><u>Comment:</u> Our contacts list has grown by approximately 15% during the past year, and as mentioned - we are improving our membership profiles by outreach activities, which will expectedly return more members (or contacts). We would like to better define the number of actual members who still remain in our region and who are active in ORURISA.</p>
5	<p>15. The chapter has a formal relationship with the State GIS Council or equivalent entity.</p> <p><u>Comment:</u> Our Board has three representatives who are members of the State GIS Council.</p>
5	<p>16. The Board maintains (any/all) of the following executive board positions - which are members of URISA International, in good standing: <i>(circle or write in) Immediate Past President, President, VP, Secretary, Treasurer, Other-specify</i></p> <p><u>Comment:</u> Immediate Past-President, President, Treasure</p>
5	<p>17. The Board has current job descriptions for each position.</p> <p><u>Comment:</u> The Chapter's charter defines the roles and responsibilities of these positions. In addition, there are seven separate Virtual teams that deal with various Chapter issues. Our philosophy is to involve as many individuals as possible versus just having a few individuals handle all the work. The Virtual teams are identified on our website at: <a href="http://www.orurisa.org/teams">http://www.orurisa.org/teams</a></p>

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<b>5</b>	<b>18. The chapter's member database is online and accessible by the Board and members.</b> <u>Comment:</u> Our membership database is part of our website and may be observed at: <a href="http://www.orurisa.org/Default.aspx?pagelid=459067">http://www.orurisa.org/Default.aspx?pagelid=459067</a> It is fully searchable and we have established a number of groups we can contact through the application.	
<b>4</b>	<b>19. The chapter promotes GISCI &amp; GISP Certification by providing information/workshops.</b> <u>Comment:</u> We have a link to GISCI on our website, and have promoted GISCI activities via membership and events outreach. We also have a member of our organization on GISCI's leadership team.	
<b>5</b>	<b>20. The Chapter maintains active communication with URISA international by attending Chapter Leader Quarterly Conference Calls, talking with Chapter Liaisons, attending the Chapter Leaders Forum at the GIS Pro Conference, or other methods.</b> <u>Comment:</u> We actively attend the URISA GIS Pro Conference and Chapter Leader Quarterly Conference calls. Our Chapter President, Amy Esnard, acts as our Chapter Liaison as well as the CRC Chair. This past year, we attended the Chapter Leaders Forum and made a presentation on the Wild Apricot solution at the Orlando meeting.	