Minutes

MAGIP Board Meeting
July 21, 2008 10a - 3p

Members Present:
    Kris Larson, CDM
    Janet Cornish, MAGIP Coordination
    Doug Burreson, Missoula County
    Mike Sweet, UM
    Evan Hammer, MT DNRC
    Stuart Challendar, MSU
    Nat Carter, MT DEQ
    Tony Thatcher, DTM
    Gerry Daumiller, MT State Library
    Erin Geraghty, MT DOA ITSD
    Bryant Ralston, ESRI
    Lee Macholz, National Center for Landscape Fire Analysis (at UM)
    Patricia Williams, TetraTech

1) Thanks to outgoing members: Stuart Challender, Gerry Daumiller, Mike Sweet, Ken Wall

2) Welcome to new members: Patricia Williams (Professional Development Committee Chair), Nat Carter (member at large), Lee Macholz (member at large), Tony Thatcher (member at large), Erin Geraghty (VP)

3) Elect Secretary
        Lee Macholz elected as secretary

4) Elect Treasurer
        Tony Thatcher elected as treasurer

5) The Board needs to send out the student scholarships (letters and checks). There are two copies of two letters (beyond what is going to recipient); send one copy to Van Shellhammer and send the other copy to the MAGIP Treasurer.

6) 2008 Intermountain GIS Conference - Discussion of results of the conference evaluation.
        Overall, we should be using the next 18 months to build expectations and connections to the next MT conference.
        For 2010 we should actively recruit papers on specific topics in addition to the general call for papers. We should also seek more demonstration-style presentations. Actively shape the conference content to draw more participation.

7) Financial Report
        2008 Intermountain Conference
        ▪ 204 registrants
        ▪ $15,381 total profit ($10,200 of which can be considered membership fees based on 2-year, $50 membership included with registration)
        ▪ Workshop income was typical, but had more expenses than previously (rental costs for workshop premises)
        ▪ Vendor income / presence was down - discussion focused on recommendations that some vendors and public sector representatives be invited to a conference planning meeting to garner feedback and investment from vendors. Also recommendation that vendors be

recruited throughout the 18-month lead-up to the conference.
- Some representatives from the MAGIP BOD should attend the initial 2010 conference planning meeting in Bozeman (week of Aug 18th, date/time TBD)
- MAGIP should have a presence at the IT conference - a booth maybe or sponsor a GIS session

General Finance Report
- For 2008 so far (Dec - July) we are about $12,000 above where we were this time last year.
- Recommendation that the Board look at the budget on a conference-to-conference timeline rather than annually (based on dues collection every 2 years) and consider that currently, approximately $15,000 in income is needed to cover Board expenses from one conference to the next

8) Janet Cornish's Contract was extended for 2 years (May 30, 2008 through May 30, 2010)
Discussion focused on how best to engage Janet and best utilize her time. Ideas stemmed from the GIS Summit that Janet facilitated at the end of the 2008 conference.

One of the discussion points that is important to capture for future discussion is the feeling that we are missing the "middle" - in terms of training, we are missing opportunities for mid-level training; in terms of members, we are missing a middle ground of understanding of terms and such things as "federated," "framework" and "business application."; in terms of members, we are missing the "ologists" / professionals that use GIS rather than GIS professionals.

There is need and opportunity for someone to go around to talk with local agencies about grant opportunities. Janet is working with Robin to identify opportunities for her to do some of this work. There is also the opportunity for MAGIP to come up with "best practices" and dovetail them with Janet going out and educating about the MLIAC process.

Build a two-year MAGIP calendar that includes events, meetings, etc on a conference-to-conference timeline - Janet will start this activity

Janet will play her typical role in facilitating registration, etc for the Fall Technical Session

Janet will submit a proposal for a MAGIP legislative committee based on responses from GIS Summit and Board discussion. The focus needs to be education, not advocacy (e.g. to ask for both sides of an issue to write a prospective on an issue and distribute it to MAGIP members; reach out to decision-makers so they understand the importance of GIS). The Board may respond to this proposal by appointing an ad-hoc committee to examine the potential need for a legislative committee and what it would take to pursue that end based on our current bylaws.

Janet will help as MAGIP initiates a mentorship program.

9) MAGIP Flyer
There is a need for a flyer regarding membership in MAGIP - future flyers may be desired on specific topics. The flyer should address what does MAGIP membership really mean.

10) Endorsement
Discussion regarding what does MAGIP endorsement really mean. No decisions were made, but this discussion thread is important.

11) Members
It was discussed that collecting membership dues tends to cost us more ($ paid to Janet) than we make in dues. In November of 2007, the BOD approved a motion to set the membership fee at $50 for Conference years (2-year membership) and set all membership categories to $30 for annual membership. The 2008 conference offered free 2-year memberships to all registrants.

Members-only portion of the web site should go away / be made public. The member directory should remain. This directory needs to be directly linked to Janet's membership database (which includes an opt-out field). All future event registration forms (or anywhere need to have an "opt-out" field.

Motion: Anyone that attended any MAGIP conference or MAGIP event in the last 4 years, or has paid the membership fee ($50/2-years) is a member. **Approved**. (This needs to be re-visited in light of the bylaws to determine a permanent change in membership dues structure.)

12) The Vector
The Vector needs to be revived. Patricia Williams agreed to become the editor of The Vector. There will be a standing agenda item on all Board meetings related to The Vector; the Board will come up with topics and suggestions of who to contact to write articles. The standard content will be as follows:
- President's Corner (this is what MAGIP is doing) - provided by Kris Larson
- MLIAC-specific highlights - provided by Evan Hammer
- 1-3 articles from members about given topics
- Training opportunities / conferences / etc… (event title, dates, link to info)
- MAGIP calendar
- Idea of a "GIO's Corner"? Maybe in cooperation with the President's corner?

Aim for next issue to be out by Oct 13th
- Next issue will introduce the BOD. All board members answer a brief question like "How do you use GIS?" or something like that. Patricia will send out the question.
- Content due by Sept 22nd

13) MAGIP's Electronic Presence
Important to maintain/update our web presence. Currently we pay ($65/month) for web hosting and a content management system. With the removal of the members-only section of the web site, the hosting and content management becomes simpler; there may be more cost-effective hosting options out there.   Tony Thatcher and Nat Carter will research web hosting options and report back to the Board. It is recognized that the web site needs to be managed/maintained more actively to reflect what MAGIP is doing. The look/feel of the web site should not be changed.

The Board will not renew the subscription to Social Text at this time, our account will be scaled back to the free 5-user account for the time being. If the conference planning committee determines that they need to scale the Social Text account back up in the future, they may propose it as a part of the conference budget.

The Board will continue testing Base Camp and looking at other content management sites for BOD business use, though we did not discuss directly our need and/or use potential for this type of technology.

The MAGIP BOD listserve needs to be edited to reflect the changes in the Board. Bob Holliday will be contacted and asked to update this. The Board members need the address to send content to this list.

Mike Sweet has a single user account with WebEx that is paid by MAGIP and available for MAGIP-related use. For the time being, parties will coordinate through Mike to set up a WebEx meeting and initiate it. In the future we may want to investigate a more generic WebEx account login that can be known/used by any of the Board members.

14) Bozeman approved as location for 2010 Intermountain GIS Conference

> Motion: Hold the 2010 Intermountain GIS Conference in Bozeman, MT (Doug Burreson, Second by Bryant Ralston). **APPROVED**.

15) MAGIP Bylaws

> BOD members are instructed to familiarize themselves with the MAGIP bylaws (available here: http://www.magip.org/who/default.asp?ID=370)

> BOD should have a Parliamentarian who is responsible for helping ensure that Board discussions or decisions do not violate the bylaws (during meetings and otherwise). Evan Hammer selected to be Parliamentarian.

16) Technical Committee - Fall Technical Session

> The Board agrees that we should host a Fall Technical Session in 2008. The discussion focused around the intent / content of the session. We settled on suggesting that the session organizers take suggestions for content from the 2008 conference feedback.

> Suggested workshop topics (from the 2008 conference feedback):
> - Google Earth and mash-ups
> - Local Government GIS
> - MSL Portal and metadata (using)
> - Geostatistics, least-cost analysis, suitability analysis
> - Cadastral
> - Best practices
> - ArcGIS Server for Beginners
> - Helena mid-year conference: geodatabase (best practices), project example
> - Programming/Developers; intro
> - ArcSDE
> - Interoperability
> - Field mapping, mobile applications, mobile GIS
>
> - The BOD also recommends more demonstration-type presentations
> - Another idea for the session is a "Dr's Office" where people can bring their broken data and we'll collaborate to fix it.

> The Board suggested that the 2008 Fall Technical Session be held in Great Falls if there is local assistance there to support the planning process. Erin Garaghty will contact several people in Great Falls to investigate.

> The Technical Committee should have a conference call with the Technical Session Planning Committee and determine date/location/etc and then send it out to the BOD for a vote.

> The Board also agreed that MAGIP should host a Spring 2009 session in Eastern Montana, similar to the one put on this past year. A planning committee should be formed as soon as possible (this does not necessarily mean that this falls under the Technical Committee - more likely will fall under the Professional Development Committee). Glendive or Miles City?

17) Support for statewide GIS efforts

> This discussion centered around Robin Trenbeath's "Base Map Service Center (BMSC) Proposal." Robin approached MAGIP for a letter of support for this proposal. The Board was cautious, but no board members voiced opposition to Kris drafting a letter of support; thus Kris will do this and inform the membership via a Vector article.

18) BOD meeting dates for next year - standard MAGIP BOD meetings will occur on the third Thursday of every 3 months effective 11/20/08 from 10a to 1p. ; MAGIP BOD meeting schedule as follows:
    - November 20, 2008 10a - 1p
    - February 19, 2009 10a - 1p
    - May 21, 2009 10a - 1p
    - August 20, 2009 10a - 1p
    - November 19, 2009 10a - 1p
    - February 18, 2010 10a - 1p
    - May 20, 2010 10a - 1p
    - August 19, 2010 10a - 1p
    - …and so on…

    Minutes taken by Lee Macholz - please submit changes/comments to lee.macholz@firecenter.umt.edu

MAGIP Agenda
July 21, 2008
Helena, MT

1. Thanks outgoing members for years of service
   a. Stuart Challender
   b. Gerry Daumiller
   c. Mike Sweet
   d. Ken Wall
2. Welcome new members
   a. Vice President, Erin Geraghty
   b. Professional Development Committee's Nominee for Chair
      i. Patricia Williams of TetraTech in Missoula
   c. Members at Large
      i. Nat Carter
      ii. Lee Macholz
      iii. Tony Thatcher
3. Elect Secretary
   a. Take minutes NOW!!
   b. Send minutes to Catherine Love (loveca@cdm.com)
4. Elect Treasurer
   a. Need to make trip to Wells Fargo while in Helena to sign over account authorization to new treasurer
5. Financial Report from the 2008 Intermountain Conference
6. Janet Cornish's Contract was extended
   a. Would have expired May 31; extended for 2 years on May 30.
   b. Maybe add extensions for assistance with outreach?
   c. Other ideas?
7. Members
   a. Anyone that went to the conference is a member for 2 years?
   b. Should we continue to maintain the member only section of the MAGIP website?
8. MAGIP's Electronic Presence
   a. Emails - Anyone responsible for MAGIP BOD list?
   b. Wiki or other Presence --- cost, switching to a new service, etc.
      i. SocialText - The renewal cost is $95/ month ($1,140 for the full year), but the board should probably be proactive about deciding whether or not it will maintain a Wiki presence. Mike
      ii. BaseCamp
      iii. Others?
   c. MAGIP website
      i. We currently spend $780 a year for our web hosting. Mike
      ii. Can we have something like facebook as part of MAGIP website?
      iii. Send photo/contact info to Catherine Love
9. Approve Bozeman as location for 2010 Intermountain GIS Conference
   a. Committee members volunteered at this time:
      i. Allan Armstrong, Gallatin County GIS, Conference Chair
      ii. Stuart Challender, MSU
      iii. Lance Clampitt, USGS
      iv. Alison Kennedy, Department of Revenue
      v. Jon Henderson, City of Bozeman GIS

       vi.   Carrie Shockley
      vii.   Tony Thatcher
10. We actually have Bylaws…
    a.   http://www.magip.org/who/default.asp?ID=370
11. Technical Committee – below are my (and other's) thoughts/discussion points
    a.   It has been suggested that the Tech Committee host some framework workshops to discuss the status, current work and the future direction of some/all of the framework themes. Below are the themes that were specifically mentioned (I'm directly quoting from email discussions on some of this). In some cases, themes were grouped due to strong links between them.

       There are MLIAC discussions regarding scope, terms, roles, responsibilities, funding right now. Updates and discussions might be very beneficial.
       i.   Critical Structures – I've got several projects going:
          1.   "DES Base Map" web application – currently in development
          2.   Cross Border CAP Grant – this is a grant the BMSC received which was initiated by the Carbon Project. Involves creating a data model from common themes and attributes in US and Canadian critical infrastructure data models then use existing Carbon Project web services that perform some basic GIS analyses. Web services are accessed via an ArcMap toolbar the Carbon Project developed.
          3.   USGS funded push for "all" structures statewide - creating structure points from cadastral/CAMA data and/or getting them from counties w/E911
          4.   How does the current direction of CI compliment addressing?
          5.   Some data model changes
       ii.   Transportation and Addressing
          1.   Joshua Dorris has been working a lot updating the Transportation model – discuss updates and enhancements
          2.   Addressing (tools development and implementation in Missoula, Flathead and Yellowstone)
          3.   Discuss how these are linked and implementation on a wider level
       iii.   GCBD/Cadastral – review GCDB status and priorities, discuss the cadastral (state and local) data model
       iv.   Natural feature layers (hydrography, landcover, etc.) Status, integration, and the bigger picture business model.
    b.   Best practices – Discussion on what BPs do we have in Montana? Are they formal or just de facto? Formalized BPs are great but what about actual implementation? How do we work toward implementation?
       i.   Metadata – Portal standard
       ii.   Persistent IDs
       iii.   Projection

        iv. Editing? Is this a standard (ex: standard topology rules for polygon layers) or a training issue?

   c. Fall Technical Session

        i. Are we going to have one? I think the above Framework and Best Practices meetings/discussions would provide more than enough material to fill a two day session, at least. This would be slightly moving away from the focus of past sessions (training style workshops) but maybe gets back to the "roots" of the Technical Committee. I'm not sure what the community's interest in these are or what attendance would be like but at least for those involved it would be very beneficial. The one training session I can think of that is widely needed (but maybe not widely acknowledged) is editing (I have heard this discussed multiple times in the past year or so). Also not sure about those who have to travel but keeping it to two days might make it easier for some to attend?

          I'd be in favor of going forward with the above as a rough agenda for a Fall Tech Session. Bob Holliday has volunteered to help organize (as long as it's not last minute) and Mike Sweet has offered to help in the past. Unless there are more volunteers to help in other locations, it will probably be held in Helena again. Typically planned for the end of October. Do we have a set budget for this? One frustration in the past has been the Board approval needed (and resulting delay) for a contract with the place it is to be held. This would work much better if the Board just approved a set budget for it in advance.

          If we are going to do this, planning needs to start ASAP. If the Board agrees with the above, I'll work with Bob, Mike and any other volunteers (I have a few in mind that have volunteered in the past) to start planning after I return from vacation.

12. Support statewide GIS efforts?
   a. GF to replace current MLIA grant funding of Cadastral, Transportation, and Critical Infrastructure
   b. BMSC – one-time-only GF funding for help in developing some web-based services

13. Set Meeting Dates for the Next Year
   a. Quarterly?

GIS Summit ~ 2008 Intermountain GIS Conference – Missoula, Montana
Results

On Friday morning, April 11th, 50 MAGIP members met to discuss GIS in the state of Montana. The discussion was focused on three general topics, framed as questions to the group:

1.   What frustrates you most about the state of GIS in Montana and/or your place of employment? What are the "alligators and rattlesnakes"?
2.   What are the opportunities and associated barriers in confronting the "alligators and rattlesnakes"? What are the potential first steps?
3.   Who will step up and commit to moving us forward?

For the first part, participants generated responses in small groups, facilitated by someone chosen by each group who in turn reported to the entire assembly. The remaining items were addressed by the group as a whole, each person sharing ideas and concerns in turn. The results follow.

Alligators and Rattlesnakes

Data Management/Applications/Technology
➢ We experience difficulty in addressing the coordination and standardization of data and associated processes.
➢   We "re-do" projects over an over again. We need to reduce duplication of effort.
➢ Other states don't necessarily have the data we need.
➢ The quality of data is a limiting factor in providing accurate products, e.g. the coincidence of boundaries.
➢ We lack strategies for the preservation and archiving of data.
➢ There is no consistency with respect to capabilities from one county to the next, resulting in a range of abilities among those in our field.
➢ Access to framework data is problematic.
➢ Framework data is disjointed, inconsistent, difficult to obtain, and poorly documented.

Software Issues
➢ Software is not always as advertised – new releases require the rebuilding of new applications.
➢ We are "ESRI-centric" and should consider open source options.
➢ The pace of change of software is difficult to manage in large institutions with diverse needs.

Orientation and Culture
➢ There is resistance to change. – People don't want to leave their comfort zone
➢ Resistance to change is a major barrier when it comes to
    o   applying legacy software

- o integrating databases
- o interfacing with IT personnel in providing
  - ▪ technical support for access to servers
  - ▪ general help when needed.
- ➢ We are reluctant to share/release data because of issues related to:
  - o Data quality
  - o Liability
  - o Data Security
- ➢ Institutional barriers (turf protection) make collaborative efforts more challenging.
- ➢ Overall, we face a lack of understanding of "spatial thinking" among decision makers and managers.

Montana Specific Issues/the Environment
- ➢ Travel time can be a significant barrier to collaboration.
- ➢ The cost of travel is problematic and increasing.

Policy and Decision-Making – General
- ➢ There is a lack of awareness of the importance of geographic information by decision makers.
- ➢ We face the challenge of keeping a clear list of priorities in focus – resulting in immediate needs overwhelming the long term mission.
- ➢ We lack an advocate for GIS.
- ➢ We lack the identification of common business needs across all levels of government (e.g., perhaps we should change our conference name to "Geospatial Business Conference" – less GIS and more business).
- ➢ We need to champion GIS at the policy level.

Policy and Decision-Making - Financial
- ➢ We lack a thoughtful funding approach/mechanism – looking at funding projects in the short term, rather than strategically.
- ➢ GIS is viewed in terms of its cost rather than as an investment.
- ➢ Decision makers don't understand GIS in the context of <u>Return on Investment.</u>
- ➢ GIS professionals don't present their case for support with respect to <u>Return on Investment.</u>
- ➢ The cost of infrastructure, software acquisition and maintenance can be prohibitive.
- ➢ Program needs should be measured with respect to funding sources, e.g. funding those local government projects that contribute to state-wide efforts.
- ➢ The lack of funding prevents us from showing the potential of GIS to others.
- ➢ MLIAC funds are distributed disproportionately.

Professional Development
- ➢ There are barriers to newcomers (to the GIS field)
- ➢ It is hard for newcomers to navigate in the GIS community, to identify roles and jobs associated with the profession.

- ➢ We lack a mentoring program. There is a lack of partnering with experienced users.
- ➢ We lack a communication vehicle among professionals
- ➢ The skill sets of individuals are not keeping up with the demands associated with applications of the technology.
- ➢ GIS professionals are currently being trained at the project level with no apparent effort to look at the bigger picture.
- ➢ How can MAGIP facilitate some suggested class topics (e.g., Given an aging workforce, how do we transfer knowledge to the next generation?)
- ➢ We need affordable education in support of our profession.

Education and Outreach
- ➢ Educational programs are directed to GIS beginners and to those who are more advanced and we miss the learners in the "middle".
- ➢ We do not conduct community outreach programs or develop public relations programs targeted to a general audience.
- ➢ We should regionalize our conference program offerings, our educational programs and our outreach efforts.
- ➢ There is a lack of support from persons in leadership positions and therefore we should be developing our educational programs to their level of understanding.
- ➢ We are missing the next level of training for the non-GIS community, taking them beyond awareness.
- ➢ Elementary and high schools do not generally use GIS in geography curriculums.

Customer Orientation/Communication
- ➢ The is a need to identify consumers of products and services, rather than simply how to pay for development (the need to create a more service oriented approach).
- ➢ There is a lack of focus on those groups and/or special areas of interest that make use of GIS products, e.g., forestry.
- ➢ We need to broaden our thinking to include "non-traditional" groups and sectors in our programming. We are insulated from those we serve.
- ➢ There is a lack of response/enthusiasm/excitement from our customers.
- ➢ We lack the ability to communicate what we can actually "give" our customers.
- ➢ Managers often are unable to "express" what they want from the GIS professional.
- ➢ Lack of communication results in the underutilization of this service.
- ➢ GIS best practices don't always extend to other disciplines. We need to foster better understanding of standards and criteria in support of better communication and better map products.

Inter-Organizational Coordination
- ➢ We do not communicate with other professional organizations, e.g. MARLS (Montana Association of Registered Land Surveyors).

➢ We don't always align well with other IT specialists/disciplines.
➢ We get caught within the limits of our own organization, resulting in a lack of empowerment.

MAGIP – Organizational Issues
➢ The MAGIP website should serve an all-inclusive audience in a way that is perceived as "neutral".
➢ Our website is not collaborative.
➢ We don't clearly define benefits provided to MAGIP members.
➢ The transition from MTGIS Users group to an all encompassing MAGIP has resulted in the loss and dilution of the various groups that make up the organization.
➢ We lack diverse participation at our conference. We draw primarily government personnel and academics, and very few vendors.
➢ We have not directed our efforts to include private non-profit organizations in our conferences.

Changing Paradigms
➢ We need to embrace and adapt to the "geoweb" which has created a more educated audience
➢ The transition from a desk top to a high tech/server environment creates new challenges. We are "paradigm" challenged!
➢ We need to address the lack of support for contractors, recognizing the importance of public-private partnerships in the development of geographic information and in the services we provide to users.
➢ We have the "information highway", but we don't understand how to drive. We must look for more commonality with those who share the highway with us.

Local Government/Individual Agency Issues
➢ The U.S. Forest Service budget limitations dilute and diffuse GIS expertise.
➢ There is insufficient financial support for ITSD from MLIA.
➢ We lack empowerment to influence change within our own entities.
➢ Expertise is thinning out, requiring more out-sourcing.
➢ Local governing bodies lack appreciation for GIS.
➢ We don't identify "GIS-ers" at the regional level and therefore don't have cohesive GIS communities at the local level.

Opportunities, Barriers and First Steps

Information/Data Sharing and Coordination
Opportunity: Create a more democratic, open website in order to foster a better forum for sharing data
Barrier: Permission from the state technical staff (gatekeepers)
First Steps: None identified

Opportunity: Share data through the use of the Montana portal – a federated approach
Barriers: Reluctance in sharing data
First Steps:
- Conduct training in the use of the portal
- Set up rules and consistent standards for data formatting
- Encourage participation from agency/departmental supervisors

Opportunity: Add data processes and issues to our "web" from different disciplines. Information should include mechanisms for data manipulation and for sharing ideas.
Barriers: Legal issues, lack of participation, unwillingness to share sensitive data
First Steps:
- Organize information by data types
- Collect data from other states
- Begin to explore other angles on the acquisition and uses of data

Opportunity: Share data through the federation
Barriers/Actions: MAGIP needs to market on behalf of the State Library
Fist Step:
- Produce metadata and provide it to (register with) the Montana Portal

Opportunity: Develop best practices and standards for data
Barriers: None identified
First Step:
- Revitalize the Technical Committee

Opportunity: Promote coordination and cooperation
Barriers: None identified
First Steps:
- Learn what's going on across the state (Erin/Michael/Joshua tour will help this)
- Promote standardization for framework data

Opportunity: Complete Framework layers
Barrier: Budget/Resource limitations
First Step:
- Put a face on this effort to public and agency leaders by demonstrating non-technical aspects and societal benefits

Opportunity: Improve quality of data by identifying errors
Barrier: Unwillingness to acknowledge data errors and shortcomings
First Step:
- Identify and "socialize" the risks and benefits

Opportunity: Stop reinventing the wheel
Barrier: Lack of standard operating procedures or best practices across agencies

First Step:

- Use web site to share data models and tools

Opportunity: Promote a cohesive dialog\approach to federated data development, maintenance, access, and distribution
Barriers: No forum for a consistent, proactive, stepwise dialog
First Steps:

- Engage in more regular proactive dialog on data development by DOA – GISB amongst partners to create a sense of ownership

Opportunity: Hold Technical Sessions to advance data and funding discussions
Barriers: Lack a communication vehicle for understanding specific needs and MAGIP membership is not engaged
First Steps:

- Work through Technical Committee to assess user needs to advance a forum for discussing both data and funding issues

Education and Outreach
Opportunity: Create program/education curriculum packets that identify websites and library resources for GIS.
Barriers: Differences of opinion, organizational challenges
First Steps:

- Share information and identify financial support

Opportunity: Create a "Geography Day" for all elementary, high school and college students (and beyond)
Barriers: Getting schools to cooperate and finding non-scary people to present information
First Steps:

- Extend NRIS programs to the next level.
- Take an inter-agency approach in developing the program.

Professional Development
Opportunity: Provide short, frequent continuing education sessions on topics of interest
Barriers: Finding instructors and funding
First Step:

- Secure MAGIP financial support for instructors

Opportunity: Provide information concerning job opportunities in GIS on the MAGIP website:
Barriers: Obtaining and organizing information
First Step:

- Send out mail to the list serve encouraging people to send us job opening information

Opportunity: Expand technical viewpoints (identify other ways to address problems)

Barrier: Finding instructors
First Step:
- Initiate web based meetings using Webex

Opportunity: Do a better job of training those in the middle (not beginners or advanced GIS specialists) at our biennial conferences.
Barriers: Reluctance to change our way of doing things or to embrace new ideas
First Steps:
- Conduct an awareness drive – tell a friend
- Find new vendors to participate

Opportunity: Produce good technical videos and other media to foster the professional delivery of slides and scripts
Barrier: Money and Time
First Step:
- Produce four videos per year (MAGIP)

Mentoring
Opportunity: Reach out to the public for conference participation and mentoring opportunities
Barriers: Time and Money
First Step:
- Identify someone to organize this effort

Opportunity: Develop mentoring programs which provide assistance in both technical areas and program/organizational management
Barriers: None identified
First Steps:
- Develop a program that provides shadowing experiences at the managerial level (Professional Development Committee)
- Identify program mentors

Marketing and Advocacy
Opportunity: Become more "business-like" in our approach to GIS advocacy – in our style and standards and create a marketing/business plan for MAGIP
Barriers: Lack of funding, leadership and knowledge
First Steps:
- Understand how data is used in the market place.

Opportunity: Engage in the political process – do we want to hire a lobbyist?
Barriers: Financial
First Steps:
- Learn more about lobbying – contact individuals who know how to do it
- Partner with other groups (who need maps) to support a lobbyist and/or can help us learn how to lobby.

Opportunity: Establish a formal public relations process and infrastructure within MAGIP, recognizing that this is a "sound bite" world.
Barrier: We are a large network and we are going in all directions. How do we "filter up" what goes out to the public? How do we connect to the press?
First Steps:
- Connect with the press
- Learn how to access the legislature

Policy and Decision Making
Opportunity: Work to involve people who make decisions in GIS
Barriers: None identified
First Step:
- Invite local key leader to an open dinner at our conference

Opportunity: Work to get enlightened decision makers behind GIS
Barriers: None identified
First Steps:
- Identify issues that decision makers are interested in
- Use the "Governor's Challenge" to begin marketing GIS
- Reach out to those who don't see GIS as relevant

MAGIP – Organizational Activities
Opportunity: Increase involvement of our membership: We have nine people who have volunteered to serve on the professional development committee and four people who have stepped up to organize our next conference, proposed for Bozeman.
Barriers: none identified
First Step:
- Start planning programs!

Opportunity: Advance the dialogue on a number of issues related to GIS (MAGIP)
Barriers: Lack of a forum to capture specific needs – how do we recapture the various focuses of the former individual groups (local government, technical, etc.)
First Steps:
- Revitalize the Technical, Government and Professional Development Committees

Opportunity: Expand MAGIP's base beyond Western Montana
Barriers: Time and money
First Steps:
- Hold one event each year in Eastern Montana
- Sponsor regional conferences

Opportunity: Regionalization of MAGIP for improved access, and embed MAGIP into other organizations
Barriers: Lack of funding, support, and time to execute

First Steps:
- Hold outreach discussion amongst similarly interested MAGIP members
- Seek opportunity to co-locate the 2010 Intermountain GIS Conference with another interest group

Inter-Organizational Communication

Opportunity: Promote organizational cooperation with groups such as MARLS, Montana Association of County Road Supervisors, Montana Education Association, Montana Association of Planners, the Governor's Challenge, school principals, Montana League of Cities and Towns, Emergency 911 groups, colleges and universities including tribal colleges
Barriers: Time, money and lack of awareness

First Steps:
- Develop a speakers bureau that features speakers who are "agile and nimble" in working with a variety of audiences to make the information relevant.
- Identify a "booking agent" who can match speakers with organizations
- Work with principals to incorporate GIS into school curriculums.
- Work with county extension agents to expand awareness of the capabilities of GIS
- Explore other media for transmitting information including television

Opportunity: Foster more non-profit organizational involvement
Barriers: Too much to take on
First Step:
- Offer speakers to their conferences

Addressing the Needs of our Users/Advocates

Opportunity: Develop programs to provide more "face time" with our constituencies/users.
Barriers: Time and money and identifying those who need help or can help others
First Steps:
- Travel around the state to learn about regional needs: Erin Geraghty, Michael Fashoway (and Joshua Dorris) will be going out on road trips to begin to foster better communication.

Opportunity: Hold mini GIS conferences that present applications for users and potential users
Barriers: Fear of mechanization of information
First Steps: None identified

Opportunity: Create more efficient, effective business processes
Barrier: Lack of champions for real change
First Step:
- Approach organizations and those who work for better government

Opportunity: Engage in more systematic in planning for software changes
Barriers: Lack of good understanding of best practices and access to information.

First Step:
- Foster better communication with vendors for prototyping, and testing before deployment
- Work with others on best practices strategies.

Other suggested steps/strategies:
Produce more Vector Articles
Make Better use of the MAGIP Wiki
Provide Webex sessions for communication
Foster more regular communication via electronic media
Learn how to prepare more compelling Power Point presentation
Promote an "Adopt a Legislator" program

Commitments

Doug Burreson – will
- ✓ Begin learning about how to work with the media, working with the PR person from Missoula county.
- ✓ Prepare a draft press release as a starting point

Joe Glassy – will
- ✓ Make a map of who we are and then add working/collaborative relationships.

Bryant Ralston – will
- ✓ Work to organize a mentoring program, using the one that the Montana Association of Planners uses as a starting point
- ✓ Organize a Return on Investment Workshop, to be presented by ESRI and PA Consultants (David Maguire)

Catherine Love -- will
- ✓ Work on outreach … specifically, to help folks work with their legislators and local government officials.

Kris Larson (via personal communication 4-11-08) – will
- ✓ Work on outreach to the hinterlands (via blogs, wiki, videos, netmeeting, webex, etc.)

Michael Sweet (via personal communication 4-11-08) – will
- ✓ Work with Ken Wall, Kris Larson, and SocialText to ensure that MAGIP can maintain a wiki presence
- ✓ Work with Doug Burreson and others to develop a best practices approach to connect maps to the press
- ✓ Work with Michael Fashoway on revitalization of the MAGIP Technical Committee

- ✓ Work on planning for change in regard to vendor software upgrades and the user community at UM, and share that knowledge with others within MAGIP facing a similar situation.
- ✓ Work with UM students and faculty to advance an applied geographic information curricula at The University of Montana
- ✓ Work with Joe Glassy to make a map of "who we are" (MAGIP members)
- ✓ Educate myself on how to interact with and gain the support of state legislators and local government officials.

Michael Fashoway (via e-mail 4-14-08) – will
- ✓ Work to revitalize the Technical Committee
- ✓ Conduct road trips, visiting counties - while this is a little more ITSD centric, Erin Geraghty, Josh Dorris and Michael will also be promoting MAGIP, probably providing some one-on-one training, hopefully meeting with County Commissioners, etc.
- ✓ Make contacts with people that need help and people that may be willing to help (in support of Bryant's mentoring program)
- ✓ Help/mentor folks to the extent that he is able and permitted to do so

Lance Clampitt (via e-mail 4-14-08) – will
- ✓ Serve as a Professional Development Committee member
- ✓ Assist with the MAGIP Outreach, Coordination and Communication tour.
- ✓ Support and help with outreach to counties concerning MAGIP, Framework data and standards.