2012 MAGIP WORK PLAN

October 2011

Introduction

MAGIP was founded to facilitate communication among GIS professionals and users in Montana, to promote education and professional development, and to advance best practices and standards in GIS data development. This document represents the planned work for the MAGIP Board of Directors and committees for 2012.

2011-2012 MAGIP Board of Directors

- Wendy Thingelstad, President
- Miles Wacker, Vice President
- Linda Vance, Past President
- Jon Henderson, Treasurer
- Meghan Burns, Secretary
- Lance Clampitt, MLIAC Representative
- Maya Daurio, Education Committee Chair
- Chris Stump, Technical Committee Chair
- Mike Sweet, Interim Professional Development Committee Chair
- Jason Danielson, Member-at-Large
- Eric Spangenberg, Member-at-Large, Operations and Business Committee Chair

MAGIP Administrator

- Lee Macholz

MAGIP Board of Directors Work Plan

MAGIP Board Directives

- Maintain an active membership with a committed volunteer base. [membership]
- Build a strong foundation of financial and administrative support for MAGIP. [support]
- Increase overall value to MAGIP members. [value]
- Promote awareness of GIS. [awareness]

2012 Goals & Objectives

Goal 1 – Develop and approve Annual Budget for Fiscal Year 2012 [support]
Objectives:
1. Collect budget proposals from committees and subcommittees – October 2011
2. Propose FY2012 budget at October 2011 Board Meeting
3. Bring FY2012 budget to a vote at January 2012 Board Meeting
4. Write a process document to help guide budget process in future

Goal 2 – Support web-based training initiative [value]
Objectives:
1. Review proposed workflows and components for initial offerings of the web-based training initiative
2. Provide support in identifying sources for content (provide funding if necessary)
3. Promote use and contribution to the MAGIP membership

Goal 3 – Support membership recruitment and retention efforts [membership]
Objectives:
1. Assist in recruiting a new Membership Subcommittee Chair
2. Review, discuss, and offer guidance on subcommittee's proposed ideas for recruitment and retention

Goal 4 – Evaluate potential for Executive Director position [support]
Objectives:
1. Participate in facilitated discussion regarding role, responsibilities, funding, and feasibility of Executive Director position
2. Appoint an ad-hoc committee to conduct a needs assessment and make recommendations if the decision is to pursue this idea further

Goal 5 – Recruit candidates for Board of Directors [membership]
Objectives:
1. Identify a new Professional Development Chair that will take an active role in the Board and the committee
2. Ensure that incoming MLIAC is aware that they need to identify a member to sit on the MAGIP Board; get that person ratified on the MAGIP Board
3. Recruit incoming Vice President
4. Recruit for two incoming Member-At-Large positions

Goal 6 – Provide review and approval for issues brought forward by the Committees
Objectives:
1. Review survey questions prior to release (Prof Dev)
2. Review scholarship and grant announcements (Educ)

3. Review/approve process document supporting scholarship and grant processes (Educ)
4. Review of updated contents of Geospatial Trunks (Educ)
5. Review timeline for 2012 elections (OAB)
6. Review results of web site review (Web)
7. Review, discuss and act on recruitment and retention proposal (Membership)
8. Review/approve recommendations on marketing materials and use of logos (Marketing)
9. Review content of updates to membership application/renewal communications (Admin)
10. Review/approve updates to the Request for Assistance process (Admin)
11. Review implementation of document archive (Admin)

Goal 7 – Develop methods to measure Board Directives
Objectives:
1. Match work plan goals, objectives, and tasks to the Directives – complete
2. Track achievements associated with Directives
3. Come up with ways to quantify achievements and thus measure progress towards the Directives

Technical Committee Work Plan

Mission Statement: The MAGIP Technical Committee is responsible for advising the MAGIP Board and professionals using Geographic Information Systems (GIS) in Montana on technical issues relating to the creation, maintenance, and dissemination of geographic data. To promote sound practices and knowledge sharing, the Technical Committee conducts technical sessions, fosters respectful and open dialog among all users, and leads the development of best practices and data standards that are relevant to the Montana GIS community.

Chris Stump, Chair

2012 Goals & Objectives

- Provide budget proposal to Treasurer for annual MAGIP budget. – October 2011

Goal 1 –Fall Technical Session [value]
  Objectives:
   4. *Work with the Professional Development committee to identify specific audiences and workshop content. – Q2 2011*
   5. *Begin Planning Effort – Q2 2011*

Goal 2 – Promote Best Practices for MSDI and Framework Data Content [value]
  Objectives:
   1. Work with MLIAC to promote the development and use of MSDI Framework data standards and best practices
        a. Work with MAGIP representative to ask MLIAC to endorse and prioritize idea of Best Practices
        b. Establish MAGIP as a "reviewer" of Best Practices created via MLIAC-sponsored grant work
        c. Suggest an annual review cycle to update Best Practices
   2. Produce documentation outlining what a Best Practice is and how to develop one
        a. Start with an overview/status report of existing layers including access, attributes, etc
        b. Design a template for creating Best Practices and work with MSDI theme stewards to populate
   3. Promote the use of the web forums on the MAGIP web site for knowledge exchange

Goal 3 –Web-Based Training Initiative [value]
  Objectives:
   1. Support the web-based training initiative
        a. Provide content for identified training modules
        b. Promote members to use and contribute to web-based training

Professional Development Committee Work Plan

Mission Statement: The MAGIP Professional Development Committee is responsible for organizing the Intermountain GIS Conference in even-numbered years. It also plans workshops for other times, and is charged with ensuring that the continuing education needs of the membership are met.

Mike Sweet, Interim Chair
Professional Development Subcommittees and their respective chairs:
- *Conference Subcommittee – Mindy Cochran and Wendy Thingelstad, co-chairs*
- *Mentoring Subcommittee – Diane Papineau, chair*
- *Web Training Subcommittee – TBD*
- *Awards Subcommittee – seasonal*

2012 Goals & Objectives
- Provide budget proposal to Treasurer for annual MAGIP budget. – October 2011
- Actively search for new committee chair

Goal 1 – Annual Survey(s) [value]
  Objectives:
  1. Produce and execute multiple small surveys targeting specific topics
      a. Potential topics are listed in retreat notes; priorities include parallel professional organizations, training vehicles, membership benefits, and private sector needs
      b. Make outcomes readily available to members; include results in outreach at events and via web and email

Goal 2 – Web-Based Training Initiative [value]
  Objectives:
  1. Begin development of a web-based training initiative
      a. Select 1-2 workflows to use for initial web-based training initiative
      b. Create detailed list of topics/components within each given workflow
      c. Identify sources to contribute content for each component of the workflow (see retreat notes)
      d. Assist in content development as needed
      e. Develop concept of online training library and post content to web site
      f. Outreach to members – encourage members to use and contribute
          i. Content ultimately for members only (maybe first module in a workflow is public?)
          ii. Stress that this will succeed only if users engage; if you know something, share it, if you need something, find it

Goal 3 – Professional Portfolios [value]
  Objectives:
  1. Research models for providing a professional portfolio service
  2. Outline what a portfolio contains/looks like and share on the web site

Mentoring subcommittee

Goal 1 – Continue prototype phase (phase II) of developing the mentoring program [value]
  Objectives:
  1. Complete documentation of prototype phase

2. Present outcomes of the prototype phase to the Board

Goal 2 – Phase III development of the mentoring program [value]
  Objectives:
    1. Promote program to membership
    2. Monitor program

Conference subcommittee
Goal 1 – 2012 Intermountain GIS Conference planning [value]
  Objectives: (not all tasks are listed here)
    1. Advertise conference as widely as possible
    2. Recruit vendors
    3. Recruit presentations
         a. Recruit specific topics via tract chairs
         b. Via call for proposals and call for posters
    4. Develop conference schedule
    5. Decide on and purchase conference swag
    6. Develop conference web site and web-based registration
    7. Plan Public Night and other during-conference events
    8. Convene Awards Committee
    9. Arrange workshops
    10. Put on a great conference!

Goal 2 – 2012 Intermountain GIS Conference post-conference tasks [support]
  Objectives:
    1. Ensure that all workshop presenters, tract chairs, individual presenters, and vendors get thank-you letters
    2. Summarize conference to MAGIP Board
         a. Successes
         b. Issues/failures
         c. Budget
    3. Package documentation and archive for the next conference committee

Education Committee Work Plan

Mission Statement: The Education Committee serves to promote the exchange of Geographic Information Technology to K-12, colleges and universities and the public through grants, scholarships, training and mentoring.

Maya Daurio, Chair
Education Subcommittees and their respective chairs:
- Scholarship subcommittee – seasonal
- Grant subcommittee – seasonal

2012 Goals & Objectives
- Provide budget proposal to Treasurer for annual MAGIP budget. – October 2011
- Solicit for committee membership

Goal 1 – Create updated documentation for Education Committee – January 2011 [support]
  Objectives:
1. Application processes, requirements, eligibility, and expectations for recipients for Higher Education Scholarship and K-12 Educational Grant
2. Scholarship and Grant subcommittee structure and processes

Goal 2 – Higher Education Scholarship – January 2011 to April 2012 (Committee, Scholarship Subcommittee) [value]
  Objectives:
1. Improve announcement and advertisement of scholarship opportunities with Montana schools
2. Compile and maintain a contact list for educational facilities that may have interested/eligible students
3. Distribute scholarship announcement – December 2011
4. Receive and review scholarship applications – March 2012
5. Announce scholarship recipient – April 2012

Goal 3 –K-12 Educational Grant – January 2011 to April 2012 (Committee, Grant Subcommittee) [value]
  Objectives:
1. Improve announcement and advertisement of grant opportunities with Montana schools
2. Compile and maintain a contact list for educational facilities that may have interested/eligible teachers
3. Distribute grant announcement (in association with Montana Geographic Alliance) – December 2011
4. Receive and review grant applications – March 2012
5. Announce grant recipient – April 2012

Goal 4 – Geospatial Trunks – Ongoing [value]
  Objectives:
1. Inventory K-5 trunk – complete
2. Inventory 6-12 trunk – complete
3. Collect materials to update K-5 trunk from USGS, National Geographic, AAG, NOAA, etc – by Summer 2012
4. Collaborate with the Montana Geographic Alliance to create a virtual trunk online to replace the 6-12 trunk – by Summer 2012
   o Utilizing the $1000 allocated for this purpose in 2009 Education Committee Budget
5. Provide monetary support to Montana Natural History Center for promoting and maintaining GIS and GPS trunks.

Operations and Business Committee Work Plan

Draft Mission Statement: The purpose of the Operations & Business Committee is to oversee the basic needs and ongoing tasks needed to support the Association.

Eric Spangenberg, Chair
Operations & Business' Subcommittees and their respective chairs:
- Marketing Subcommittee – Chair
- Membership Subcommittee – Chair
- Web Subcommittee – Jason Danielson, Chair

2012 Goals & Objectives
- Provide budget proposal to Treasurer for annual MAGIP budget. – October 2011
- Solicit for new Membership Subcommittee Chair
- Solicit for new Marketing Subcommittee Chair

Goal 1 – Oversee the MAGIP elections for 2012 [support]
  Objectives:
  1. Update Board of Directors web page to include Board members' terms of service
  2. Set timeline for 2012 MAGIP Elections (and annual calendar) – December 2011
  3. Start recruitment for new Board representation – January 2012
  4. Create 2012 elections committee to be overseen by the MAGIP Past President – January 2012
  5. Complete elections – May 2012
  6. Document procedures for future elections on a BOD-only web page

Goal 2 – Develop relationships with other professional organizations [awareness]
  Objectives:
  1. Work with Professional Development Committee to survey membership on parallel professional organizations
       a. Develop list of professional organizations to pursue relationships with
  2. Get a MAGIP email address (something like: magip.mt+outreach@gmail.com) on the list serves for identified organizations
  3. Develop a list of possible ways we can develop relationships with these organizations (e.g. cross-posting events on calendars, etc)
  4. Pursue relationships with these organizations

Goal 3 – Review and organize MAGIP resources [support]
  Objectives:
  5. Collect and organize office materials – ***TBD***
  6. Establish a storage area for office materials – ***TBD***

Web Subcommittee

Goal 1 – Maintain a Website that fosters both organizational and individual professional development while providing current, easily accessible information [value/awareness]
  Objectives:
  1. Update content
  2. Maintain policy and procedures document
  3. Send out "reminder" emails to promote the site and prompt members to utilize the services and information provided

4. Investigate the option of offering a service for members to develop Professional Portfolios in cooperation with the Professional Development Committee; specifically, research the application necessary to support this functionality.

Goal 2 – Conduct an annual review of the MAGIP website [value]
  Objectives:
1. Evaluate web site for visual design, aesthetic, and consistency
2. Evaluate web site for usability, accessibility and flow
3. Evaluate web site content
4. Make recommendations for updates

Goal 3 –Support the web-based training initiative [value]
  Objectives:
1. Develop a schema for providing a web-based training environment within the current MAGIP web site
2. Develop pages as necessary to support this initiative

Marketing Subcommittee
Goal 1 –Discuss use and security of the MAGIP logo [support]
  Objectives:
1. Evaluate how logo is distributed
2. Evaluate need for watermark within MAGIP logo

Goal 2 –Explore costs/opportunities for MAGIP printed materials and swag [value/support]
  Objectives:
1. Work with the Membership Subcommittee to investigate feasibility of small swag items for new members
2. Ensure that MAGIP logo is included on event-specific swag
3. Evaluate need for printed materials (e.g. stationary, letterhead, etc) and make recommendation to the Board
4. Evaluate MAGIP swag items and how they will be distributed and make recommendation to the Board

Goal 3 – Develop and implement a Marketing Strategy for the overall promotion of MAGIP
[value/support/awareness/membership]

  Objectives:
1. Research Marketing Strategies for Nonprofit associations
2. Create first draft of the Marketing strategy
3. Obtain MAGIP Board approval of Marketing Strategy
4. Implement Marketing Strategy

Membership Subcommittee
Mission Statement: The goal of the Membership Subcommittee is to be successful in the recruitment of new members, retention of existing members and maintain appropriate levels of membership and associated benefits of MAGIP members.

Goal 1 – Recruit new leadership for the Membership Subcommittee [membership]

Goal 2 – Address the retention, recruitment and maintenance of MAGIP membership [value/membership]
  Objectives:
1. Generate a list of ideas on recruitment and retention to bring to the Board for discussion
2. Work with the Marketing Subcommittee to investigate cost of small swag items that can be sent to new members (e.g. a pen and sticky notes, or a refrigerator magnet)
3. Pursue items identified by the Subcommittee and the Board to support membership

Administrative Work Plan

Lee Macholz, MAGIP Administrator

2012 Goals and Objectives

1. 2012 Work Plan – October 2011 **[support]**
    a. Compile work plan, including crosswalk from committee goals to Board directives
    b. Distribute final work plan
2. 2010 – 2011 annual report of accomplishments – November 2011 **[support]**
3. Revise membership communications – December 2011 **[support/membership]**
    a. Create renewal/lapsed surveys
    b. Revise membership/renewal/lapsed notices
    c. Write welcome letter for new members
4. Create a resources / document archive **[support]**
    a. Create and store event-specific and generic certificates of participation/presentation
    b. Develop and populate a digital resource repository for official Board documents (i.e. certificates, event planning materials, member letters, process documents, work plans, etc)
5. MAGIP activities database **[support/value]**
    a. Finish populating database with presentations from past events
    b. Develop some standard searches and reports
    c. Write a document outlining what information is needed (and from whom) to maintain database into the future
    d. Work towards making the database accessible/searchable to members on the web
6. Provide administrative support for the 2012 Conference subcommittee – Through April 2012 **[support/value]**
    a. Tract chair coordinator
    b. Receive presentation proposals
    c. Creation of the full conference schedule and room assignments
    d. Administer registration
    e. Oversee conference web site
    f. Oversee conference booklet
    g. Facilitate MT Summit
7. Maintain membership functionality within Wild Apricot – Ongoing **[support]**
    a. Query for new members' committee interests and distribute – Bi-monthly
    b. Maintain membership and renewal dates – Ongoing
    c. Review and update Request for Assistance documents and procedures
8. Maintain MAGIP's google calendar – ongoing **[support]**
9. Facilitate discussion of a paid Executive Director position for MAGIP – January 2012 **[support]**
10. Other administrative duties as assigned – Ongoing **[support]**