



ARIZONA GEOGRAPHIC
INFORMATION COUNCIL

AGIC Outreach Committee 2017 Work Plan

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2017 Meeting Dates:

Generally, the third
Wednesday of the
month at 1:00 pm except
for the following months
when an AGIC Council
meeting occurs or other
conflict causes a
scheduling shift:

February – no mtg due to
AGIC Council mtg

March – 22nd

May – no mtg due to
AGIC Council mtg

August – no mtg due to
AGIC Council mtg

November - no mtg due
to AGIC Council mtg

Mission (from Arizona State Statutes):

- Serve as a forum to facilitate informational exchange between federal, state, tribal, regional and local governments, the private sector and professional associations.
- Collect information on user requirements on matters related to geographic information systems, technologies, products, services, standards, programs and activities

WORK PLAN GOALS:

- **GOAL 1: Increase AGIC Awareness & Participation**
 - Increase Annual Conference attendance by 3-5%
 - Reach out to 5-10 rural, non-GIS savvy communities on what AZGEO/AGIC/Conference can offer
 - Determine AGIC-L distribution list and identify other opportunities for distribution
- **GOAL 2: Rebrand AGIC Logos/Web Presence & Update Outreach Material**
 - Redesign AGIC logos to be of consistent style/color scheme across AGIC webpage, AZGEO and SCO office
 - Finalize display/booth/AGIC materials (associated rebranding) for Outreach activities
 - Update AGIC tri-fold to be consistent with rebranding efforts
 - Secure AGIC funds for professional printing as needed
 - Publish Quarterly 1/2 page Newsletter starting 2nd quarter with Committee activities and/or news stakeholders should be aware of
 - Create pdf version for electronic distribution and printable version for hard copy distribution
- **GOAL 3: Support Additional Content and Participation in AZGEO**
 - Investigate YOUTUBE channel on outreach and education
- **GOAL 4: Support or Participate in Important AZ GIS Activities**
 - K-12 Education support and GeoMentoring Program
 - Esri User Groups/Regional User Groups Meetings – have committee members attend when possible
 - GIS Days