



Goals Setting

April 2010

(Rev 3.0)



Goal Setting Objectives

- To define and gain consensus on areas to focus on for the next year
- To develop a plan/structure for carrying out our goals

Today's Proposed Process

- Determine Annual Goals
 - Identify Goals/Initiatives
 - Prioritize Goals
- Determine Structure for operating
 - Team Activities
 - Board Activities

Principal Goals

- To involve additional individuals in the operations of the chapter
- To refine the chapter's operations so that we can be primed to grow and prosper
- To assure that we are aligned with the desires of our membership – become more relevant

The Keys to involving new Volunteers –Lessons Learned

- Define what assistance/roles/tasks we are looking for :
Categorized into areas
- Identify what the time commitment is
- Stress travel/geographic vicinity is not a consideration (phone meetings and email)
- Volunteer Greeter/Mentor: BMW Club model
- Establish “criteria” for each volunteer position (URISA International model)
- Use Website to recruit
- Use Emails to recruit



Proposed Goals



Programs and Events

- Establish a Program and Events Team
- Team develops a program of annual Chapter events that may include:
 - GIS In Action
 - Training Workshop
 - Kool/Hot Apps
 - Open Source Applications/Activities
 - GIS Day
 - The Unconference Conference
 - Joint activities with Washington URISA (British Columbia)
 - Other
- Team plans for and conducts the events (with assistance from an extended group of volunteers)

Team Members (Eric Bohard, Amy Esnard, Bob Pool, Percy, Dean Anderson, John Sharrard, Keith Massie,.....)

Scholarship Program

- Scholarship Team continues to operate
- Team to define a program that likely includes:
 - Tuition Scholarships
 - Research Scholarships
 - Etc.
- Conducts the annual Scholarship program
- Extends activities into other areas

(Team includes Keith Massie, Bob Haas, Chris Wayne, Jenny Brogdon, John Sharrard, Percy, Amy Esnard.)

Communications/Marketing/Social Networking

- Establish a Communications/Marketing/Social Networking Team
- Team develops a program that likely includes:
 - Expanded website
 - ?? Electronic newsletter ??
 - Email notifications training
 - Events promotion strategy
 - Memberships promotion
 - Wiki sites knowledgebase
- **Social Networking Initiative (Facebook, Twitter, blogs, other emerging opportunities)**
- Team takes advantage of Wild Apricots capabilities
(Team includes: Bob Haas, Michael Hansen, Dick Bolen, Amy Esnard....)

Section & Special Interest Group Relations

- Co-Presidents to work with sections/user groups and special interest groups to support them with their activities
 - Provide limited funding opportunities for their events and operations
 - Provide a hosted CMS based website that they can utilize
 - Provide contacts/notifications/emailing capabilities
 - Establish a networking group/forum where leaders of the sections can communicate with each other
 - Etc

Chapter Finances

- Establish a Chapter Finances Team to include the Chapter Treasurer and other interested volunteers
- Team to develop a sustainable multi-year financial plan
- Identify level of funds to be spent annually to support a prioritized set of activities
- Prepare annual funding recommendations for Board adoption
- Investigate extending funding sources beyond the GIS In Action Conference
 - When timely, establish a corporate sponsorship program and publicize corporate donations
 - Charges for membership with reduced event fee offsets
- Conducts standard Treasurer Activities
- Financial information to be placed on the website
- Maintains E Payment Capabilities
(Team to include: Keith Massie, Bob Haas, Dean Anderson, Greg Newkirk)

Special Interest Group Expansions

- Oregon GIS Association: new project to develop a Web Mapping initiative (Team to include Dean Anderson, John Sharrard,)
- Extend an offer to the Portland Open Source GIS Users Group to become an affiliated URISA SIG
- Explore development of a “Young Professionals (YPs)” Special Interest Group: The Aussie Model (Team to include Amy Esnard, Kelly Neumeier, Beth Unger)
- Extend an offer to the KidsGIS.ORG to become an affiliated URISA SIG

ORURISA “Business” Activities

- Establish an OR-URISA Business team to consider
 - Bylaws Amendments – existing Bylaws are out of date and need modifications
 - Financial Audit Requirements
 - Non-Profit status confirmation
 - Chapter insurance requirements – assure we are covered under URISA
 - Governance Model

(Team includes Paul Couey, Greg Newkirk, Eric Bohard)

Member Support

- Identify common areas of need for members
 - Member context
 - SIG/Section context
- Determine possible ways for OR-URISA to help
- Explore/evaluate partnerships with state, URISA International, and others to meet needs
 - Advocacy
 - Activism

(Team includes Cy Smith, Eric Bohard, Carol Hall,)



Board Meetings



Board Meetings

- Meets every 2 Months (Phone) and Annually in person at GIS In Action
 - Meetings are on the 1st Wednesday every other month and begin at 12:00
- Board establishes chapter Goals & Priorities
- Board receives updates from the “Teams” and acts on team recommendations
- Board adopts an annual budget
- Board nominates chapter officers and at large members

Next Steps

- Presentation to be updated and placed on website
- Teams initiate activities, recruit additional members, and develops Mission Statements and Vision, & Deliverables, & Timeline)
- Teams report progress and make recommendations to the Board for adoption
- Teams conduct approved activities
- Volunteer Opportunities defined and communicated on the website and by email