

## **UCGIS Communications Committee Report**

### **UCGIS Annual Symposium 2016**

May 15, 2016

This annual report briefly reviews activities carried out by the Communications Committee for the period of June 2015 through May 2016 before the 2016 annual symposium in Scottsdale, Arizona.

#### **Recap of Recent Committee Activities**

Chen Xu, University of Wyoming, is in the 2<sup>nd</sup> year as chair of the committee. Xu's term will run from September 2014 to October 2017. Committee members from last term included Tony Giarrusso from Georgia Tech University, Danniell Goldberg from Texas A&M University, Diansheng Guo from University of South Carolina, Stephen Hirtle from University of Pittsburgh, Jun Li from University of Illinois Urbana-Champaign, and Chuanrong Zhang from University of Connecticut.

We continue to make improvements to the webpages, which include the UCGIS Officers, Board and Chairs page and the Organization Members page. Qin Han, a PhD student at George Mason University, has made significant and valuable efforts to help design and develop the webpages. He has expertise in webpage development and his continuing contribution to the UCGIS website development can help make improvements to the website. With his assistance, we effectively responded to occasional requests on adding new content to or updating information on the website. Currently, the UCGIS website is undergoing a major update with help from an outside development team. Xu will continue to be part of the effort to improve the functionality and usability of the website.

Xu has been working with UCGIS Executive Director Diana Sinton on forming new communication plans for better serving the information needs of the organization and promoting communication connections with external organizations, platforms and etc. However, Xu is unable to complete an overall communication plan due to difficulties. As situations have been improved in many ways, Xu has been able to resume working on the project. As the first step to facilitate information communication and sharing, quarterly newsletters will be implemented. MyEmma, an email marketing service as being suggested by the previous communication committee, has been examined. A solution will be determined and the first quarterly newsletter will be published soon.

Xu will work harder next year to accomplish his task. Xu considers the development of a holistic communication plan for the organization as his top priority task. The envisioned communication strategy should achieve several goals: 1) facilitating information exchanging among organization members, 2) establishing communication channels with peer organizations, and 3) broadcasting organizational activities and geographic information science knowledge to the public.

#### **2016 Symposium Agenda Items**

Xu will not be able to attend 2016 symposium due to personal difficulties.

Respectfully submitted,

Chen Xu

Chair, UCGIS Communications Committee