



Society for
Conservation GIS



2019 SCGIS Conference

Membership Meeting

Breakout Sessions Summary Document

Coordinated by the SCGIS Membership Committee

www.scgis.org

NOTES FROM 2019 SCGIS CONFERENCE MEMBERSHIP BREAKOUT SESSIONS

In this year's Membership Meeting at the 2019 SCGIS Annual Conference, SCGIS led targeted breakout sessions to allow our members to participate in focused discussions about topics important to the future of SCGIS. Each participant joined three different discussion groups and provided valuable feedback to SCGIS committees and leadership. Members' feedback has been instrumental to support development of an SCGIS 5-year vision, and will help improved strategies for activities and priorities over the coming year. The breakout sessions are listed below, along with a high-level summary of responses.

Branding and Identity (26 participants):

- What words or phrases describe the SCGIS identity?
 - Connection, community, welcoming, global, supportive, small, inclusive, kind
- What do people think of the logo, and how would they change it?
 - Representation of different regions; font choice; visual clarity
- What processes should be used when making changes to SCGIS's logo and branding?
 - Different logo variants for different sizes; involve SCGIS membership in process

Conferences and Training (45 participants):

- What topics would you be interested in for future conferences, webinars, and technical sessions?
 - Science communication, syntheses of different approaches, career development
- Are there other events or training types we should offer?
 - Mentoring sessions, hands-on workshops, hackathons, local chapter workshops
- How can we build SCGIS as a community for the exchange of knowledge? How can we improve access to information on conservation GIS techniques and approaches?
 - Knowledge hub on website, collaboration with other organizations, international outreach

Diversity and Inclusion (13 participants):

- Are there changes in language or messaging that would make SCGIS a more welcoming community?
 - Establish a statement of inclusivity and code of conduct
- How can we improve outreach to underrepresented groups?
 - Outreach to indigenous people in the vicinity of conference
 - Seek out speakers from diverse groups
 - Identify groups who are not present
- How can we improve accessibility and remove barriers to participation with SCGIS?
 - Ensure physical accessibility of all conference activities
 - Consider financial barriers of conference attendance
 - Expand mentoring program

Domestic Chapters (29 participants):

- How can we improve connections between chapters?
 - Regional events sponsored by multiple chapters; virtual meeting technologies
- How can we make it easier for people to create new chapters?
 - Onboarding for new chapters, information sheet for people interested in starting chapters

- How can we support chapter events, and improve chapter participation?
 - Coordinated GIS Day events, chapter-event-in-a-box kit

International Outreach (25 participants):

- How can we better maintain or expand our international chapters?
 - Chapter support leads; lower membership cost for international members
- How can we support funding and partnerships that would help international chapters meet their missions?
 - Coordination with large NGOs, academic institutions, regional Esri offices
- How can we improve connections between chapters, and with the parent organization?
 - Virtual meeting technologies, social media, outreach to neighboring countries

Member Retention (14 participants):

- What factors affect whether someone renews their membership in a given year?
 - Attendance at conference, theme at annual conference
- Are there additional benefits we could offer that would increase the value of membership?
 - Publicize existing benefits better, gifts for members, virtual gifts, e-newsletter, improve connections between members
- What changes would make it easier for people to renew their membership or to access benefits, and for us to connect with members?
 - More reminders, automatic renewal, better tracking of membership

Visioning (20 participants):

- What is your vision for SCGIS in the next 5 years?
 - Strengthening regional events, foster international connections, improve connections between chapters
- How well do our current focus areas support our mission?
 - Current efforts are successful; clarify goals for cultural resources
- Are there new activities that would help us to achieve our mission?
 - Build digital library of conservation GIS resources; improve exposure

Website (22 participants)

- How do people currently use the website?
 - Discussion board, registration, webinars, job board
- What are their impressions of the current website?
 - Hard to navigate, poorly organized
- What additional types of content should the website offer? What technical or stylistic changes could make the website more user-friendly and help it to better support our mission?
 - Better analytics, social media integration, shared library of resources, chapter collaboration, tour for new members

Welcome to SCGIS (50 participants):

- How did participants hear about the SCGIS conference, and what made them want to attend?
 - Word of mouth, Google, interest in remote sensing, networking, opportunity to present
- How could the conference be more welcoming to new attendees, and what would make them want to come back?
 - Welcome session, welcome packet, more introductory topics, more opportunities to show posters

- What else would people like to know about SCGIS?
 - More about webinars, how to financially support SCGIS