Outreach Committee Workplan and Accomplishments

Committee-Wide

Goals for 2024

- Continue to implement updates to MN GAC Hub sites, including content transfer standards and publication guides for GAC Committees

- Support outreach efforts of the GAC Committees, including the Outreach Committee Open Data Subcommittee and Success Stories Workgroup

Successes from 2023

- Open Data Subcommittee
  - Committee members identified as gac/foundational datasets workgroup point of contact
  - Committee members coordinated outreach efforts and opt-in agreements with active engagements at county levels and as officially recognized as agreements with the GAC
  - Clarification of outreach methodology and presentation of recent developments at the GIS/LIS conference

- Success Stories Workgroup
  - Workgroup members identified sources for geospatial stories, clarification of target audiences, and methods for outreach
  - Identified a need for standardized story-sharing guidance and templates for deliverables
  - Began development of hub site for content sharing and story-linking

Barriers

- With low membership numbers, there is risk that key objectives will not be met.

Next task

- Work with other GAC Committees to increase collaboration and coordination to promote outreach efforts

- Look for presentation opportunities to promote free and open data

- Look for newsletters, blogs, and other forms of media to promote free and open data

- Continue to collect success stories and share with stakeholders

- Develop branding for the resources we create, create one-page documents on the value of GIS and free and open data for stakeholder use

Request for assistance

- Continued support for administration of the MN GAC Hub Sites

Open Data Subcommittee

Goals for 2024

- Mission: The Open Data subcommittee's mission is to promote public sharing of county parcels, address points, road centerlines, and emergency service zones data openly and shared to the state for cohesive statewide data. The committee is working with counties to opt-in to sharing data. Once an agreement is reached, the available data will be added to statewide feature classes accessible publicly on the MN Geospatial Commons.
  - We are asking counties to opt-in to the composite datasets to be a partner in the process, to maintain healthy relationships between the community, the GAC, and MnGeo, and to be respectful of the effort and intentions for those who do the work of producing the data.
  - Goal of each committee member to contact/add at least one new county to the opt-in dataset each 6-week meeting cycle.

Successes from 2023

- 18 active workgroup participants promoting Open Data sharing

- Session presentation promoting benefits of Open Data at the 2023 MN GIS/LIS Consortium Conference

- Development of an Open Data Fact Sheet

- Out of 87 Counties in Minnesota
  - Open Data: A total of 55 Minnesota Counties have adopted Open Data to date
  - Parcels: A total of 50 Minnesota Counties are contributing to the opt-in statewide composite dataset available on the MN Geospatial Commons
  - Address Points (New in 2023): 32 Minnesota Counties have committed to contributing to the opt-in statewide composite dataset available on the MN Geospatial Commons
  - Road Centerlines (New in 2023): 31 Minnesota Counties have committed to contributing to the opt-in statewide composite dataset available on the MN Geospatial Commons

Barriers

None.

Next task

- See Goals for 2024

Request for assistance

None.

Geospatial Success Stories Workgroup

See above committee report and related priority project report in the meeting slides.

Date approved by Geospatial Advisory Council

March 20, 2024