

# 2023 AGM - Strategic Directions Workshop

Thank you to everyone who provided input for our workshops! The board will examine the feasibility and efficacy of suggestions, that fall under our mandate of facilitating communication and promoting technology, and will report by next year's AGM.

## Website

*"Redevelop the membership directory to allow for users to add more details ie. designation, skills"*

*"Improve visibility for the calendar app for events"*

*"Expand on more historical/archive content"*

## Events

*"Expand on a history of MGUG section"*

*"Include more teaching workshops, and be clear if there is a show and tell component"*

*"Improve communicating purpose of what happens at the networking meetup events"*

*"Examine how to improve visibility at public venues, so members can easily identify us – ie. flags etc."*

*"Consider and/or test including phone numbers to text membership for meetup events"*

*"Examine if outdoor and more interactive venues are of interest to the membership"*

*"Experiment with changing up some of the event times, to cover days, and cover more of the evenings"*

*"Determine the need for a 'marketplace' where members can be matched with job/training opportunities"*

## Education

*"Look to First nations Communities and SME's to help build geomatics understanding"*

*"Inquire about GIS related curriculum at educational institutions to identify potential knowledge gaps, and how MGUG could assist"*

*"Explore collaboration with recent GIS program graduates, to gain insight on alignment to industry needs"*

*"Renew collaboration with student groups. ie. GESA from the U of W"*

## **Communications**

*“Explore feasibility on using newer social media platforms to engage membership. Ie. Reddit and TikTok”*

*“Explore customizing content more towards the purpose of each social platform we use. Ie. Twitter for data”*

## **Strategic Direction**

*“Research on methods of integrating or partnering with accreditation institutions to increase professional name-recognition of MGUG into the more broad professional tech industry, as the ‘GIS world’ is expanding”*

*“Look regionally to expand upon membership base, and continue existing outreach efforts”*

*“Look to First nations Communities and SME’s to help build geomatics understanding”*