

Minutes: ASPRS Potomac Region Board Meeting, September 17, 2018

Board Members Present:

Gang Chen (President)
Jackie Carr (Vice President)
Chris McGlone (Immediate Past President)
David Lasko (Secretary/Treasurer)
Michael Paquette (Region Director)
Evan Brown (Region Director)

Board Members Absent:

Hope Morgan (Region Director)
Yogendra Singh (Historian)
Mukul Sonwalkar (Region Officers Council Representative)

1. Approval of August meeting minutes

The meeting was held via teleconference and was opened by President Gang Chen at 6:02 pm; a quorum was present. The minutes from the August Board meeting were unanimously approved.

2. President's Report: Chen

a. Rising Star Program (RSP) – A plan to make the first move.

Jackie reviewed the document which she put together describing ways the Region can support the RSP, which has been established by ASPRS within the past year. The Program may support how we can provide additional benefits to members, in particular students. She reviewed three levels of activities for the region, in increasing amount of support and effort. Level 1 – help understanding among membership. For example, share with region membership what we learn about corporate interest. Level 2 – provide added value by the region. This includes ways we can we help sponsors in our region. Level 3 - Region provides sponsorship of rising stars, which includes financial support as well as mentorship. The Region will need to develop our own plan, schedule, selection criteria and requirements of the selected star. See the attachment for Jackie's full document.

The board discussed options for support and decided to initially pursue Level 1 by promoting the program now. Gang will contact other regions for ideas regarding this and continue the discussion at the next meeting.

3. Vice President's Report: Carr

a. Tech tour at Smithsonian

The tour sponsored by the Smithsonian Institution has been set for Friday, October 26 starting at 1:00 PM at National Museum of Natural History at 10th St. & Constitution Ave., NW, Washington, DC 20560. The focus of the tour is "How Cartography, Remote Sensing and GIS are used in Museum Exhibits to Geographically Educate the Public" and will last for three hours. It will start at the National Museum of Natural History and will conclude at the National Museum of the American Indian. We will meet for check-in inside the museum at the elephant in the rotunda.

4. Secretary-Treasurer's Report: Lasko

a. Total in accounts as of August 31: \$33,591.46

Business Banking \$6,313.63

Money Market \$27,277.83

August income: none

August expenses: \$75 for Martin Wills regarding website maintenance for second quarter 2018

b. The Board wondered whether or not the Region will be repaid its loan to ASPRS when the time is due. Gang will check with ASPRS concerning this.

5. Region Director's Reports: Brown, Morgan, Paquette

a. Tech tours at Vricon (Brown), NC Emergency Management Office (Morgan), Geodynamics in Newport (Morgan)

Vricon: The tour at Vricon has been set for Friday, October 5 starting at 2:00 PM at their facility at 8280 Greensboro Drive, Suite 850, McLean, VA 22102. It is expected to last for 2 hours. The Tech Tour will cover Vricon's products, their application, and the image processing technology to produce them. The Vricon point of contact is Craig Brower (703) 283-4588.

NC Emergency Management Office: This is scheduled for November 9, provided the schedule has not been impacted by the Florence.

Geodynamics: This will occur next year rather than this December, due to Geodynamics request.

b. Update on sponsoring Student Chapters (Paquette, Brown)

Mike indicated a student from JMU contacted him recently regarding the student chapter activities this fall and he expects to gain more information next month.

Chris volunteered to contact George Mason University.

6. Region Officers Council Representative Report: Sonwalkar

a. Update on ROC meetings

No report due to absence.

7. Other relevant business

None.

8. Meeting adjournment

The meeting was adjourned at 6:41 pm.

Attachment: Potential pathways for ASPRS Potomac Regions Support to Rising Star Program

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ATTACHMENT

September 03 2019

Jackie Carr, Vice-President

Potential pathways for ASPRS Potomac Regions Support to Rising Star Program

Foundation: The pathways outlined below reflect on information the Region has received from the Regional Officers Council and from the Early Career Professionals documented in email content forwarded to the board by Gang Chen on 30 August and Jackie Carr on 31 August and other resources available through the ASPRS website.

Premise: The Potomac Region Board has often discussed that the best expenditure of region funds is in ways that help young professionals build their careers and participate in ASPRS in a meaningful way. The Board is also actively seeking ways to better engage academia and industry throughout the region to enhance member benefits at both the individual and corporate/program level.

Approach:

The potential pathways are organized into levels based on region level of effort and investment. In each case, rough estimates of investment are discussed. Region commitment (involvement and investment) is lowest with Level 1 suggestions and highest with Level 3. A multi-year ramp up through the levels could be considered as a practical approach to building support along with others.

Level 1: Active encouragement of industry/university participation

Relay promotion and understanding disconnects

Promotion: PR features Rising Star Program information through Website, social media (every 8 weeks) and with mentions/handouts at events

Personal Promotion and understanding disconnects: Board members will take the opportunity to talk with their employers and with colleagues to increase program awareness and document why companies and academic programs are or are not interested in participating. Do they support early career professionals to attend conference and participate in professional organizations (both policy and practice play a role here)? What would incentivize them to provide support to early career professionals? We can collaborate to create a sample script for this if helpful.

This information can be shared with the ECPC and Rising Star Working Group (and the Regional Officers Council if appropriate).

Level 2: Region support to add program value

Adding value for industry, universities and individuals in the Region

Determine a set of benefits Potomac Region can provide to sponsored individuals and their sponsors. Some possibilities include:

- A short bio of the Region's Rising Star/s and profile of the sponsor/s is featured on the Potomac Region website on a web page dedicated to the program.
- Each of the Region's Rising Star bio and sponsor profile is featured through our linked in page once during the active year. These will roll out incrementally dependent of the number of Rising Stars in the Region.
- Company is featured for a Potomac Tech Tour hosted by the sponsored individual.
- Create a specialized membership status for sponsoring companies or academic departments for the duration of their sponsorship of a Rising Star/s (Gold, Silver, Bronze sponsors or Potomac Region Early Career Advocates or some way cooler title than these) which will be featured on our web page and LinkedIn page.
- Rising Stars and sponsors are featured in the program of the Potomac Region Annual Dinner. In person or web attendance would be encouraged. Sponsors would be encouraged to support travel for attendance. Region could consider investigating local hosting options for overnight stays and mileage reimbursement up to a cap amount. \$\$
 - Should create a budget line or special fund for this if acted upon because what we can offer will be dependent on number of participants.
 - If we go this route, we may want to consider amping up the annual dinner event combining it with a Tech Tour or other type of event scheduled same day or considering regional web connections.

Emphasize Region benefits provided to Rising Stars and supporting organizations (this is our unique contribution) in the Level 1 Promotion activities

Level 3: Region Sponsorship of Rising Star \$\$\$\$

Basic region board activities necessary to move forward with this level of support: Offer a competitive opportunity to be sponsored as an ASPRS Rising Star by the Region, requires these Region actions at a minimum...

- forming a dedicated committee
- formulating an award plan budget (dictates number/types of awards offered)
- establishing an annual timeline for applicants and awards
- creating application criteria
- creating evaluation/selection criteria
- establishing mentoring goals and roles
- establishing Region sponsorship expectations/requirements such as meeting attendance, duties, etc.

Option 1: Student Sponsorship

Arguably it can be more challenging for universities to participate in Rising Star sponsorship because student travel and participation in conferences is typically covered by fellowships or research contracts.

Justification for financing student participation/attendance can be even more challenging in cross-disciplinary work so a Region student sponsorship may be a good initial investment area to make a difference and not conflict with program intentions to better involve industry.

Some considerations:

- Consider whether focus should be on universities with Region student chapters or any university or program. How do we market the competition?
- Graduate or undergraduate or both combined?
- Requirement for academic mentor participation or recommendation?
- Application criteria?
- Expected duties of sponsored Rising Star?
- Cost per individual estimated at ~\$2,000 (See Potential Cost section below for details)

But remember, there are other ways to support students (examples: <http://wgl.asprs.org/travelgrants/>, <https://pswasprs.org/regional-forms/>, <http://www.esf.edu/asprs/SOY.html>).

Option 2: Early Career Professional Sponsorship

Potential competition with industry support so hard to deconflict, but a means to support candidates working for unsupportive companies. How do we market being mindful that we want industry to step up? Potentially, we would mentor program participant and work together to strategize how they could grow corporate interest in their continued participation.

- Application criteria? (These would be different from those of a student candidate.)
- Expected duties of sponsored Rising Star? (These would be different from those of a student candidate.)
- Cost per individual estimated at ~\$2,550 (See Potential Cost section below for details)

Concerns regarding Level 3 support

- National and the ECPC has yet to be able to tell whether there are any current Rising Stars or who has sponsored to date.
- There is no evidence that national is investing any money into this program (no breaks on registration fees or annual dues, etc.)
- Regional sponsorship is not sustainable long-term under current Region operations. We would need to determine a funding source for long-term continuation.

Budget considerations for Region Sponsorship

- **Consider having a dedicated account to support this role**
 - Could perhaps seed the account and plan with the funds received from National in repayment of the 2017 loan
 - Supports Region financial documentation of fund raising to support continued sponsorship over the years and accountability to members/contributors
- **Potential costs:**
 - **ASPRS conference attendance:** Conference has recently been held in Denver, Baltimore, Fort Worth, Tampa, Louisville, San Antonio, etc. Location impacts potential travel costs.

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The figures below are based on government per diem rates sampling the locations as an example of the rates typically negotiated for conferences.

- Registration fee (advance, ASPRS only): Student \$300, Professional \$775
 - Based on 2018 fees, no workshop fees included
- Hotel: 4 nights (if to participate in council & committee meetings), \$180 per night. (The figures below are based on government per diem rates sampling the locations as an example of the rates typically negotiated for conferences.)
- Transportation: ~\$700, airfare assumed Western US location
- Meals: 4 days, \$65 a day
 - Will want to determine factors like a per diem or reimbursement and what would be reimbursable.
- **ASPRS Membership**
 - Student/professional membership - \$50/\$150
- **Some additional costs could occur** (no current speculation)
 - Gift of ASPRS books, etc.
 - Travel to annual meeting, Board involvement
- **Estimated totals** (ballpark, not intended to represent either a max or min):
 - Student: ~\$2,000
 - Professional: ~\$2,550
- **Investigate Region membership fund raising opportunities**
 - Event Raffles
 - Fund drive to membership
 - Benefit event/s
 - Airline miles donations
 - Hotel points donations when applicable

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