Gathering Geospatial Practitioners on Campus:  
One Neophyte’s Experience

Lightning talk speaker notes - WAML Conference, September 2018

Janet Reyes, Geospatial Information Librarian, UC Riverside

I was new to campus and position - August 2016

In talking to “old hands” at GIS on campus, one suggested a brown bag

Brown bag outreach meshed with GIS Day poster outreach
    Got ArcGIS license list; created spreadsheet with name, position, area of interest
    Sent emails

First meeting:  mid-October 2016
    7 faculty and 2 staff

Since then:  96 individual attendees
    Average 2017-18:  16

Lured in from:  Outreach for & attendance at events
    Word of mouth (including from other librarians)
    Library social media, website, signage - includes Eventbrite

Who attends:
    Faculty, campus staff, researchers, ITS (instructional design, site license administrators, student tech support), grant facilitators, Extension, GIS consultant, Esri staff

    Postdocs, grad students, undergrads

Discussion:  Campus coordination (no geography dept or other focal point)
    Technology issues - having trouble with ___, what’s the best software for _____
    Instruction (classes, workshops) and other opportunities for students
    Upcoming events
    One year in: added 15 minute presentations / Q&A
    Often have lingering side-conversations afterwards

Timing and Location:  Often varies by quarter
    Constant: 12:10 - 1:00 pm, held in a bookable library meeting room

Listserv:  for core people
Includes Brown bag; other announcements, random fun/interesting geo-things
I maintain a couple of separate Outlook contact groups for more selective contact

Logistics: 
Calendar invite 2 weeks prior
Reminder email day before
Type up and distribute notes
Takes 4-5 hours/month

Positive Outcomes: 
Technical and other solutions
Community / connections
  A student GIS club is forming as an offshoot
  Chance to present

Secret sauce: 
Communication and organization
I try to be proactive and responsive to community
  Keep it casual
  Mutual gratitude