**Esri Young Professional Group**

**Initial Brainstorming**

**Initial Meeting: November 21, 2014**

**Approval Meeting: December 3, 2014**

**Focus:**

**February 9-11, 2015 - FEDGIS User Conference + Developer Summit**

**2015 YPG Meet-Ups**

**Committee:**

Matt Madigan, Kyra Williams, Steve Sylvia, Erich Rainville, John Fry, Courtney Claessens, Jon Bowen, Renee Bernstein, Allen Carroll, James Sullivan, Jennifer Stansall, Daniel Fenton, Jason Wierenga. Not in attendance (but interested): David Attaway, Sarah Schwoppe, John Dombzalski, Tripp Corbett, David Asbury, Marcella Cavallaro, Emily Bottomly.

**Objective:**

Esri desires to create a Young Professional’s Group (YPG) focus for the FEDGIS Conference and beyond. Participants in the conference will be exposed to fellow professionals, the ArcGIS platform, exposure to Esri Senior staff and GIS employment discussions. The YPG would be active during the year with 3-4 meetings at the DC Dev Center.

**Budget:**

An estimated budget of $10k will be required to pull together the events below. Jack is enthusiastically backing this event.

**Qualification:**

To qualify for the YPG program participants would need to be younger than 35, work in the GIS field for less than 5 years (same as USGIF) or be a student with current proof of registration.

**Action:** Publish out qualification. Develop process for verification for Registration.

**Student Verification**: Student must currently be enrolled as half or full time status. Student has two options to provide documentation.

* Provide a screenshot of semester/quarter course schedule that verifies number of enrolled courses, current date and name of college/university
* Submit a letter of verification from college/university

**Owner: Part of Registration**

**Concerns:** People from other categories will try to jump or switch to YPG creating stress on the system.

**Registration:**

$50 cost includes both days of the conference, a [ArcGIS Home license](http://www.esri.com/software/arcgis/arcgis-for-home) and a YPG Happy Hour entrance.

Users registered for YPG would get a ribbon signifying their status. If a user has already registered they will be entitled to the free license as well as the Happy Hour.

Esri YPG committee members and other volunteers would be asked to wear the ribbon or Lanyard and be available throughout the conference to answer questions and proactively focus their attention on YPG attendees.

This registration fee includes the developer summit on Wednesday, February 11, which Emily Bottomly is investigating.

**Action:** Buy-in Sign-off from Events. Build out mechanisms with events and get published out ASAP. Michelle Cole, Chrissy Tveten, Raquel Perez

**Owner: Kyra Williams, Matt Madigan**

**Concern:** SHOULD/CAN a single user organization with limited credits be part of the package?

**Registration Questionnaire:**

A YPG concise questionnaire specific to YPG would be requested at the time of registration to help the committee determine focus topic areas as well as build a database for future YPG activities.

**Action:** Develop Questionnaire. Events coordination. Database build with Marketing?

**Owner: Kyra Williams**

**Concern:** Necessary? How valuable is the information to be gained both now/future? How do we track this over the long term? Salesforce? How fast can we develop?

**Target Audience/Recruiting:**

Military

USGIF Young Professionals Group

Census Young Professionals Group

GovLoop NextGen Meetings (16 gov’t orgs)

NGA Young Professionals Group

GovLoop MeetUp participants

AFCEA (Esri Previous Sponsor)

Account Managers identify within their organizations

University Students

High School Seniors

Startup/Incubator personnel who met the criteria would also be extended the invitation:

1776

Open Gov Hub

MapTime participants

Code for America participants

**Action:** Recruit, Recruit, Recruit and Qualify Global Opportunities around GIS, Don’t miss out on being part of GIS momentum include Open Data. Tap into Location Awareness Value – Increase opportunity to tell stories

**Owner: Jennifer Stansall, James Sullivan, Matt Madigan, Courtney, Renee Academic, David Attaway, GMU, NOVA, Marcella,**

**Concern:** Numbers high/low?

**Monday Schedule:**

Monday would be the focus day for the YPG with the following additions to the regularly programmed FEDGIS schedule:

**Lunch:** YPGs would have their own area/room where an Esri employee would join each table to meet people and answer questions. The lunch program would include Jeff and Jack providing a 15-20 min (total) interactive talk with questions coming from the audience.

**Action:** Work with events to verify room. Recruit a charismatic YPG to give perspective along with Jeff/Jack.

**Owner: Kyra Williams, Renee Bernstein, Marcella, Jon Bowen**

**Concern:** NEED SIGNAGE – Announcement (Marketing/Events)

**4:15pm Workshop:** Esri and YPG’s 2-5 Esri YPG employees (PS, DTC, Dev, HR, Sales) would present the company, platform, solution capabilities and benefits from working on Esri tools. They would also be able to address questions with Open Source anticipated as a significant topic area for discussion.

**Action:** Develop Program from various professions within Esri. Recruit Presenters.

**Owner: Jon Bowen (Schedule?), Daniel, Courtney, John Fry, John Dombzalski, James Sullivan (Military)**

**Concern:** Time from Booth Duty and presentations for people to prepare/present here.

**5:15 Expo Social GIS Employment Panel:** Invite Esri, partners, government, start-ups to talk about employment opportunities around GIS. YPG Participants would be encouraged to bring resumes and be prepared to meet employers (TO BE RECRUITED) during networking social after panel discussion. An area of the Expo Floor next to one of the theatres would be needed for this activity.

**Action:** Recruit Government, Industry, NGO, Start-Up Representatives. Decide format. Present and then audience questions/discussions? Communicate out this event. What is needed to learn about this industry, courses, Cyber, etc.

**Owner: Jennifer Stansal, Kyra, Williams,**

**Concern:** Time to get all parties presenting and then answer questions. Prioritization of who speaks and how. Focus needs to be on the career, profession, tradecraft not on the companies/organizations presenting.

**6:30pm Happy Hour:** A TBD location would be set-up as a private party a place to open a tab for drinks for a two hour period with a capped limit of $X for anyone with a YPG participants ribbon.

**Action:** Location. [Lost and Found](http://www.lostandfounddc.com/) (pending final decision), 1240 9th St. NW, Washington, DC 20001. Availability confirmed for 6:30. USGIF

**Owner: Courtney Claessens, Jon Bowen, Jennifer Stansall,**

**Concern:** Too Many people/relative to budget. Non-YPG’s . Venue Location. Legal liability. Lost and Found?, Rocket Bar? MapBox Party. Do we need Schwag. Door Prizes(Ticket to the Dev Summit)? Legal(Matt). Projected Numbers

**Tuesday Schedule**

**Esri Party: YPG VIP Area:** Separate area designated for the YPG to socialize at the Esri Party for ongoing dialog and networking.

**Action:** Decide on area of venue, signage, etc.

**Owner: Renee Bernstein, John Dombzalski**

**Concern:**

**Follow-Up Activity:**

A post conference survey would be circulated via email to all YPG participants to solicit feedback and future activities from this group.

A general YPG meeting would be announced at the conference and held in the March 2015 timeframe at the DC Dev Center. Topics to be covered would be drawn off of the questionnaire as well as a specific area of the platform to focus on. The idea of a virtual course was also submitted.

**Action:** Evaluate if YPG is something to carryforward to the Esri User Conference.

**Owner:**

**Concern**: Does this cross over into GovLoop/NextGen events. Can we focus on one topic per quarter? What is enough? What is focus? Networking, Technical, Professional Development, etc.

SOCIAL MEDIA GURU…..