Successful Single Agency Planning of a Large Scale GIS Day

City of Killeen
Our First GIS Day – Overview

We weren’t sure what to do, or how to go about doing it, but we were sure we wanted to do something.

There were questions.

- The decision!
- Large or small?
- Where?
- What’s the Vision...?
- How did we get there?
Why Host a GIS Day?

Expose the students to Geography and GIS technology and how they merge together.

- “What is GIS?” ...how many times have you been asked that?
- Show students the concepts of spatial distribution and problem solving
- Geography is more than coloring maps!
- Give teachers ideas they can use in the classroom
- Share your GIS success stories!

Community Involvement!
How did we get started?

Seven person group consisting of GIS users from several City departments meet to discuss the possibility of hosting a GIS Day.

Unified agreement to have event

Good ideas, but no direction emerges from group

- Time is running out!
- No Volunteer to lead the project emerges from group.
- IT/GIS (3 people) assumes leadership – Then it was on!
The Original Idea

- Go Small...
  - Small, elementary classroom environment
  - Tour classes, one school
  - Limited use of technology (mobile)
  - One school = fewer kids = lower impact
  - $\frac{1}{2}$ Day activity
Colen leaves for Jamaica

Colen’s instructions for Shannon:

“Have a decision by the time I get back!”
Why go Small when you can go BIG

Shannon makes the call....... BIG
It Is!!!
The Vision

To get the kids fired up about GIS and Geography, keep them fired up the entire time, and send them home so excited their parents will think they had been drinking Red Bulls and Rock Stars.

It all started in Ballroom A
8 Weeks and Counting... Uh oh, Now What?

We have no budget and we need everything

- We need Kids!
- We need Money!
- We need a facility!
- We need volunteers!
- We need participants!
- We need prizes!
- We need advertising!
We Need Kids

- Locate appropriate school district personnel (it took 13 phone calls and 8 days)
- Coordinate meeting (another week)
- Prepare proposal they couldn’t refuse!
We Need Kids...How Do We Convince the School District?

The Proposal

- 1000 Kids!!!
- Timed rotations through expo
- TEKS .... an integral component to the plan
- Interactive events!
- Engaging environment!
- District identifies grade level
- KISD coordinates transportation

They Loved It!
Now that we’ve got kids...

We need MONEY!

- For
  - Facility rental
  - Prizes
  - Food & beverages
  - Volunteer shirts
  - Booth & map gallery construction
  - Printing
  - Ribbons & awards
  - Misc. expenses (air horns, duct tape, etc...)
How did we get funding?

Colen (and George) went to work!

- Solicited sponsorships from local engineering companies and City consultants with active contracts
- Solicited local merchant donations (HEB, local restaurants, etc.)
- Convinced City Manager to pay remaining costs
The Killeen Civic and Conference Center was the perfect facility

- KCCC had everything we needed….ample space inside and out, projectors, big screens, tables, wireless microphones, sound system, internet, and parking.
The Event Layout

Traffic flow, Volunteer positions, booth configurations, map gallery and prize tables locations, etc...
Event Set Up

- Most setup was done the day before
- We did have to reserve the Conference for the setup day
- Floor Map and Map Gallery was constructed by City of Killeen Building Services staff
- 5 ArcIMS and 5 Google Earth stations were supplied and set up by IT/GIS Staff
We Figured we needed 50 Volunteers

- We started with the scheduling a “training day” for the entire IT staff. That gave us 15.
- We went to other departments and ask for help. That gave us an additional 18.
- We contacted local volunteer groups and got 6 more.
- Some family members volunteered giving us 5 more.
- We did it with 44.

Two Volunteers trying out the globe beachballs
Prizes

- Geography themed prizes to spur interest
- Incredible local support
- ESRI Redlands & San Antonio office
Every Student received a Tote Bags with stuff in it

This was the most expensive item for the entire event.

1100 Tote Bags cost $3,850 or $3.50 ea

With stuff added the cost per tote was $4.62
We Need Participants

- 6 Booths by City Staff
- Shannon started contacting different companies and agencies.
- Colen and George got engineering companies and consultant participants.
- Shannon and Colen both managed to get a junior college to run a booth.
Police and Fire Departments held outside Exhibits
City Booth - Google Earth Station
Another City Booth - Floor Map

Kids were asked to take off their shoes, handed a 3x5 card with a country name on it and asked to find it. They had to physically climb on the map, get on their hands and knees and find the countries. Volunteers assisted.
Google Earth Station..again
City Booth - ArcIMS Station
Kids found their houses
Ballroom B
Participants
Key Volunteers

- **Joan! - MVP** - you gotta have a “Joan”
  Coordinated and collected giveaways from local businesses
- **Hilary - MVP “MC”**
  Master of ceremonies
Key Volunteers

- Parks and Recreation
  - Donated staff, money, cooked and served food
Gold Medal Volunteers

44 volunteers.

You can’t have a successful GIS Day without them!!
The Poster Contest
What Does Geography Mean to Me?

Students tasked to create posters using theme
- Shannon creates poster contest criteria and guidelines.
- Posters collected prior to GIS Day.
- Art teachers judge based on specific criteria
- All posters hung on walls inside civic center and was the first thing the kid saw.
- Winning posters identified by ribbons.
- Category winners receive prizes
Poster Contest
Posters
What would we do different?

- Plan early!
- Establish planning committee
- Acquire funding through fiscal budget
- Increase time at stations (booths)
- Larger booths
- Host two day event - include more kids!
- Spend more time educating teachers prior to event - get lesson and unit materials into the class before GIS Day “re-teach”
GIS Day 2007

Kick off begins next month
Bigger and better
More participants
Improved scheduling
On a Final Note...

As a GIS professional or organization, one of the most rewarding events that you can be involved with is GIS Day.
Contact

Colen Wilson
GIS Project Manager
254-501-7885
cwilson@ci.killeen.tx.us

Shannon Deckert
GIS Analyst
254-501-7707
sdeckert@ci.killeen.tx.us