



The Association For **GIS** Professionals
www.URISA.org

The URISA name carries with it a long and respected history.

For nearly 50 years, URISA has been an association of education, innovation, and leadership and URISA chapters uphold that reputation at the local level.

From URISA's Advocacy Agenda to initiatives that support the advancement of the profession, URISA relies on the collective energy and knowledge of its Board of Directors, committees, members, and volunteers.

Historically, URISA leaders overwhelmingly have one thing in common: *most began their URISA careers by volunteering for their local URISA chapter.* Their leadership skills were honed by serving their local URISA chapter and mentoring new leaders along the way.

Chapters rely almost entirely on the efforts of its volunteer leaders to handle administrative, outreach, and program responsibilities.

URISA International cannot rely on volunteers for day-to-day operations so it employs a small staff of association professionals who are skilled in managing associations and their programs.

URISA staff is capable of assisting chapters in a variety of ways, which allows chapter volunteers to concentrate on developing effective programs and connecting to the local community. A few of the services offered are described within this document.

CHAPTER SUPPORT

Chapter Relations Committee (CRC) – *The CRC, organized under URISA's Outreach Division is a valuable resource for chapter leaders, providing guidance, ideas and support. The CRC appoints liaisons to each chapter for regular communication and discussion.*

Chapter Leaders' Network – *URISA maintains a chapter leaders' listserv to disseminate information and share ideas and best practices among the chapters. URISA also schedules a quarterly conference call for leaders to discuss hot topics.*

Chapter Leaders' Forum – *URISA hosts a half-day meeting for chapter leaders at the GIS-Pro annual conference. Guest speakers and demonstrations to help improve chapter effectiveness are featured during the meeting.*

Advocacy: *URISA actively solicits local issues from Chapters for discussion at GIS-Pro, to inform our annual advocacy agenda and address chapter members' issues and concerns.*

Informing: *URISA keeps in touch with national issues and informs chapters of developments that can have a local impact. This includes representing chapter interests via URISA's participation on the Boards of COGO and GISCI, and via active liaison with GMIS, NCEES, APA, NICS, NSGIC, IAAO, IGIF, GIS-T, NACo, PTI, and PRIA.*

Financial Management & Legal Counsel

Tax Compliance
Incorporation assistance
Advice on cash handling and standard financial practices
Cost-effective credit card processing

URISA employs a Certified Public Accountant with a strong background in U.S. nonprofit financial management who is willing and able to assist with your financial questions. URISA also undergoes a comprehensive annual audit.

URISA also has a long-term relationship with a law firm that specializes in associations and nonprofit organizations.

Insurance

Directors and Officers Coverage – *Several years ago, URISA's D&O policy was amended to add, as Insureds, each of its chapters if it's Officers - specifically President, Vice President, Treasurer and Secretary are all members of URISA. This limitation comes from the URISA bylaws (section 205, item 4), which state that chapter officers as listed above are required to be members in good standing of URISA.*

The D&O policy provides coverage for directors, officers, employees and volunteers while acting on behalf of URISA or their chapter and within their scope of authority. This policy responds to claims arising out of business decisions/actions, not bodily injury or property damage claims.

Our package policy has also been modified to provide limited liability coverage (bodily injury and property damage) for chapters. This includes:

- Club & Chapter business activities (not otherwise excluded)*
- Host Liquor Liability*
- Meeting/Convention Liability (there may be an additional charge)*
- Volunteers as additional Insureds*

Note: Certificates of Insurance should be obtained from vendors and anyone providing services, including caterers, bus charters, contractors and professional service providers.

COMMUNICATION SERVICES

Conference Calls - *Several chapters have set up accounts with URISA's Conference Call provider, TelSpan. Because of the quantity of business URISA does with TelSpan, they offer very competitive rates. URISA arranges for the account codes and you set up the calls yourself. URISA receives an invoice from TelSpan every month and will simply invoice your chapter for reimbursement of the charges.*

Publications – *URISA publishes THE GIS PROFESSIONAL electronically which regularly includes chapter announcements and news. The URISA Digest is an electronic publication which is distributed at least once per month. Chapters are encouraged to send in announcements for each publication.*

Online Surveys – *URISA has an annual account with SurveyMonkey.com and has ample experience in designing surveys to meet your marketing and informational needs. If your chapter wishes to conduct a survey, URISA staff can help.*

Email Broadcasts – *A number of chapters have also used URISA's email broadcast capabilities to promote events and programs. Simply email the text you wish to distribute and the email list of recipients and URISA can turn it around fairly quickly.*

Press Releases – *URISA staff maintains a press list of industry publications and groups. If you have some important information to share with the greater community, send it along to URISA and they will send out the announcements to the press contact list.*

URISA Website – *The URISA website includes blogs, forums and RSS feeds, along with a page for each chapter and a conference calendar. Don't forget to use those vehicles to announce events and programs.*

Social Networking – *URISA maintains a Twitter, LinkedIn and Facebook account. Our Twitter account has more than 1,000 followers and the number is growing every day. If you have an event or announcement, be sure to send it to URISA staff to tweet and post.*

Speakers Bureau: *Need a keynote for you conference or expert to speak during your luncheon? URISA's extensive membership list and contacts can put you in touch with the motivational experts you need.*

Contacts – *When approaching a communication campaign, be sure to contact URISA for lists of URISA members in your area.*

MEMBERSHIP SERVICES

URISA staff members are experts in membership database management and Headquarters utilizes a robust database system in its daily activities.

In order to keep the members you have, it is important to not only serve them well, but also to make the renewal process as painless as possible. From generating dues renewal invoices to payment processing, the URISA staff can handle this often cumbersome and time-consuming yearly activity.

Manage membership roster
Manage membership renewals
Accounting processing for membership

With URISA's recent conversion to a new database system, the opportunities for URISA chapter membership dues processing have become much more seamless with add-on membership options and easy online processing.

Marketing Management

To recruit new members to your organization, you must first offer a reason to participate (whether it be educational programs or networking opportunities not available elsewhere) and then offer an easy way to get involved. This could take the form of a simple one-page membership application or a more detailed membership brochure. It is important to point out all of the benefits of membership and it always a good idea to include "testimonials" from current members. Make payment options as convenient as possible and include a phone number and/or email address for questions.

Design assistance - *Whether you just want a 'second pair of eyes' to look over your marketing materials or web content before you publish them or want complete design services, URISA staff can assist.*

Mailing - *If you have a mass mailing, take advantage of URISA's nonprofit mailing status to save considerable money on postage costs.*

URISA Workshops

URISA Certified Workshops are the best way for chapters to provide high-quality education for their members. The content is already proven, annually-reviewed and updated. When budgeting for a URISA workshop, Chapter leaders should consider facility costs, refreshments, printing costs and the workshop licensing fee. Peruse the workshop offerings and contact URISA for instructor information (<http://www.urisa.org/workshops/license>).

Once a workshop, instructor, and date are confirmed, you must license the workshop from URISA. URISA will provide certificates, a master workbook file for printing and will assist with promoting your event. URISA can even handle registration (online and manual) and payment processing for your workshop.

Chapters can use workshops to generate revenue or to simply cover expenses.

Web Services

Web Hosting - For those chapters just starting out, or without the volunteer capacity to maintain a website, URISA will host and make updates to your page. With the Drupal Content Management System, we can assign authoring privileges to appointed chapter members to allow the chapter to make its own updates and changes to their page(s).

Webinars – URISA has an annual license to host webinars for educational and communication purposes. If your chapter has a need to utilize webinar capabilities, please let us know.

MEETING SERVICES

URISA has assisted chapters with single tasks such as event registration and has served as overall Conference Manager for entire events, handling everything from contract negotiations to program development.

Event Registration Services

URISA can perform a variety of services for your events (workshops, seminars) or full conferences including:

Registration – online or manual entry, credit card or checks; printing of name badges; sending confirmation notices; accounting; managing registration on-site

Exhibitor Services

URISA staff has had ample experience with both the sale and management of exhibit booths at conferences. URISA maintains close contact with the vendor community and keeps current with the frequent changes in this industry. URISA staff can assist with booth and sponsorship sales, negotiating decorator contracts and managing the exhibition on-site.

Logistical Services

Includes negotiating confusing hotel contracts, site selection and insurance assistance, audiovisual coordination, meeting space management, food/beverage coordination, and program coordination.

Marketing Services

A number of printed and electronic pieces are typically used to promote attendance and participation at conferences, including Save the Date, Call for Presentations, Exhibitor Prospectus, Preliminary Program, Final Program, and Conference Proceedings. URISA can coordinate these for you or simply review your materials.

As you can see, URISA can assist or lead many of your chapter functions, for no or little cost. Even for services that are much more substantial (conference management, for example), you will find URISA's fees to be much more competitive than an outside firm.

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